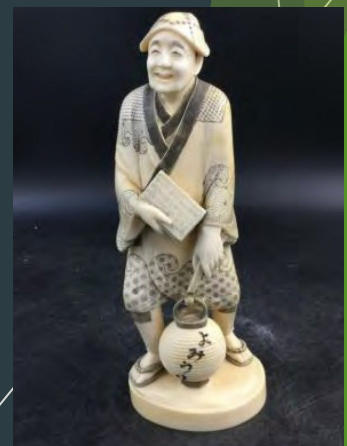
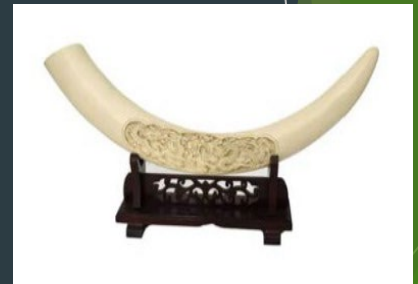




# 2024 Online Ivory Listed for Sale in the United States



## Introduction

This report is a summary of our seventh year of searches for online vendors and auction sites listing ivory items for sale. As with previous summary reports (BWB 2018, 2019, 2020, 2021, 2022, 2023), the purpose was to identify sellers and to assess the current scope and locations of the online ivory trade in the US.

All our reports and intel are submitted to State and Federal wildlife agencies, which have already resulted in seven successful prosecutions. In addition, we are collaborating with the National Whistleblowers Center and the Department of Homeland Security, which are also studying our data and pursuing prosecutions. Our data help analysts to understand the extent and distribution of the illegal ivory trade - which is driven by global organized crime syndicates.

## Survey Methods

We again limited our internet searches for ivory items to those offered by US-based sellers and auction sites (vendors). Searches were conducted daily between January 1 to December 31, 2024 and divided into six search periods for analysis. We used keywords (i.e., ivory, tusk) to search for target items being advertised or sold by a range of online vendors, including independent vendors (auction and non-auction) and large auction and non-auction sites. We also utilized the automated keyword search feature at three prominent auction platforms (i.e., AuctionZip, Invaluable, Liveauctioneers). This feature provided email alerts when items matched our keywords, which allowed for thorough and continuous coverage.

Our surveys methods (i.e., search protocols and criteria, data collection and analysis) were the same used in prior years and detailed in our 2018 report (BWB 2018). We also compared the results of the 2024 data with our past reports, wherever possible.

## Results

Our year-long internet search yielded 1300 ivory items offered by 99 vendors based in 28 states. The highest number of vendors selling ivory were found in Florida (26), Pennsylvania (10), California (7), and Texas (7), and Ohio (6) (Figures 1 and 2). The highest number of items for sale were found in Florida, Massachusetts, Pennsylvania, Virginia, Ohio, and Maine, respectively ( $\geq 65$  items) (Figures 1 and 3). Carved ivory figures were the most common items encountered across all states.

Online vendors again varied in size from large-worldwide operations to small independent sellers. Aggregator auction websites, which offer multiple sellers an online platform to access a much larger audience, represented over 95% of the online market. The top three aggregator websites were AuctionZip, Invaluable, and Liveauctioneers. Vendors often listed items on multiple aggregate auction sites. Table 1 presents the online vendors and

auction sites that had the highest number of items for sale and the greatest number of listings over the 12-month survey.

The number of newly found vendors selling ivory in 2024 is slightly less than last year and seems to be continuing the downward trajectory (Figure 4). The number of items appears to have remained fairly constant as well over the last four years (Figure 4). As in previous years, most of the vendors referred to their advertised items as being “antique,” or “vintage,” “from 1900 century”, or “pre-ban” - but none provided documentation of legal import. The states without ivory bans often stated the items could not be sold out-of-state.

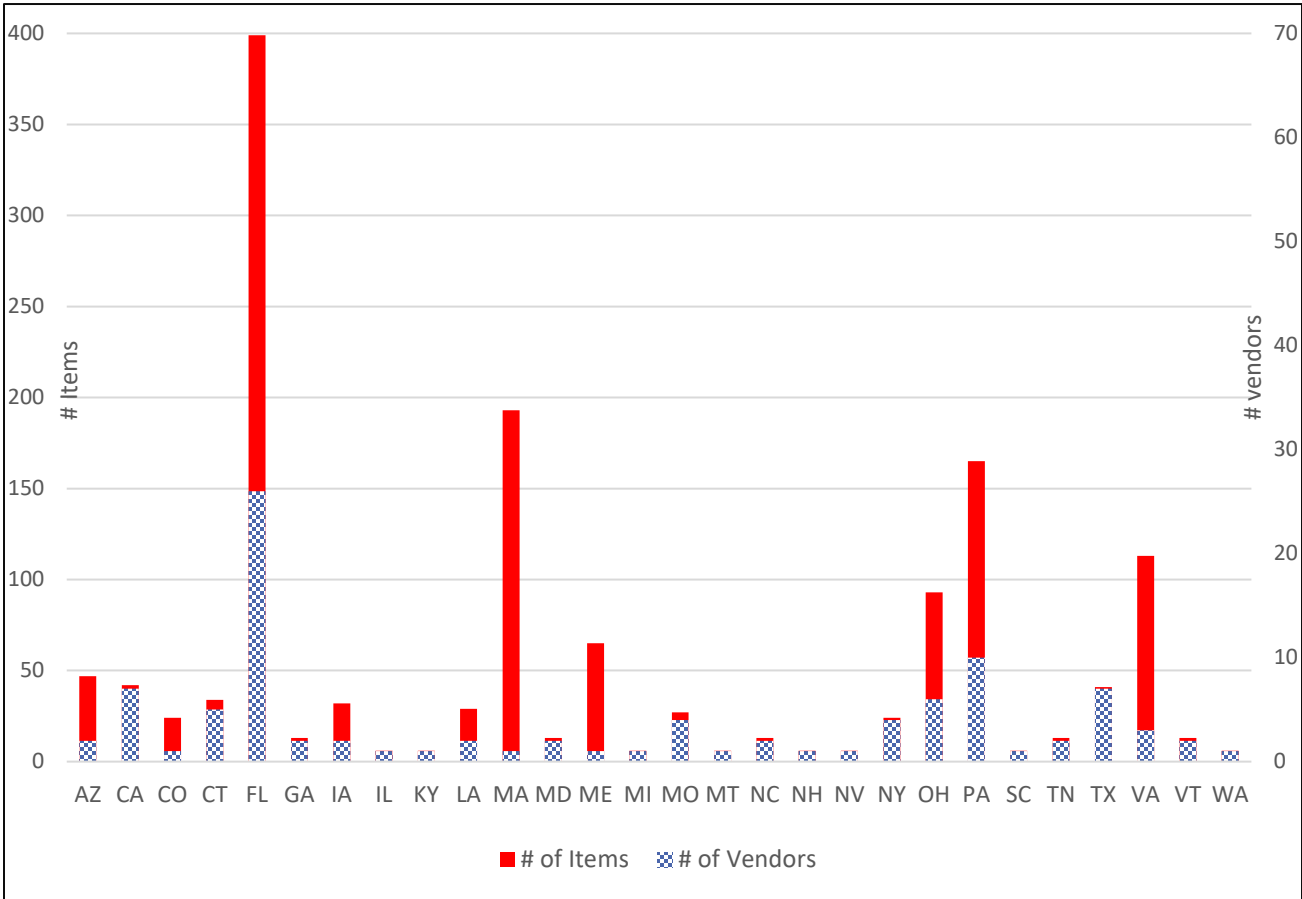


Figure 1. Online ivory for sale by state: number of vendors and items (January 1 to December 31, 2024).

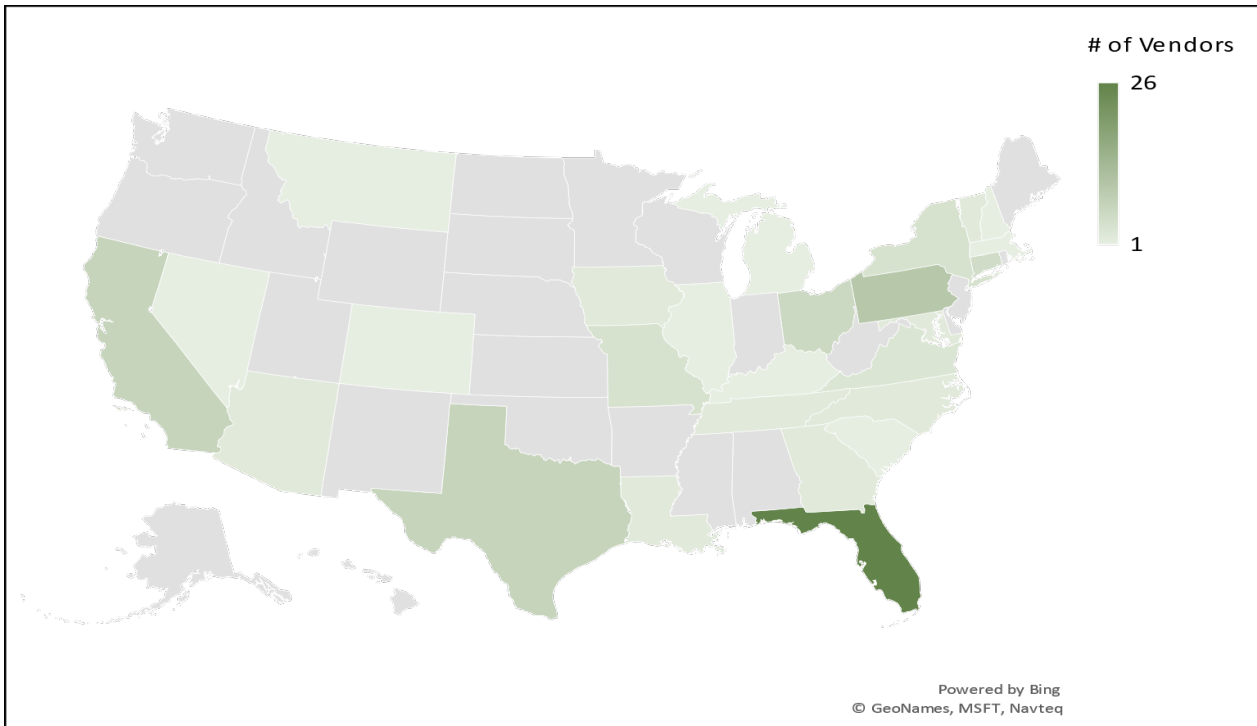


Figure 2. Number of online vendors selling ivory by state (January 1 to December 31, 2024).

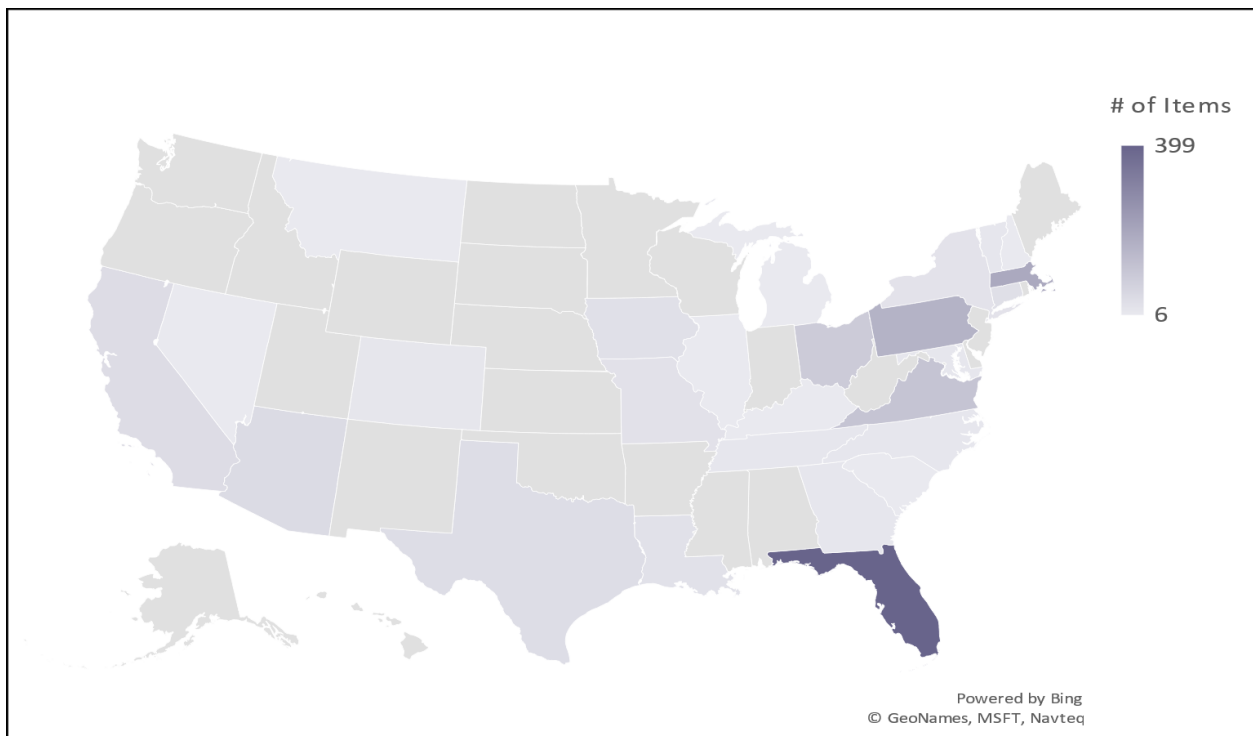


Figure 3. Number of online ivory items for sale by state (January 1 to December 31, 2024).

Table 1. Top Fourteen Vendors/Auctions Selling Ivory – 2024 <sup>1</sup>

Store Name	Location	# items	# listings	Auction/Store
Eldred's Auctions	East Dennis, MA	192	5	Auction/Store
Morphy Auctions	Denver, PA	112	4	Auction
Seminole Estate Auctions	Orange, FL	109	5	Auction
Quinn's Auction	Falls Church, VA	109	3	Auction
Affiliated Auctions	Tallahassee, FL	68	6	Auction
Apple Tree Auctions	Newark, OH	65	6	Auction/Store
Thomaston Place	Thomaston, ME	64	5	Auction/Store
Blackwell Auctions	Clearwater, FL	54	6	Auction
Imperial	Cape Coral, FL	47	3	Auction
Amero Auctions	Sarasota, FL	44	6	Auction/Store
R & R Auctions	Peoria, AZ	41	6	Auction/Store
Jackson's Auction	Cedar Falls, IA	31	2	Auction/Store
Crescent City Auctions	New Orleans, LA	29	5	Auction/Store
Winter Auction	Plainville, CT	26	6	Auction

<sup>1</sup>Selection Criteria: >25 items and  $\geq 3$  listings. Listings are number of search periods the store/auction had a listing (6 search periods).

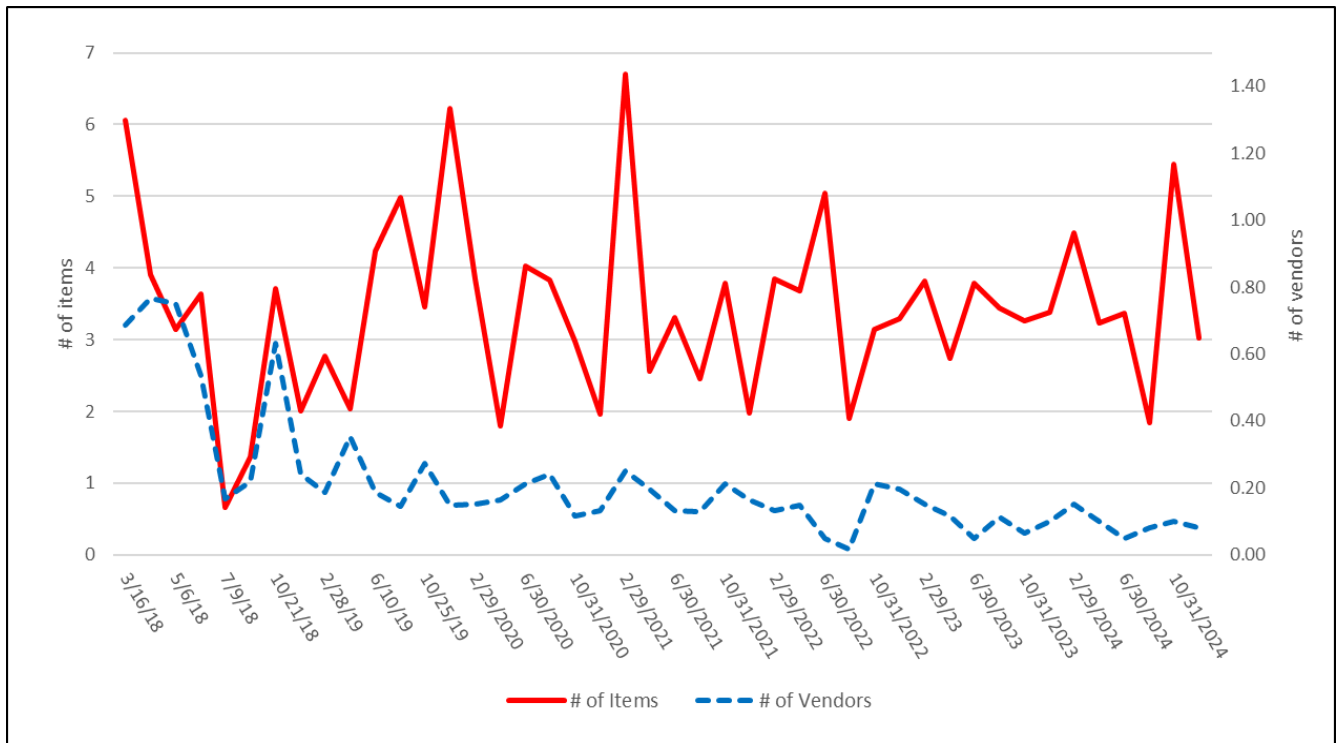


Figure 4. Number of new online vendors and new ivory items by search period (March 1, 2018 to December 31, 2024) (items were divided by number of search days in each period).



## Discussion

As in all previous years, our data show that the US ivory markets continue to flourish on the internet. For the last five years, Florida has far exceeded all other states in number of vendors and ivory items being sold: Florida has been responsible for between 26% to 43% of the top selling vendors and between 27% to 36% of all ivory items offered in the US.

Pennsylvania and Massachusetts also have continued to rank high in number of vendors and/or number of items for the last seven and four years, respectively. California has been top ranked in all years for vendors. Ohio and Texas have been among the top rankings in vendors for the last three and two consecutive years, respectively. The number of items has varied over the seven years of our study, but the number of new sellers appears to be going down.

Of our top vendors in 2024, two were among the top sellers in all seven of our survey years: Blackwell Auctions (FL), and Eldred's (MA.) Three were among top sellers in six of our survey years: Seminole Estate Auctions, (FL) Thomaston Place (ME), and Morphy's Auctions (PA).

As with previous years, our findings make it clear that there is still a significant online market for ivory. However, if a state ban on ivory could be enacted in Florida alone, it would significantly reduce the ivory trade in the US. In addition, if the large aggregator sites were encouraged to ban the selling of ivory on their platforms, it would severely limit the US online market, principally AuctionZip, Invaluable, and Liveauctioneers.

## Citations

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