



TRAFFIC
the wildlife trade monitoring network

Global Momentum on Sharks



Andy Cornish Ph.D
**WWF and TRAFFIC Shark & Ray
Initiative**



GOAL:

By 2025, the conservation status of the world's sharks and rays has improved – declines have been halted, extinctions have been prevented, and commitments to their conservation have increased globally



Global Priorities for Conserving Sharks and Rays

A 2015–2025 STRATEGY

Global Sharks and Rays Initiative

A. Bräutigam, M. Callow, I.R. Campbell, M.D. Camhi, A.S. Cornish, N.K. Dulvy, S.V. Fordham, S.L. Fowler, A.R. Hood, C. McClenen, E.L. Reuter, G. Sant, C.A. Simpfendorfer and D.J. Welch

Four Interlocking Strategies



2025 RESPONSIBLE CONSUMPTION GOAL:

The demand for (largely unsustainable) shark and ray meat, fins, squalene, manta and devil ray gill plates, and freshwater stingrays is significantly reduced in the most important global markets, while markets increasingly demand that any shark and ray products are sustainably produced and traceable

2025 RESPONSIBLE TRADE GOAL:

Effective trade controls are in place to ensure international trade in sharks and rays, and the products derived from them, is legal, sustainable and traceable

2025 SUSTAINABLE FISHERIES GOAL:

Fisheries-driven overexploitation and waste of sharks and rays are substantially reduced through increased adoption and implementation of sound, science-based fisheries management measures in at least 40 priority countries and in Areas Beyond National Jurisdiction

2025 SAVING SPECIES GOAL:

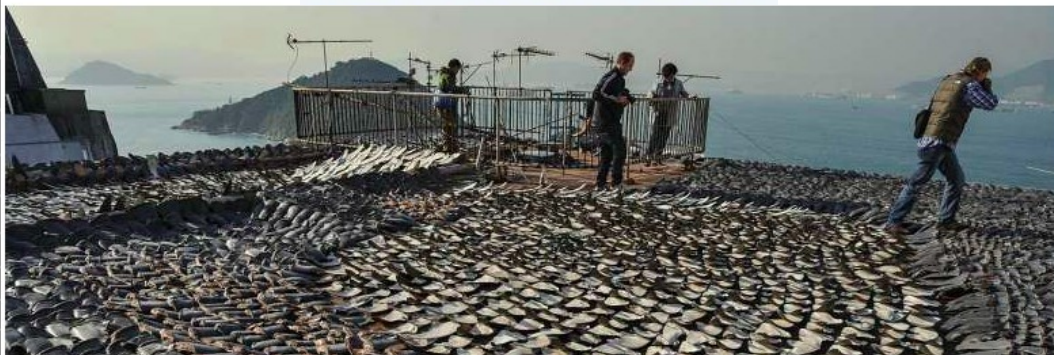
Declines of the most endangered shark and ray species have been halted, and the conservation status of Data Deficient species is understood

Shark Fin Consumption is Declining in Asian Markets



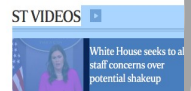
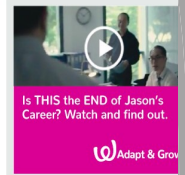
Busting shark's fin sustainability myths

THE STRAITS TIMES



SINGAPORE POLITICS ASIA WORLD VIDEOS MULTIMEDIA LIFESTYLE FOOD FORUM OPINION BUSINESS SPORT TECH

89 F&B outlets in Singapore pledge to take shark's fin off their menus in 2018



ABOUT US CONSERVATION FOCUS STORIES FROM THE FIELD NEWS HOW YOU CAN HELP TOOLS / PUBLICATIONS



Not in their kitchens: 18,000+ hotels now ban shark fin

Added to Press Releases on 17 January 2017

Action taken by global hotel brands to ban shark fin dishes from their offerings over the last five years has gathered tremendous momentum, with over 18,000 international hotels having taken this declining group of species off their menus.

Shipping Companies Banning Shark Fin Carriage Now Account for 80% of Global Market Share

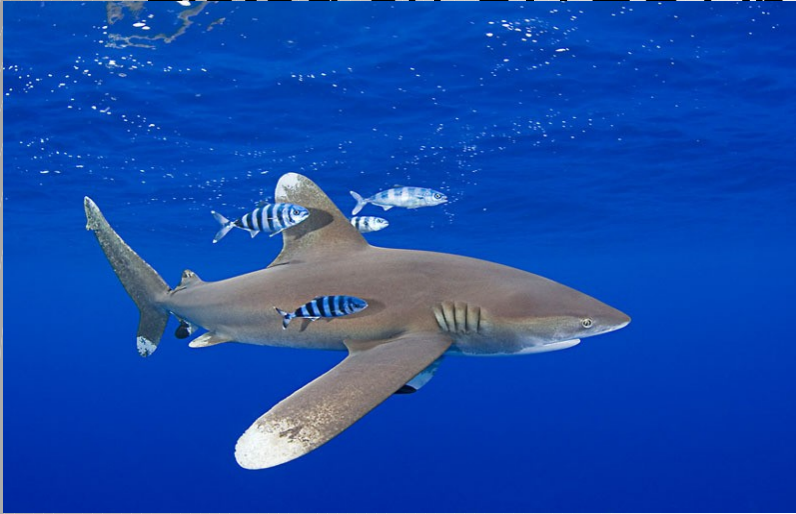


Declining Imports of Shark Fin into Hong Kong (tonnes)

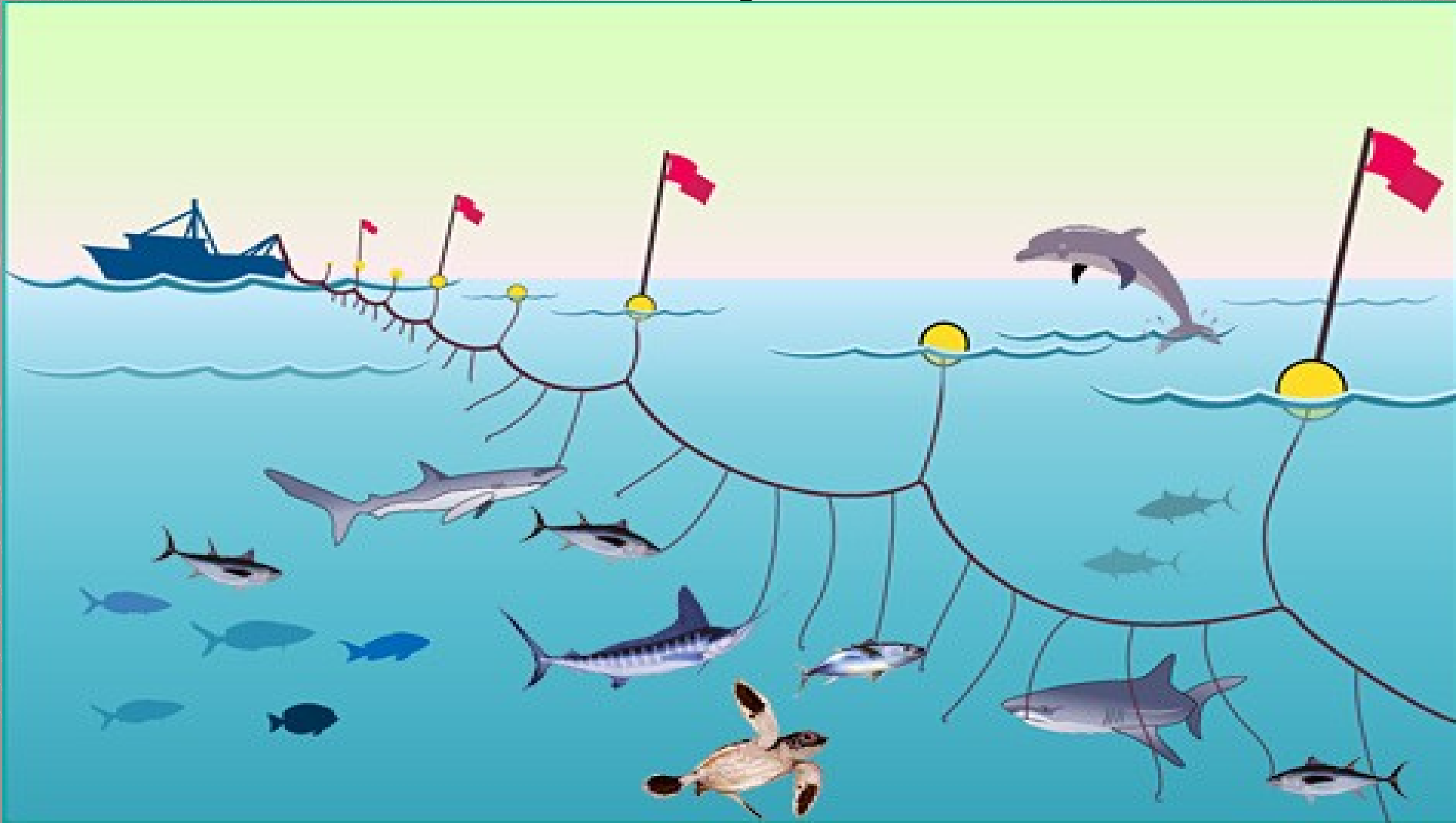




20 Commercially Important Shark Species & Ray Listed on CITES Appendix II since 2013



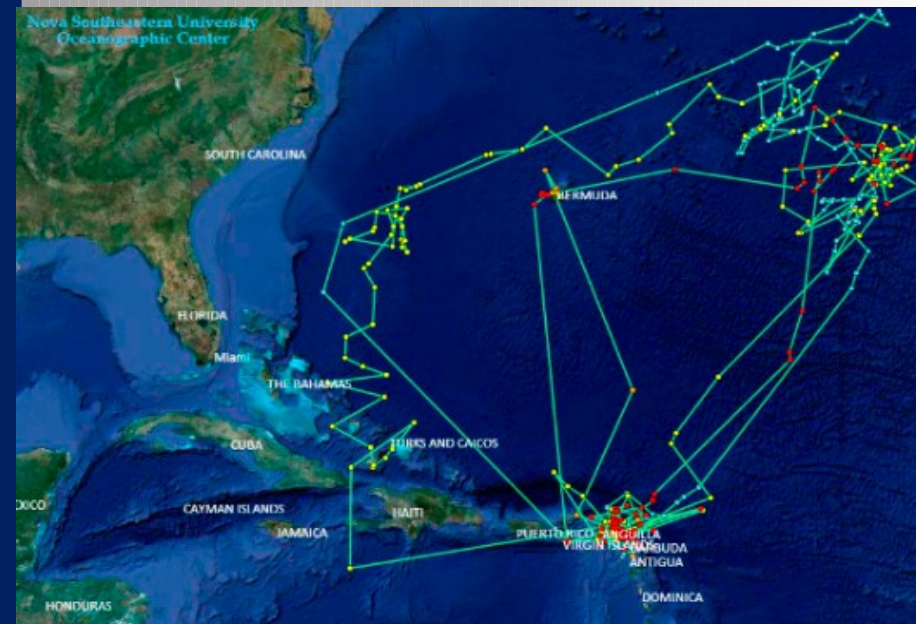
How Best To Manage Non-Targeted Shark & Ray Fisheries?



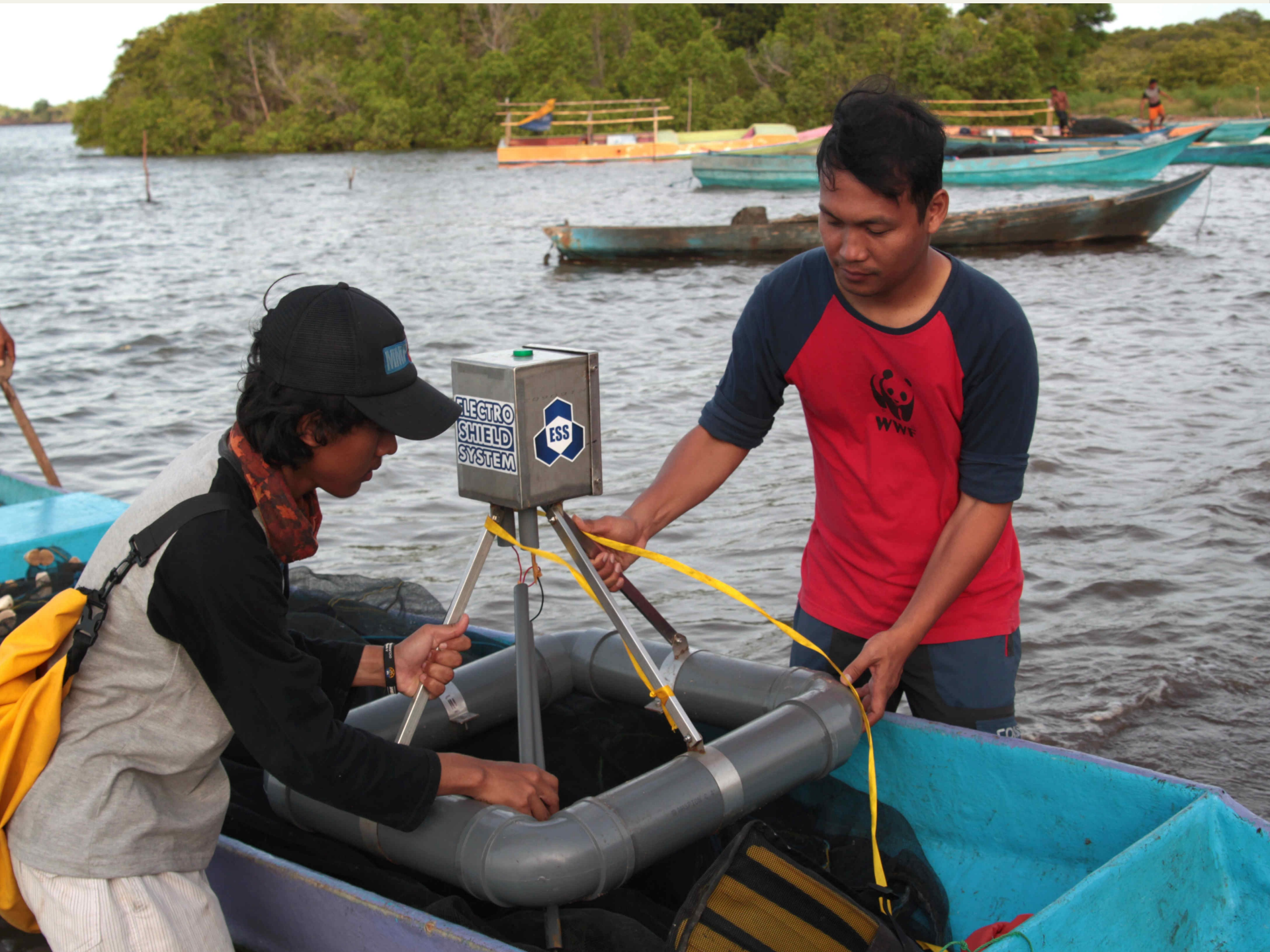
Practical Guide to Marine Protected Areas for Sharks UNDER DEVELOPMENT



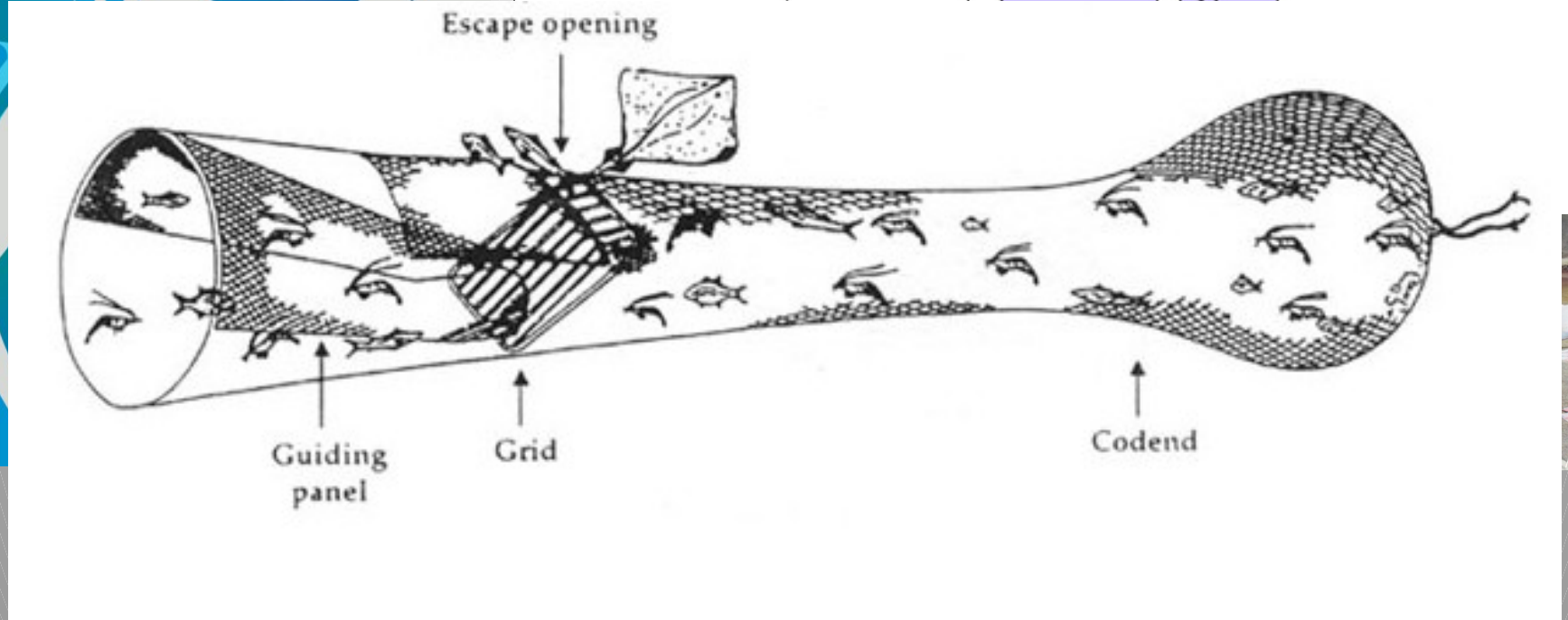
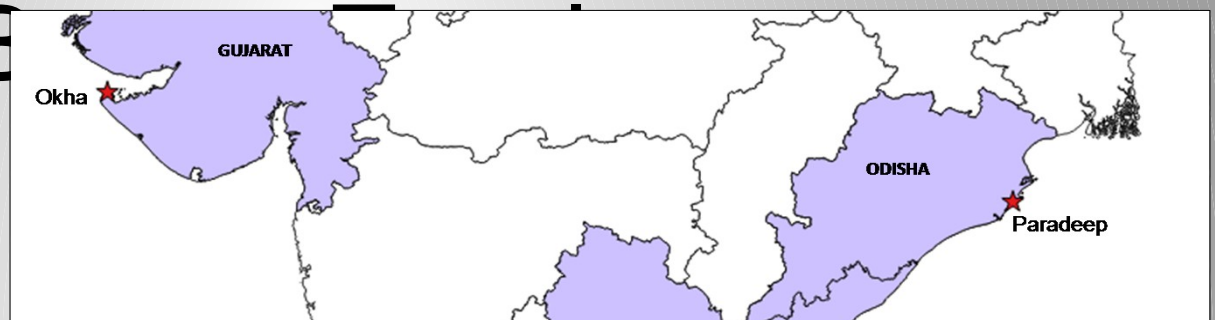
Centre for
Sustainable
Tropical Fisheries
& Aquaculture







Bycatch Reduction Devices in



Target 6

By 2020 all fish and invertebrate stocks and aquatic plants are managed and **harvested sustainably...**, so that **overfishing is avoided**, recovery plans and measures are in place for all depleted species, fisheries have no significant adverse impacts on threatened species ... and the impacts of fisheries on stocks, species and ecosystems are within safe ecological limits