

March 10 is #ParrotCrisis Awareness Day. Despite international anti-poaching laws and global frameworks, parrots continue to be trafficked to meet the demands of the global pet trade—every single day.

Every time a parrot is purchased from a store or a breeder, their "value" puts wild parrots at risk. 29% of all parrot species on the planet are listed as critically endangered, endangered or threatened on the IUCN Red List. 58% of all parrot species are in decline. In many areas, the poaching rate is 100%—no chicks escape the wildlife trade. Up to 90% of trapped birds die after capture.

Despite all this devastation, parrots remain one of the most frequently abandoned of all companion animals. Their wild nature and natural inclination for loud and frequent vocalizations, aggression, and destruction of property are too much for most guardians.

Standard pet industry practices, such as hand-rearing (i.e., parental deprivation) further complicate factors, as they actually undermine a parrot's ability to mature into a psychologically healthy, well-adjusted adult, and increases the likelihood of a bird's failure as a "pet."

Even the most loving parrot guardians often find themselves unable to care for their longtime pets in the event of declining health, financial struggle, or other life circumstances. In that context, it's not surprising that sanctuaries across the globe are at capacity, unable to address daily requests for surrender as more and more birds flood the market—many of which are born to filthy, neglectful breeding mills, treated as disposable commodities.

This is the #ParrotCrisis. Everywhere, these wild animals are suffering because humans want to cage them. With each passing day, more parrots are stolen from the wild. More are brought into the world as a commodity by breeders. All will suffer in captivity.

The time has come for us to protect them. If you love parrots, never buy, breed, or sell one. Adopt, don't shop. Support conservation efforts. Support local legislation that bans the sale of parrots in stores. Contact your local parrot rescue or sanctuary to see how you can help them.

You can protect parrots on social media too—ignore content that promotes captivity and report irresponsible content. Talk about the #parrotcrisis on social media, including in comments on posts about captive parrots. Speak out, so more people will learn the truth about captivity. To learn more about the parrot crisis, visit [www.parrotalliance.org](http://www.parrotalliance.org).