

More than Myth



Ocean's Daughter
Conservation Alliance



Why are Sharks so vulnerable?

Overfishing



Tens of millions of sharks are killed annually for their meat, fins, liver, and other products.



Sharks are a slow growing species, and are extremely susceptible to this overexploitation.



Many populations are down by as much as 80%.



Over 73,000,000 sharks are projected to be slaughtered this year.



That's over 11,000 every hour.

Bycatch



Sharks are often the victims of accidental capture by commercial fishing intended for other species.



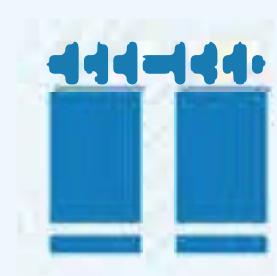
With high market demands, the lines are being increasingly blurred between accidental catches and intended targets.



Long lines are monofilament and used primarily to catch tuna and swordfish, but many other species like sharks and sea turtles are bycatch.



Long lines can range from a mile or more and are typically kept near the surface through floatation devices made of Styrofoam and are baited at set intervals.



Long lines are known as curtains of death due to their indiscriminant fishing methods.



It is not uncommon for more than 25% of the catch to be thrown back into the ocean, usually dead.

Shark Finning



Shark finning is the intentional removal of shark fins, followed by the subsequent discarding of the animal.



This is an inhumane practice that leaves the animal alive, but sentenced to a slow painful death.



Shark finning is not only cruel, but also not sustainable!



Shark fin soup is a traditional cultural delicacy that serves as both a status symbol and to highlight monumental occasions such as corporate banquets, weddings, and New Years celebrations.



In the past 30 years, consumption of shark fin soup has risen from a few million in the 1980's to over 300 million today.



A single whale shark fin has been known to fetch up to \$50,000.



Sharks possess high levels of mercury and the United States Environmental Protection Agency advises against consumption.



Shark fins are routinely treated with hydrogen peroxide as a method to enhance coloration and make their presentation more appealing.

Why Save Sharks?

Sharks are being fished at a rate faster than they can recover!



Overexploitation and lack of proper regulatory laws are placing shark species under considerable risk of unrecoverable decline.

Killing sharks impacts entire ecosystems!

Sharks possess a widespread global distribution, are highly migratory, and play a vital role in maintaining healthy oceans.

This will result in a trickle impact that sentences many other species to extinction!



Sharks prevent prey from over-grazing vital habitats.

Without these apex predators, the delicate food chain will collapse!

Sharks serve as keystone species, and have evolved to efficiently maintain healthy fish populations.

Sharks are worth more alive than dead



Shark eco-tourism is big business!



In Palau, over 50% of the tourists seek out diving excursions.



Each reef shark brings in about \$179,000 in tourism revenue annually!



Removing sharks from the oceans not only tampers with a significant source of protein, but also jeopardizes primary employment for millions globally.



Did you know that the ocean produces more oxygen than all of the rainforests combined and helps regulate our planet's weather?



Our own survival is connected to the survival of sharks!

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