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台啟



# 飲宴新趨勢 八大理由 「拒絕翅文化」

## Eight Good Reasons To Eliminate Shark Fin From Banquet Menus

BLOOM在2010年完成了一項有關香港消費者對魚翅及鯊魚副產品之消費習慣和態度的研究。該研究的主要結果請參考第12頁。

研究因應香港文化、以及在全球一直增長的鯊魚保育活動而訂立出「**飲宴新趨勢－八大理由拒絕翅文化**」，藉此希望香港人在飲宴時避免進食魚翅。

若餐飲業能帶頭作出正面行動，相信定會為鯊魚保育帶來最正面的作用。

In 2010, BLOOM completed the most comprehensive research ever into shark consumption habits and attitudes in Hong Kong. The key findings of the survey can be found on page 12.

In light of this research into cultural attitudes in Hong Kong, and the growing shark conservation movement worldwide, **Eight Good Reasons To Eliminate Shark Fin From Banquet Menus** sets out the case for removing shark fin from Hong Kong menus.

This leaflet is aimed at Hong Kong's hospitality industry, as shark fin is most often consumed at banquets held in restaurants and hotels.

Positive action by the hospitality industry will most likely have the greatest impact on saving the ocean's most enduring predator: the shark.



Photo by Stan Shea

## 1. 香港 已做好改變準備

香港是國際都市之一，香港人一向被認為極富前瞻性、適應力強及勇於作出任何改變，可帶動鄰近地區的各種潮流。正因為此，香港人更應帶頭，以身作則，減少食用魚翅，以拯救海洋中的鯊魚，不致令其絕種。而事實上，一份關於香港消費者對食用魚翅的習慣與態度研究發現，78%的受訪者表示他們可以接受婚宴中不設魚翅。

全球各地的文化都隨著時間不斷演變進化，歷來亦有許多證據支持這一點。由於鯊魚數量不斷下降、可持續漁業缺乏，而鯊魚對海洋生態系統和沿海社區均甚為重要，在我們加深認識和理解後，這個傳統正面對時代巨輪的挑戰，各消費者應當要考慮如何在海洋生態保育和傳統文化中取得一個平衡。

## 1. Hong Kong is ready for change

In the most comprehensive research ever on cultural attitudes toward shark fin consumption in Hong Kong, seventy-eight percent of respondents said they would accept not being served shark fin soup at a wedding banquet. People in Hong Kong are forward-looking and adaptable, willing to change, the embodiment of Asian modernity. Hong Kong is Asia's World City, and its businesses are the region's trendsetters. It shows Asia the way forward and others follow. Taking the lead to save the ocean's greatest predator from extinction should be no exception.

Although shark fin has only relatively recently become widely available, it is coveted as a cultural tradition and defended by those against a ban on this basis. However, cultures around the world evolve and change with time. There is much evidence of this throughout history. Given declining shark populations, the lack of sustainable shark fisheries, and the importance of sharks to the marine ecosystem as well as coastal communities, it is natural that as we increase our knowledge and understanding, such a tradition can and should be let go.

在華人社會中，進食魚翅是身份與財富的象徵。在古代，它是**富翁的專利**，可以追溯自宋代（960-1279）。直到1970年代，它才普及得讓普羅大眾享用，原因包括全球漁業的急速演進，以及區內漸變富庶。當時，**「魚翅撈飯」**更比喻為富庶的象徵。

As far back as the Song Dynasty (960-1279), shark fin soup was the **preserve of the rich**. In the 1970s, the dish became available to ordinary citizens as a result of the global intensification of shark fishing efforts and the arrival of new wealth to Hong Kong. At this time, rice mixed with shark fin became a popular dish.<sup>xv</sup> The Cantonese idiom **魚翅撈飯** or literally “eating rice with shark fin” is now a metaphor for a person's wealth.



Photo by Mike & Val Fraser [www.manandshark.com](http://www.manandshark.com)



## 2. 鯊魚 正面臨絕種威脅

鯊魚已存在超過四億年，比恐龍更早出現，並成功避過五次大規模的物種滅絕威脅。然而，現在牠們卻要面臨另一絕種的威脅——這全因人們對魚翅的需求遠遠高於鯊魚的自然繁殖速度，令其數量急速下降，直接威脅鯊魚的生存。

### 鯊魚急劇下降的證據

- 超過三分一的遠洋 (oceanic pelagic) 鯊魚品種面臨絕種。
- 在地中海地區，部分大型鯊魚的數量自19世紀以來已大幅減少達99%。
- 在墨西哥灣，小型近岸鯊魚數量在30年間下跌了90%。
- 錐頭鯊、大白鯊和長尾鯊在過去15年間於西北大西洋的種群數量減少了超過75%。
- 東北大西洋的spiny dogfish數量已經急跌了超過95%，而在某些地區，leafscale gulper shark數量已經在短短三年間減少了80至90%。
- 研究顯示，全球實際鯊魚捕獲的數字被嚴重低估或漏報，實際的鯊魚捕獲數字估計比世界聯合國糧食及農業組織處的官方數字高三至四倍。

## 2. Sharks are on the fast track to extinction

Sharks have been around for at least 400 million years and so far have survived five mass extinctions. They have seen the rise and fall of dinosaurs, but now overfishing driven by consumer demand for shark fin soup threatens their very existence.

### The Facts

- Over one-third of oceanic pelagic shark species are at high risk of extinction.<sup>i</sup>
- In the Mediterranean, some large predatory sharks have declined by as much as 99% since the 19th century.<sup>ii</sup>
- In the Gulf of Mexico, small coastal sharks declined by as much as 90% over 30 years between 1972 to 2002.<sup>iii</sup>
- Scalloped hammerhead, great white and thresher sharks have declined by over 75% in 15 years in the Northwest Atlantic.<sup>iv</sup>
- The spiny dogfish has declined by over 95% in the Northeast Atlantic and in some areas, the leafscale gulper shark has declined by 80 to 90% in just three years.<sup>v</sup>
- Research indicates that shark catches are massively underestimated and underreported: they may be 3-4 times higher than official figures.<sup>vi</sup>

科學家估計，每年約高達**7,300萬**條鯊魚為供應全球魚翅市場而被殺。換句話說，每分鐘高達**138**條鯊魚被殺，或是每天約有**20**萬條被殺。

Scientists estimate that up to **73 million** sharks are killed every year to support the global shark fin market. That's up to **138** per minute or around **200,000** per day.



Photo by Paul Hilton www.manandshark.com



Photo by Alex Hafford www.manandshark.com



Photo by Alex Hafford www.manandshark.com

### 3. 天生遲熟 易被濫捕

大多數鯊魚都是壽命長、生長緩慢，並可能要到20至25歲或更遲才達到性成熟。此外，鯊魚的妊娠期可長達22個月，而許多鯊魚每一次都只能生產很少幼鯊，以Dusky shark（魚鰭可被用作海虎翅）為例，約每3年才可生育一次，而幼鯊數量亦少。同樣備受威脅的大白鯊在繁殖力方面也相對地較脆弱，雌鯊每次產下約2至17條幼鯊。因此，許多鯊魚的繁殖能力根本無法補充現時被捕捉所失去的數量。

時至今日，全球仍沒有符合以生態系統為基礎管理的可持續發展鯊魚漁業。可持續的標準訂為捕獲量低於鯊魚自然繁衍的數量，但捕獲量低卻為可持續的鯊魚業的經濟效益帶來重大挑戰。

正如其他壽命長、生長緩慢而脆弱的物種，「獵取」這些資源的經濟誘因雖然強大，卻往往只可滿足短暫利益，而不是可持續地善用牠們。現時大部份的鯊魚漁業被視為對海洋生態及社會不負責任的行業。

### 3. Sharks are inherently vulnerable to overfishing

There is a paradox in the apparent strength of sharks and their inherent vulnerability. Most are long-lived, slow-growing and reach sexual maturity late, as late as twenty to twenty-five years or even older. Gestation periods can vary from less than three months to as long as twenty-two months. Moreover, many sharks have few offspring and reproduce infrequently. For example, the dusky shark, which is at high risk of extinction, is thought to give birth only once every three years. Small litter sizes exacerbate vulnerability. Great white sharks, which are equally threatened, are also not so mighty when it comes to reproduction. Females give birth to between two to seventeen live pups. Consequently, many sharks simply cannot reproduce quickly enough to recover from high fishing pressure.

Today, there are no sustainable shark fisheries managed according to the ecosystem-based management principle. A shark fishery only meets sustainability criteria with extremely low catch levels, which challenges economic viability.

As with other long-lived, slow-growing, vulnerable species, there is a strong economic incentive to “mine” these resources – for short-term gain – rather than exploit them sustainably. Procurement of these resources is therefore neither environmentally nor socially responsible.

在香港市場的拍賣魚翅，當中四成是來自14種已被世界自然保護聯盟瀕危物種紅色名錄列為有絕種威脅的品種（極度瀕危、易危、受脅及近危），包括。

40% of the fins auctioned in the Hong Kong market come from 14 shark species listed as at risk of extinction (Critically Endangered, Vulnerable, Threatened or Near Threatened) by the IUCN.<sup>x</sup>

See page 16 for the full list.



#### 4. 鯊魚 是海洋生態系統的關鍵角色

作為海洋中的頂級捕獵者，鯊魚保持海洋生態系統平衡，維護海洋生態的生物多樣性。科學家紛紛警告，如果鯊魚從海洋中消失，可能會帶來連鎖的負面效應。研究發現，鯊魚因被過度捕撈而引致數量大幅下降，在大西洋一些地區，鯊魚獵物之一大西洋牛鼻鱷的數量增至8倍，以致牛鼻鱷主要捕食的扇貝數量減少，對當地海灣的扇貝漁業構成重大影響。

健康而資源豐富的海洋是人類賴以維生的根源和福祉。全世界約有二億人的生計依賴海洋，另有約十多億人依賴海產作為其蛋白質的主要來源。事實上，鯊魚是大部份亞洲和非洲沿海居民的其中一個重要蛋白質的來源。

鯊魚數量已因人們龐大的需求而大幅下降，令本來已極力掙扎求存的魚類需面對更大壓力。聯合國最近一份報告表示，如果不採取任何措施去制止過度捕撈，幾近所有具高經濟價值的魚類將在二零四八年出現全球崩潰。除鯊魚數量大幅下降外，其他頂級捕獵者如三文魚、吞拿魚、鱈魚等已在短短五十年間下降了超過90%。



#### 4. Sharks play a key role in marine ecosystems

As top predators, sharks keep marine ecosystems in balance and maintain biodiversity. Scientists warn of the negative cascading effects of sharks disappearing from the marine environment.<sup>vii</sup> Research has shown that overfishing of sharks in the Atlantic Ocean, for example, led to an eight-fold increase in their prey, the cownose ray, which then fed on bay scallops. This led to the collapse of the scallop fishery.<sup>viii</sup>

Healthy and productive oceans are fundamental to our survival and well-being. The livelihoods of 200 million people worldwide are tied to them and over one billion people depend on the oceans for a primary source of protein, many of these in the developing world. Indeed, sharks are an important source of protein for coastal communities throughout Asia and Africa.

Declines in shark populations, driven by the consumption of shark fin soup, are impacting communities already struggling with declining fish stocks. The United Nations has warned of a global collapse of fish stocks by 2048, if action is not taken to stop overfishing. Numbers of top predators such as salmon, tuna, swordfish, cod and sharks have already declined by more than ninety percent in just fifty years.



整體而言，根據現存的資料顯示，**全球超過八成的漁業資源已被完全開發或過度開發。**

Overall, **more than 80% of the world's fish stocks** – for which information is available for assessment – are reported as **fully exploited or overexploited.**



Photo by Alex Hafford



Photo by Ray Manning, www.mahandshark.com



Photo by Alex Hafford

## 5. 割鰭取翅 既浪費亦非法

由於鯊魚鰭的價值比鯊魚肉高，所以有些漁民通常在船上割下鯊魚鰭後便把魚身扔掉，以騰出更多空間放置魚鰭或其他高價魚類。而大部份被割鰭後遺棄的鯊魚其實還活著，只有等待流血過多致死，這種做法被稱為「割鰭取翅」。

因為鯊魚鰭只佔整條鯊魚重量的百份之五，甚至更少，漁民將其餘的95%丟入海中，此舉無疑非常浪費。雖然割鰭取翅在某些國家屬違法行為，但因執法困難和高利潤的魚翅貿易令某些漁民繼續採用這種方法去獲取魚翅。在是次研究中，85%的受訪者表示支持禁止魚翅進口到香港，以反對割鰭取翅。

現在每當我們進食、供應或購買魚翅時，其實正在鼓吹這種魯莽而可能非法的行為，因為我們往往沒有辦法追查鯊魚的來源地和捕捉方法，所以在未有相關的解決辦法時，供應魚翅給顧客，會削弱飲食業的誠信及道德標準。

## 5. Killing sharks for their fins is a wasteful and increasingly illegitimate practice

Because shark fins command a significantly higher market price than shark meat, many fishermen slice the fins off at sea, throwing the shark – often still alive – overboard. This practice is known as “finning.”

Should fishermen be allowed to throw ninety-five percent of their catch overboard? Although finning is illegal in some countries, legal loopholes and the high value of the trade fuel illegitimate and illegal fishing practices. It is therefore not surprising that eighty-five percent of people surveyed by BLOOM express support for banning the import of shark fins into Hong Kong.

When we eat, serve or buy shark fin, we are encouraging reckless and often illegal practices because there is no way to trace the origin of sharks caught and the method of capture. Thus, serving shark fin may undermine the high ethical and moral standards of an industry that emphasizes honesty, fairness and integrity.



魚翅的售價可  
高達每公斤約  
**1,000美元**  
Shark fins can fetch up to  
**US\$1,000**  
per kilo.<sup>xi</sup>

Reasonson



Photo by Paul Hilton [www.manandshark.com](http://www.manandshark.com)



## 6. 飲食業應被視為環境和社會責任的先驅

香港的高級酒樓食肆和酒店向來都是飲食業的佼佼者，以提供卓越服務給饕客見稱，所以履行環境和社會責任的承諾正是該服務的重要層面之一。

香港人主要在酒樓進食魚翅，而魚翅在大部分情況下都被納入酒席套餐之內，研究發現單點魚翅的食客少於十分之一。因此，許多食客其實都不會主動點選魚翅，也不會主動取締已被納入酒席套餐之內的魚翅菜式。在是次研究中，大多數受訪者均表示，他們不介意將魚翅從酒席中剔除。

為了保持服務業行內領導者的聲譽及地位，香港的高級酒店和酒樓食肆都應帶頭推動保護全球鯊魚活動，主動取締魚翅。

## 6. Industry leaders should be in the vanguard of environmental and social responsibility

Hong Kong's luxury restaurants and hotels are industry leaders, renowned for providing exceptional service to their customers. Fulfilling environmental and social responsibility commitments are an important aspect of this service.

Restaurants are the main setting for the consumption of shark fin soup in Hong Kong. The dish is most often consumed as part of a set menu and fewer than one in ten customers order the dish à la carte. As a result, many customers are not actively choosing to eat the dish and the majority of people surveyed by BLOOM indicate that they would be comfortable with its exclusion from a wedding banquet.

To maintain their reputation as leaders of the service industry, Hong Kong's top hotels and restaurants have the opportunity to advance the conservation of sharks globally. The impetus now lies with the industry to act.



姥鯊、鯨鯊和大白鯊  
是僅有受《瀕危野生動植物  
種國際貿易公約》(CITES)監控其  
國際貿易的鯊魚品種（詳見瀕危野生  
動植物種國際貿易公約附錄II）。

Basking, whale and great white sharks  
are the **only shark species** for which  
international trade is monitored under  
CITES (Convention on the International  
Trade in Endangered Species) Appendix II.  
All other shark species remain  
unprotected in Hong Kong.



Photo by Paul Hilton [www.manandshark.com](http://www.manandshark.com)



## 7. 香港人對魚翅替代品抱持開放態度

大部分受訪者對魚翅的替代品持開放態度，約有三分之二受訪者表示他們對食用瀕危魚類感到不安，亦有多於五分之二受訪者曾考慮以另一道菜來代替魚翅。

在了解供應魚翅的經濟誘因後，以另一道菜替代魚翅為飲食業帶來創新的契機，同時能維持收入。飲食業領導者積極進取地投資研究以可持續的替代菜式，可逐漸讓他們接受鯊魚供應量因種群崩潰而日益減少，從而轉向替代菜式。

## 7. Hong Kong people are open to alternatives

The majority of people surveyed by BLOOM are open to alternatives to shark fin soup. Two-thirds say they are uncomfortable eating endangered fish and over two-fifths have already thought of an alternative dish to replace shark fin soup.

Recognizing the economic incentive to serve shark fin, the replacement with alternative dishes presents a real opportunity for the industry to be innovative whilst maintaining revenues. Proactive investment in sustainable alternatives will ultimately prepare industry leaders for the eventuality of dwindling shark supplies as populations continue to crash.

我們被雷電擊中的機會遠高於被鯊魚殺害。平均來說，每年約有**五人**因鯊魚襲擊致死(2000-2010年)。相比之下，有**120萬人**死於車禍。We are **more likely** to be struck by **lightning** than to be killed by a shark. On average, **five people** die of shark attacks every year (2000-2010).<sup>xii</sup> In comparison, **1.2 million die in car accidents**.<sup>xiii</sup>





Photo by Alex Hafford

## 8. 香港是全球魚翅貿易的樞紐

香港每年處理全球魚翅貿易量約50%，過去十年間有145個國家出口魚翅到本港。香港與鄰近廣東地區可能是全球進食魚翅量最高的地方。由於亞洲這個狹窄的地理區域是世界性資源枯竭的幕後黑手，一個本土解決方案足以解決全球性的問題。

我們都關心我們的後代。現在已有充分的證據和相關資訊顯示鯊魚數量急劇下降，所以我們不能以不知情的原因置身事外，令鯊魚步向滅亡。當我們的子孫問我們是否參與並助長了這個生態悲劇時，我們希望能夠明確回答：「沒有，我們並沒有令鯊魚步向滅亡。」

香港的服務業在社會上扮演著重要的角色，業界應當積極參與，為回復海洋健康作出重大貢獻，讓我們的後代能繼續享用並好好運用這海洋的資源。

## 8. Hong Kong is the centre of the global shark fin trade

Hong Kong handles at least fifty percent of the world's shark fin trade each year, importing from more than 145 countries. It is probable that Hong Kong, along with the province of Guangdong, has one of the world's highest consumption rates. A rather limited geographic zone in Asia is behind the depletion of a worldwide resource, meaning a local solution can solve a global problem.

We all care about our grandchildren. There is ample evidence for and information about the decline in shark populations, so we cannot claim ignorance of the problem. When our grandchildren ask us if we played a part in this ecological tragedy, we want to be able to answer: "No, we did not."

Hong Kong's hospitality industry has a central role to play as a steward of society and the environment, by making a positive contribution to saving sharks from extinction and restoring healthy oceans for the use and enjoyment of future generations.

全球已經有**九個國家**  
禁止在其水域範圍內捕捉  
鯊魚，但當中卻**沒有一個**  
是**主要的捕鯊國**。

**Nine countries** have  
banned shark fishing in  
their waters. **None** of  
them is **a major shark**  
**fishing nation.**



香港人支持無翅婚宴

BLOOM在2009至2010年進行了一項歷來最全面的關於香港消費者對鯊魚及食用其有關產品研究，調查結果摘要如下：

香港 (1,029 受訪者)

- **89%**的受訪者曾進食過魚翅湯羹最少一次。
- **88%**的受訪者認為香港政府應該禁止銷售涉及殺害瀕危物種的產品。
- **87%**的受訪者進食魚翅湯羹是因魚翅在大部分情況下都被納入為酒席套餐的一部分，而並非受訪者主動點選魚翅的菜式。
- **85%**受訪者對禁止魚翅入口表達支持
- **78%**的受訪者認為可以接受婚宴酒席不設魚翅。
- **73%**的受訪者在過去十二個月內曾進食過魚翅湯羹最少一次。
- **66%**的受訪者對進食瀕危魚類感到不安。
- **61%**的受訪者認為魚翅本身並不美味。
- 約一半的受訪者表示，電影「大白鯊」有影響他們對鯊魚的態度，其中超過60%的人說鯊魚很可怕。
- 超過半數的受訪者說「傳統」是進食魚翅湯羹的主因之一。
- **43%**的受訪者曾想過有關替代魚翅湯羹的菜式。
- **34%**的受訪者大幅高估每年因鯊魚襲擊而致死的人數，他們認為每年全球約有超過100人因鯊魚襲擊而死亡。
- **9%**的受訪者相信鯊魚的鰭可以在割下之後重新長出。
- 在過去一年，只有**3%**的受訪者曾食用鯊魚肉，另只有**6%**的人食用鯊魚油膠囊：魚翅湯羹是香港最常食用的鯊魚產品。



這項研究與香港大學社會科學研究中心合作完成，並獲 ADM Capital Foundation 慷慨資助。



Hong Kongers back weddings without shark fin soup

In 2009-2010, BLOOM carried out the most comprehensive research ever into cultural attitudes towards shark consumption. Here are the key findings of the **Survey on Shark Consumption Habits & Attitudes in Hong Kong**:

Of 1,029 respondents:

- **89%** have eaten shark fin soup at least **once in their lifetime**.
- **88%** believe that the Hong Kong government should **prohibit the sale** of products that involve killing endangered species.
- **87%** order shark fin soup **as part of a set menu**, rather than as a separate dish.
- **85%** express support for a **ban on the import of shark fin** into Hong Kong.
- **78%** find it **acceptable not to include** shark fin soup in a wedding banquet menu.
- **73%** have consumed shark fin soup **at least once** in the twelve-month period to January 2010.
- **66%** are **not comfortable** with eating endangered fish.
- **61%** say that **shark fin alone** does not taste delicious.
- **More than half** say that “tradition” is one of the main reasons for consuming shark fin soup.
- **Just less than half** say the film **Jaws** has **influenced** their attitude to sharks, and more than 60% of these people say that sharks are scary.
- **43%** have already thought of **an alternative dish** to replace shark fin soup.
- **34%** vastly **overestimate** the number of people killed by sharks each year, at more than 100 deaths globally.
- **9%** believe that sharks’ fins can **grow back** after being sliced off.
- Only **3%** had consumed **shark meat** and just **6%** have consumed **shark oil capsules** in the past year: shark fin soup is indeed the most widely consumed shark product in Hong Kong.

This research was completed with the University of Hong Kong Social Sciences Research Center and was kindly funded by ADM Capital Foundation.



# 鯊魚保育： 來勢與趨勢

## THE GROWING SHARK MOVEMENT: MOMENTUM & TRENDS



## 鯊魚保育：來勢與趨勢

香港及亞洲 全球



- 2003年6月：歐盟關注有關割鰭取翅的法例，雖然禁止在海上割去魚鰭，但現存法例仍存有漏洞，例如數個歐盟國家可以向某些船隻發出特別通行證允許有關做法，並容許魚身和鰭分別卸下。
- 2005年6月：香港的青少年學生團結一致，呼籲香港迪士尼樂園禁止在其場地內出售魚翅湯羹。
- 自2007年起：香港世界自然基金會推出一項企業承諾，與匯豐銀行、恆生銀行、香港煤氣和中國煤氣公司等大公司簽訂契約向魚翅說不。至今已有88間香港企業作出承諾不在其公司活動中，不會出售或購買魚翅。
- 2009年1月：新加坡的費爾蒙特酒店宣佈從酒席套餐中剔除魚翅湯羹。同月，為各大企業而設的電子商務平台阿里巴巴也禁止在其網站上出售或轉售魚翅。
- 2009年2月：本地一個Facebook 群組，鼓勵港人「向魚翅說不」，有超過19,000人加入。
- 2009年6月：BLOOM在香港成立，目標推廣有關鯊魚保育的議題。
- 2010年3月：另一個Facebook 群組呼籲人們「魚翅婚宴。人情七折」 - 要求賓客向於婚宴酒席供應魚翅的新婚夫婦減付三成禮金並將餘款捐給環保團體，迄今，有超過9,000人表示支持。
- 2010年5月：夏威夷立法機關通過一項法案，禁止在州內持有、銷售及分銷魚翅。
- 2010年6月：環保觸覺成功說服了180間本地學校，承諾不在其校方活動中供應或購買魚翅湯羹。
- 2010年7月：Hong Kong Shark Foundation就花旗銀行的廣告發起了一項請願活動，要求該銀行取消在整個亞太地區進行有關魚翅促銷推廣活動。後來，花旗銀行承諾在其公司活動中，不會出售、推廣或購買魚翅。
- 2010年9月：由九個非牟利保育組織組成的聯盟要求香港特區行政長官曾蔭權在施政報告中承諾「向魚翅說不」，並要求把魚翅從政府酒席套餐中剔除。目前該倡議獲3,000人支持。



## 2011

- 1月：美國禁止任何船隻進行割鰭取翅或載有任何沒有相應魚身數量和重量的鯊魚，所有鯊魚都必須連鰭一同帶到港口。
- 1月：香港大新銀行推出一項促銷活動，為其貸款服務提供「免費魚翅宴」。其後，基於本地保育團體的壓力，該推廣被該銀行下令停辦。
- 1月：香港立法會議員余若薇在香港立法會上提出有關鯊魚保育的問題。
- 1月：北馬里亞納群島通過了一項法案，禁止在英聯邦群島塞班島、天寧島和羅塔島存有或銷售魚翅，成為第一個以立法處理魚翅貿易的美國領土。
- 1月：美國俄勒岡州的一項眾議院法案提議禁止任何人管有、銷售、提供銷售、交易或分銷魚翅。
- 2月：美國加利福尼亞州的一項議會法案提議，將魚翅或魚翅衍生產品的貿易、加工處理或準備食用列為違法。
- 2月：美國華盛頓的一項州級和參議院法案建議禁止在華盛頓水域割除鯊魚鰭，此外，如涉及銷售或購買魚翅或魚翅衍生產品以作任何商業用途、準備或處理魚翅或魚翅衍生產品以作商業人類食用或動物食用，均將列為違法。
- 3月：美國馬紹爾群島暫停魚翅貿易和出口。
- 3月：美國關島簽訂法案禁止魚翅貿易。
- 3月：全國人大代表丁立國在十一屆全國人大四次會議上提出建議，通過立法禁止魚翅貿易，保護海洋生態平衡。
- 4月：BLOOM 公佈就香港對魚翅及鯊魚副產品的消費習慣與文化態度進行的有關研究。

## THE GROWING SHARK MOVEMENT: MOMENTUM & TRENDS

○ Hong Kong and Asia    ○ Global

- June 2003: An EU Directive on the removal of shark fins onboard vessels prohibits the removal of fins at sea, but loopholes still exist. EU countries can issue special permits to certain vessels, which allow the practice and also permit the separate landing of carcasses and fins.
- June 2005: Hong Kong's children and students unite to call on Disneyland Hong Kong to prohibit the sale of shark fin soup on its premises.
- From 2007: WWF-HK launches a corporate pledge to encourage Hong Kong companies to become shark-free. Large companies including HSBC, Hang Seng Bank, and Hong Kong and China Gas Company have signed up. At least 88 Hong Kong companies have pledged not to serve shark fin soup at official banquets.
- January 2009: The Fairmont Hotel in Singapore announces the removal of shark fin soup from its menu. The same month, Ali Baba, an e-commerce platform for small businesses, bans the sale of shark fin on its website.
- February 2009: A local grass-roots campaign launches a Facebook group encouraging Hong Kong people to "Say No To Shark Fin Soup." Joined by more than 19,000 people.
- June 2009: BLOOM launches in Hong Kong with the sole objective of reducing the consumption of shark fin in Hong Kong.
- March 2010: Another Facebook group calls on people to "Cut Gift Money for Shark Fin Banquets" – asking guests to give 30% less gift money to couples who serve shark fin at their wedding banquet, and donate this money to environmental charities. Over 9,000 fans.
- May 2010: The Hawaii Legislature passes a state bill prohibiting the possession, sale and distribution of shark fin in the state.
- June 2010: Green Sense, a Hong Kong NGO, convinces 180 Hong Kong schools out of 1,000 to pledge not to serve shark fin soup at official functions.
- July 2010: The Hong Kong Shark Foundation launches a campaign against Citibank to cancel a shark fin promotion across Asia Pacific. Later, Citibank pledges not to serve shark fin soup at all corporate banquets.
- September 2010: A coalition of nine NGOs asks Hong Kong Chief Executive Donald Tsang to "Please Say No to Shark Fin" and remove shark fin from government banquet menus. Currently 3,000 fans support the initiative.

## 2011

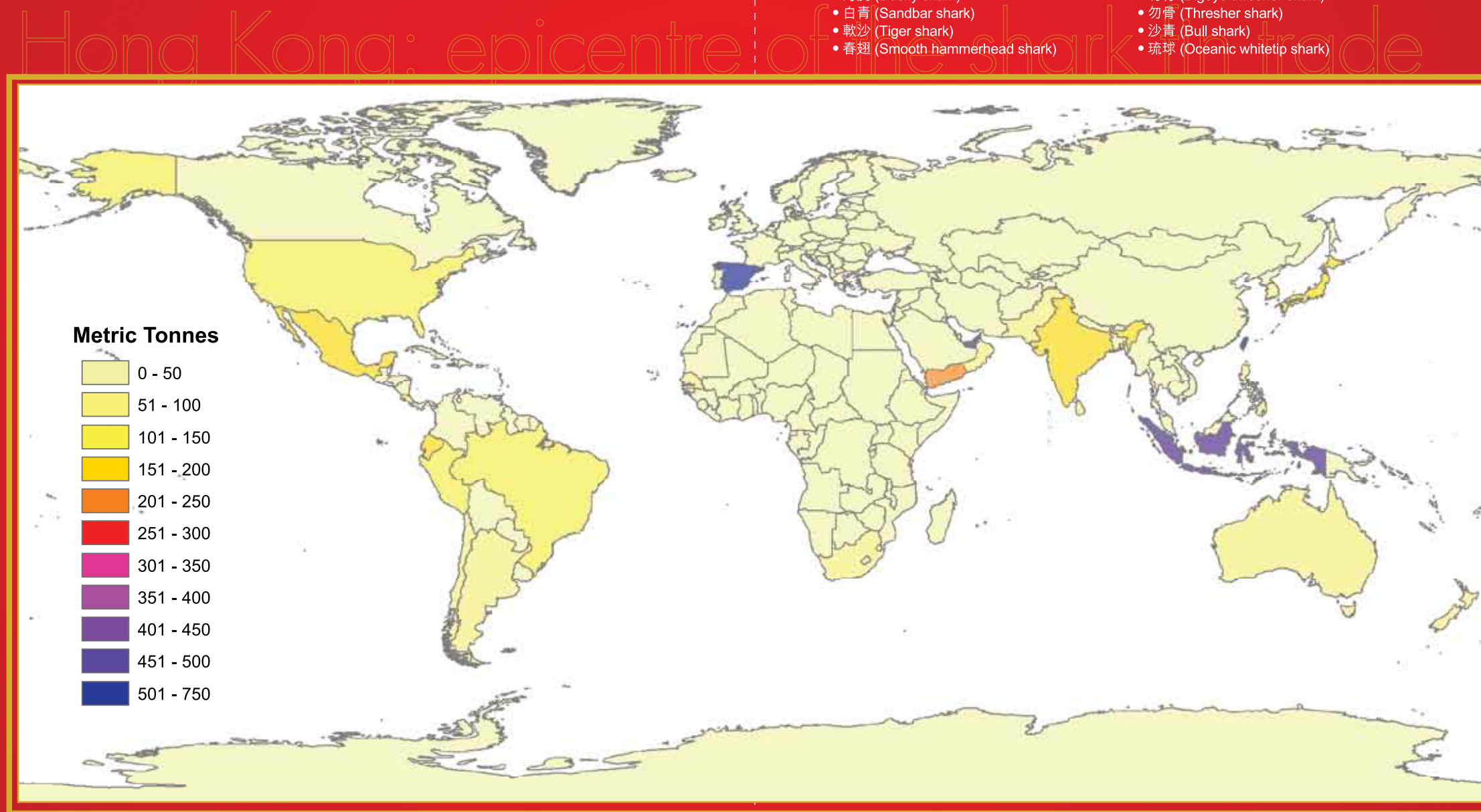
- January: The US Shark Conservation Act prohibits finning at sea and any boat from carrying shark fins without the corresponding number and weight of carcasses. All sharks must be brought to port with their fins attached.
- January: Dah Sing Bank launches a promotion that offers a shark fin soup banquet as a gift for customers taking out a loan. Due to pressure from local NGOs the promotion was scrapped almost as soon as it was announced.
- January: Rt. Hon. Audrey Eu, who supports a reduction in shark fin consumption, raises the issue in Hong Kong's Legislative Council.
- January: The Commonwealth of the North Mariana Islands passes a bill prohibiting the possession and sale of shark fin in the Commonwealth Islands of Saipan, Tinian and Rota, becoming the first US territory to introduce legislation that addresses the shark fin trade.
- January: Oregon – A House bill proposes prohibiting a person from possessing, selling, trading or distributing shark fin.
- February: California – An Assembly bill proposes making it unlawful to trade shark fin or shark fin-related products, process or prepare it for consumption.
- February: A Washington State House and Senate bill proposes prohibiting the removal of shark fins in Washington waters and making it unlawful to be involved with the sale or purchase of shark fin or any shark fin-related product, and to prepare or process a shark fin or shark fin-related product for human or animal consumption.
- March: The US Marshall Islands places a moratorium on the trade and export of shark fin.
- March: The US Territory of Guam signs into law a bill banning the possession and trade of shark fin.
- March: Ding Liguo, delegate to the National People's Congress of China, proposes that the country's top legislature ban the trade of shark fin.
- April: BLOOM releases the results of the most extensive piece of research ever carried out into shark consumption habits and cultural attitudes in Hong Kong.





## MAP SHOWING THE ORIGIN AND QUANTITY OF IMPORTS OF SHARK FIN INTO HONG KONG, 2009

香港進口魚翅的原產地及數量示意圖（2009）



在香港市場的拍賣魚翅，當中四成是來自14種已被世界自然保護聯盟瀕危物種紅色名錄列為有絕種威脅的品種（極度瀕危、易危、受脅及近危），包括：

40% of the fins auctioned in the Hong Kong market come from 14 shark species listed as at risk of extinction (Critically Endangered, Vulnerable, Threatened or Near Threatened) by the IUCN.<sup>xiv</sup>

- 牙擦 (Blue shark)
- 青連 (Shortfin mako shark)
- 五羊 (Silky shark)
- 海虎 (Dusky shark)
- 白青 (Sandbar shark)
- 軟沙 (Tiger shark)
- 春翅 (Smooth hammerhead shark)
- 春翅 (Scalloped hammerhead shark)
- 骨片 (Great hammerhead shark)
- 勿骨 (Pelagic thresher shark)
- 勿骨 (Bigeye thresher shark)
- 勿骨 (Thresher shark)
- 沙青 (Bull shark)
- 琉球 (Oceanic whitetip shark)

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ADM Capital Foundation; Ms. Sonja Fordham, Shark Advocates International; Dr. Jennifer Jacquet, University of British Columbia; Ms. Alena Rossini; Professor Yvonne Sadovy, The University of Hong Kong; Ms. Shadow Sin, Ocean Park Conservation Foundation Hong Kong; Dr. Allen To, WWF-HK; Prof. Les Watling, University of Hawaii.

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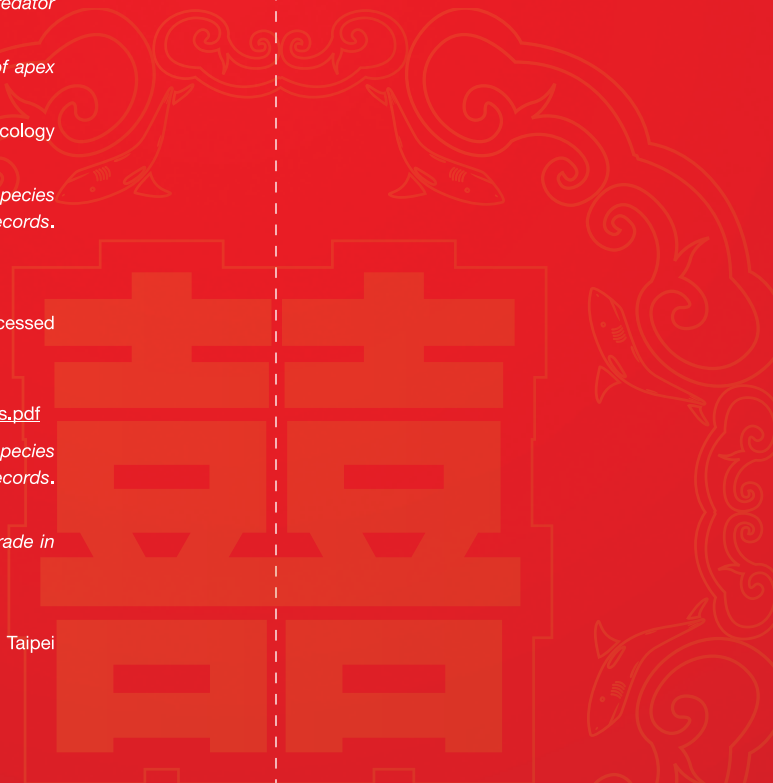
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