



for a living planet®

Struggling for survival



©WWF-Canon/Brent Stirton

Sharks used to be the masters of the sea as they are at the top of the underwater food chain. Having existed for over 400 million years, even earlier than dinosaurs, sharks play an important role in balancing the marine ecosystem being top predators and scavengers in the ocean. However, these natural born hunters are facing the biggest threat ever — **overfishing!**

Populations of many shark species have been declining drastically due to our insatiable demand for shark fin and the dire lack of sustainable shark fishery management worldwide. As animals of slow reproduction, shark populations worldwide are shrinking to an alarming level where an immediate drop is needed to prevent the extinction of many important species.



©WWF-Canon/Brent Stirton

The World Conservation Union (IUCN) reported 15 shark & related species were threatened with extinction in 1996 that the number increased by 8-fold to 126 species in 2008.

The Role of Hong Kong

Despite being small, Hong Kong is the world's largest trading center of shark fin, accounting for 50-80% of the global trade. About 73 million sharks are killed every year to satisfy this enormous appetite. Hammerhead sharks, dusky shark and sandbar shark were put to a vote at the United Nations conference in March 2010 for better international trade controls as they are almost consumed to extinction thanks to the unstoppable demand for their valuable fins.

Year	No. of Threatened Shark and Related Species on IUCN Red List
1996	15
2000	19
2004	82
2007	114
2008	126

You can help save sharks and retain a balanced marine ecosystem

As an individual consumer

1. Stop eating shark fin and persuade your relatives and friends to stop too.
2. Support caterers that take their first step addressing this critical global crisis. Please visit wwf.org.hk/sharkfree to see the list of caterers offering shark-free banquets.

As a corporate consumer

Pledge not to eat or serve shark fin in any of your corporate functions to demonstrate your corporate social responsibility and support for a sustainable planet. Please visit wwf.org.hk/shark to see the list of corporations that have responded to our call.

As a caterer

Join our Alternative Shark-free Menu Programme and offer your consumers shark-free banquets. Please visit wwf.org.hk/shark for more details. Save Our Oceans and Be Part of the Solution!

For more about WWF's Seafood Choice Initiative, please visit wwf.org.hk/seafood and download the Seafood Guide.



FSC
SOS-COC-002113