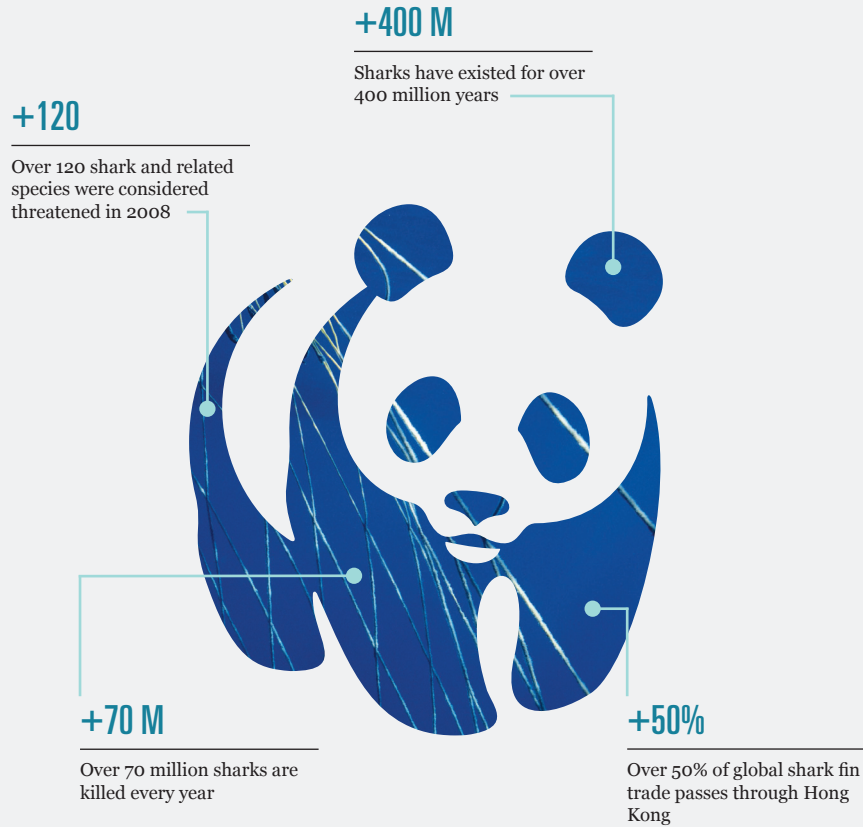


Sharks in numbers



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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Saving Sharks

by supporting shark-free menus

YOU CAN HELP SAVE SHARKS AS A CONSUMER:

1

Support WWF's "Alternative Shark-free Menu" programme and choose the shark-free menu for your wedding banquet. Spread the shark conservation message to your guests and ask them to send their blessing together with their support to protect sharks.

2

Tell the hosts of your banquets and corporate functions in advance to support a shark-free menu. Ask them to consider eating artificial shark fin products or sustainable seafood as an alternative.

3

Stop eating shark fin and avoid buying shark products such as shark cartilage and accessories made of shark teeth.

4

Check against the WWF Seafood Guide before purchasing seafood. Reject those in the "Avoid" category, and play your part in saving our oceans.

SHARKS ARE NOW FACING THE THREAT OF EXTINCTION

Currently, most if not all global fisheries for sharks are unsustainable. WWF promotes sustainable seafood to the public, caterers and corporations and requests them not to serve or consume shark fin until sustainably-managed fisheries are in place.

The demand for shark fin, particularly in Hong Kong and mainland China, and for shark meat in other regions has contributed to a drastic declines in shark populations. The number of shark and related species threatened with extinction has increased from 15 in 1996 to 126 in 2008 and some species with high-value fins like the scalloped hammerhead shark have crashed in some areas by over 80%. Sharks effectively regulate marine food chains; if their numbers decline to seriously low numbers, the marine ecosystem will become unbalanced.

Act now

Our children have a right to appreciate the oceans in their full glory. Your commitment is crucial to help reduce Hong Kong's impact on shark populations worldwide. Please support the shark-free menus. You can check out the list of supporting restaurants and hotels and learn more about shark conservation at wwf.org.hk/shark

