Clearing brings tigers to edge of extinction Jamie First

Tigers face a perilous future as their numbers continue to dwindle.

Extinction is now a very real possibility as some subspecies no longer exist already.

The most endangered species is the Sumatran tiger, with only about 300 surviving in the wild.

Their greatest threat is the loss of their rainforest habitat, which is being cleared for palm oil plantations.

Yesterday, Global Tiger Day was a chance for conservation organisations, including Melbourne Zoo, to highlight the danger the big cats are in.

Senior carnivore keeper Sheila Roe said the key was education and conservation.

"We need to be mindful of the habitat we're living in," she said.

"While tigers are mighty powerful, they are incredibly vulnerable to human impact."

Zoos Victoria is campaigning to move Australia's food manufacturers from unsustainable palm oil to Certified Sustainable Palm Oil, which is produced without loss of rainforest.

Ms Roe said it was important for people to ask the question before purchasing new products.