Elusive, Enigmatic. And very nearly extinct. The Amur leopard remains something of a mystery; what we know of its life in the wild has largely been pieced together by researchers who follow its tracks in the snow. The northernmost of the leopards, it grows a long, thick coat to cope with winter temperatures as low as -30°C. A formidable predator, it preys mainly on deer and wild boar, though it will hunt smaller animals as well. The leopard is itself prey to poachers, however, putting terrible pressure on a population also struggling with habitat loss. And because numbers are so desperately low, it wouldn’t take much to push the leopard over the edge.

As we see it, we can help make the world a better place. Raising awareness of endangered species is just one of the ways we at Canon are taking action—for the good of the planet we call home. Visit canon.com/environment to learn more.