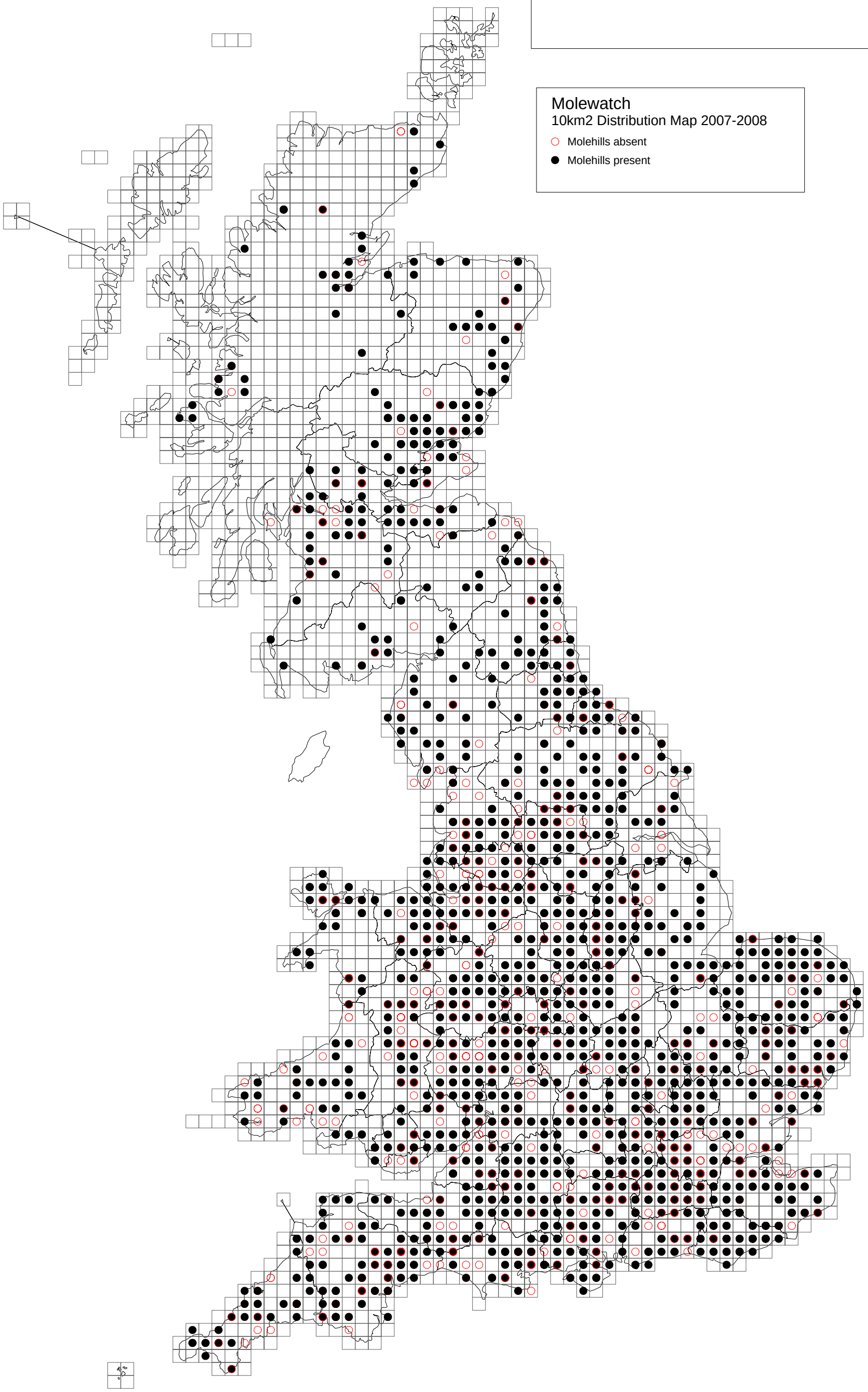people's trust for **endangered species**