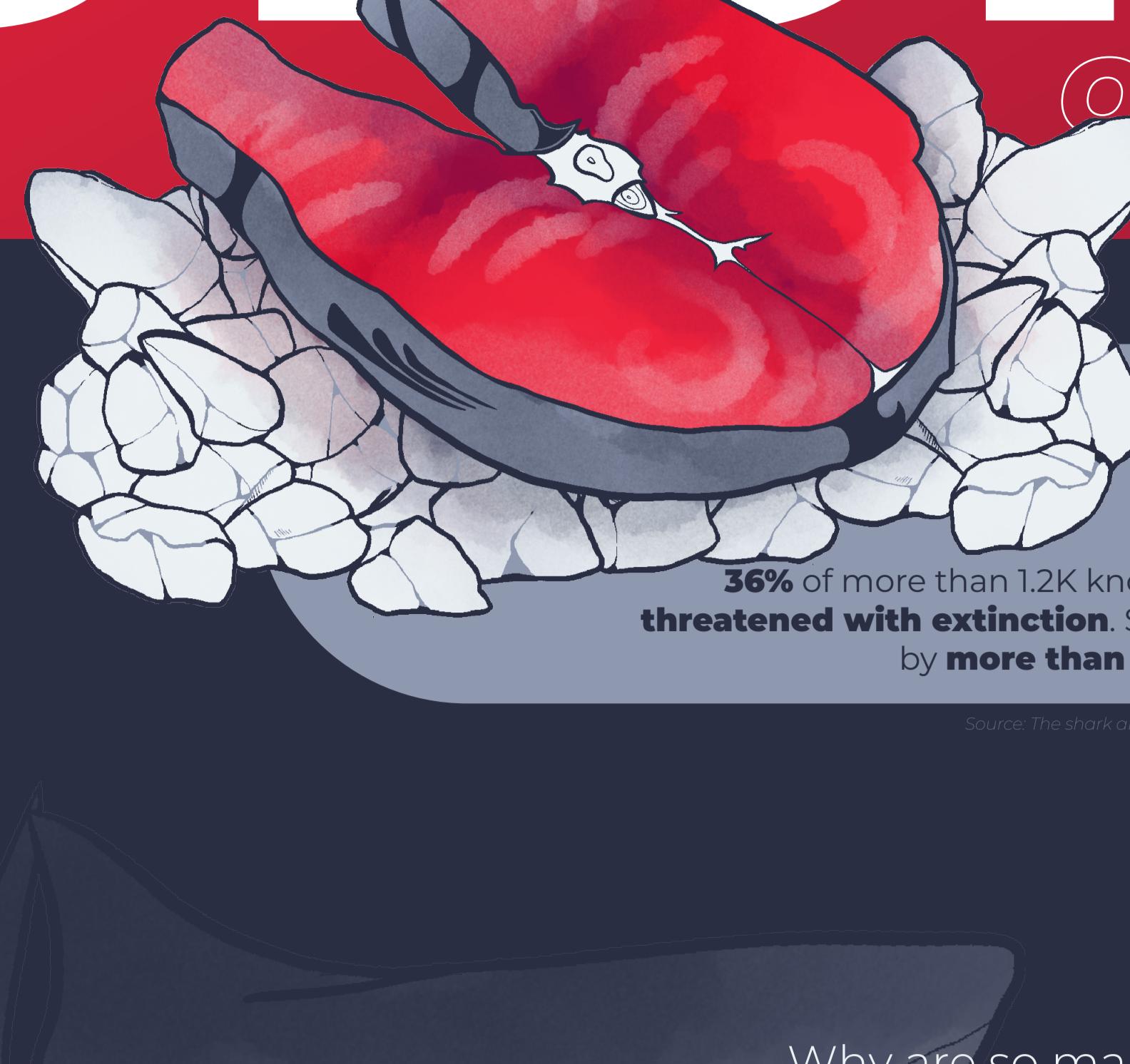


# STORY OF SHARKS



**17.50/KG**

36% of more than 1.2K known **shark and ray species** are threatened with extinction. Some populations have declined by more than 95% as a result of overfishing.

Source: The shark and ray meat network, a deep dive into a global affair (2021) by WWF.

Why are so many sharks being killed?  
**MOSTLY FOR THEIR FINS**

There is a huge demand for shark fins, for **use in shark fin soup and traditional medicine**, especially in China and its territories. The fins are often harvested selectively. Fishers catch a shark, cut off its fins, then discard the rest of the shark, often still living, back into the ocean. Without its fins, the shark can't swim, and soon dies.

Source: Threats to sharks by Hawai'i sharks

Is this good? Aren't sharks man-eaters and villains?

**NO, SHARKS ARE HEAVILY STIGMATISED**

Le Busque took a deep dive into oceanic fiction movies to analyze how they depicted sharks. She analyzed 109 shark-related films released between 1958 and 2019. One hundred and five, (96 percent of the films included in the study) **represented sharks as potentially threatening to humans**; three films subtly portrayed a threat to humans; and only one — "Finding Dory" — did not paint sharks negatively.

Source: More than Jaws: Hollywood at Large May Be Spreading Fear of Sharks, New Study Finds by ScubaDiving.com

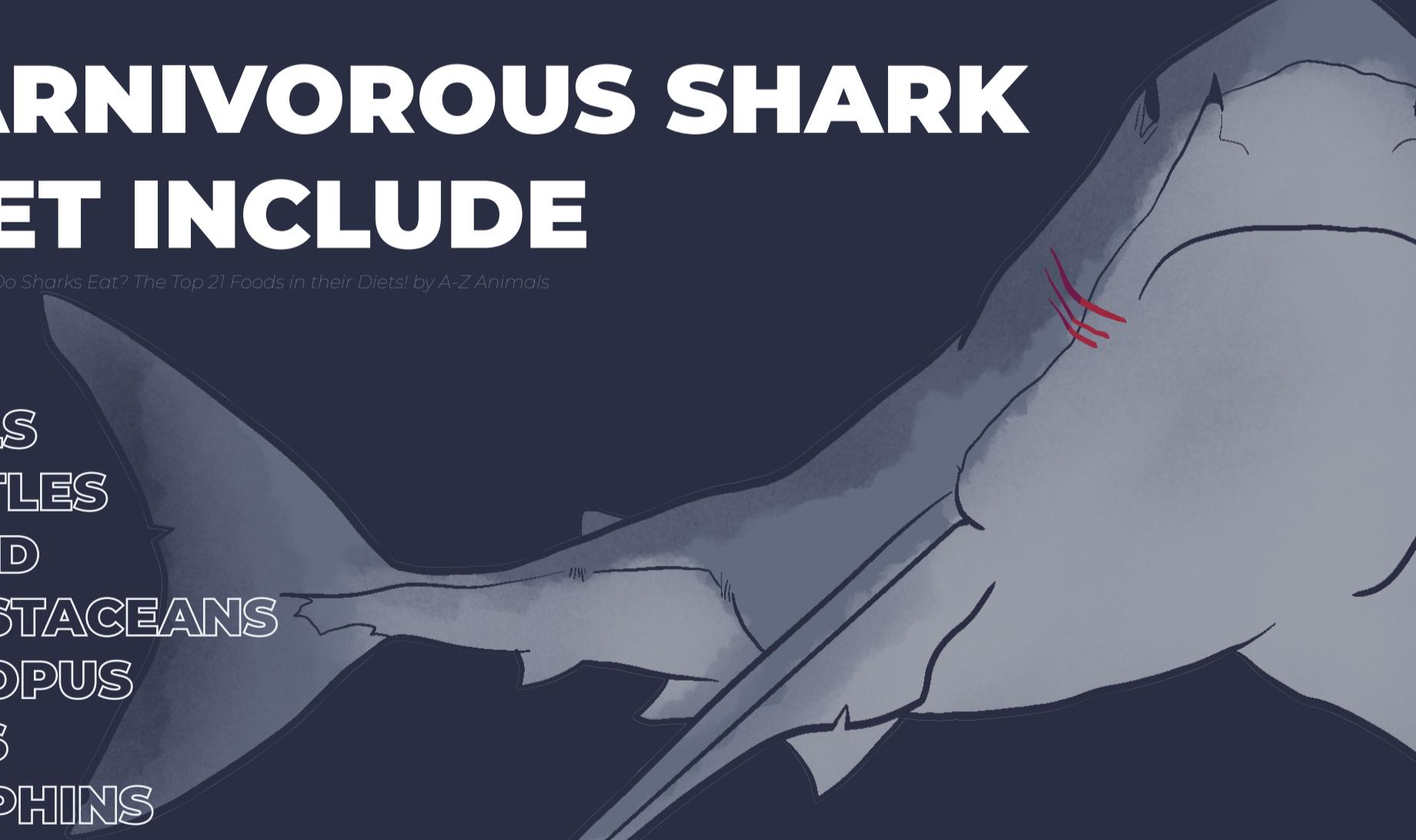


96% of shark movies depict the shark as a potential threat to humans

## WE SHOULD PROTECT THE SHARK BECAUSE...

Sharks are older than trees and dinosaurs

Source: Sharks are millions of years older than dinosaurs and 5 other facts that may surprise you by CNN.



Sharks have a healthy diet and keeps our ecosystem clean

### CARNIVOROUS SHARK DIET INCLUDE

Source: What Do Sharks Eat? The Top 21 Foods in their Diets! by A-Z Animals

FISH  
SEALS  
TURTLES  
SQUID  
CRUSTACEANS  
OCTOPUS  
RAYS  
DOLPHINS  
MOLLUSKS

...

### PLANKTIVOROUS SHARK DIET INCLUDE

Source: What Do Sharks Eat? The Top 21 Foods in their Diets! by A-Z Animals

SHRIMPS  
KRILL  
BARNACLES  
ALGAE  
SMALL COPEPODS  
DECAPOD LARVAE  
FISH EGGS  
JELLYFISH

...

# NOT HUMANS

No shark species eats humans.  
They only attack them when they are confused or curious.