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BACKGROUND



(Takoradee, 2008)



(Hammerhead shark, 2015)

73 Million Sharks Killed Annually

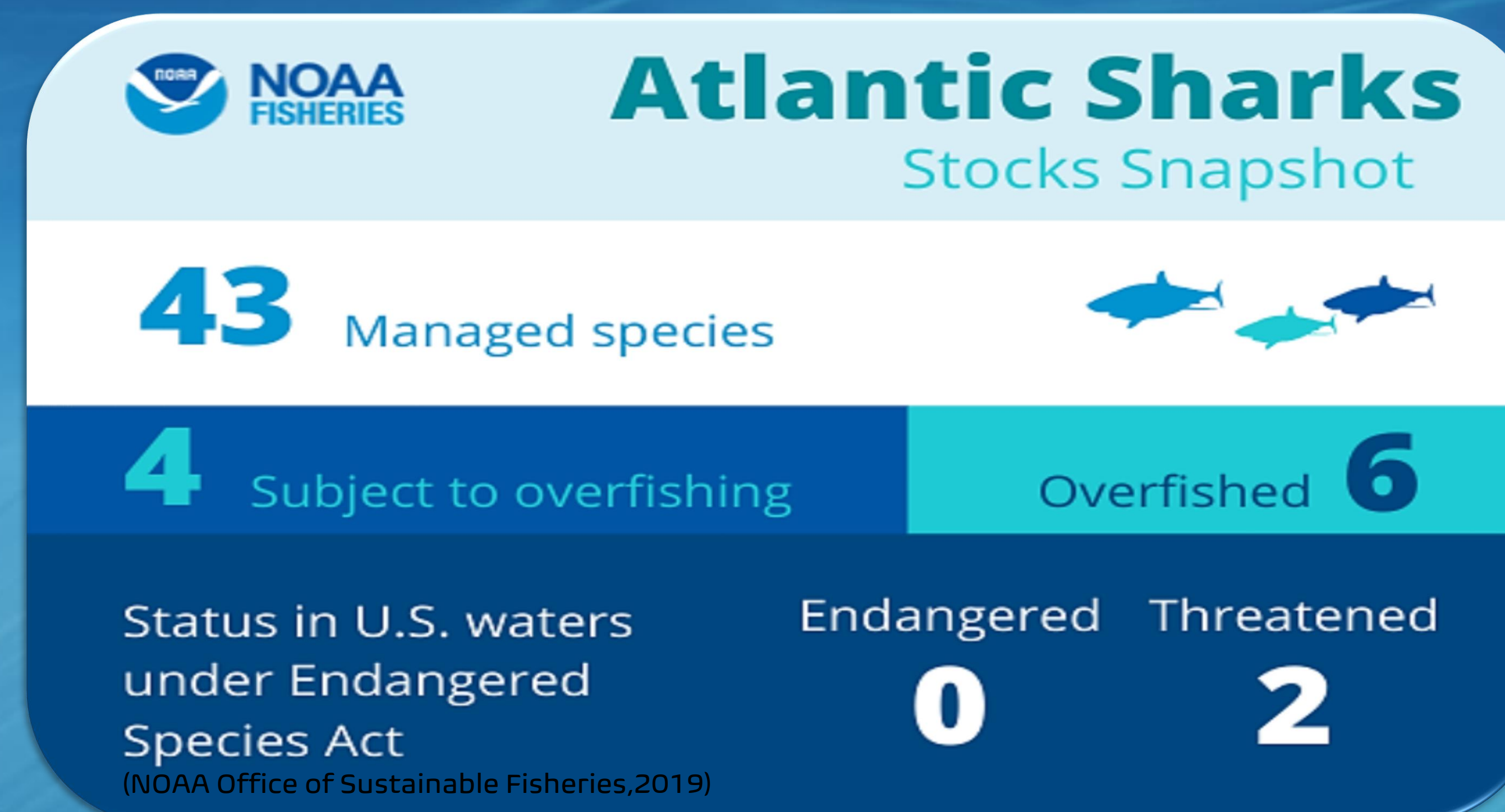


Hong Kong controls 68% of the market

CURRENT LEGISLATION

Location	Shark Finning Ban	Shark Fin Trade	Endangered Species Protection
Ecuador	✓	✓	✓
Hong Kong	✗	✓	✓
Canada	✓	✗	✓
United States	✓	✓	✓

THE PROBLEM WITH BANNING SHARK FINS



POSSIBLE SOLUTIONS

	Pros	Cons
Banning Shark Finning	Reduced threat to shark populations	Asian Culture Undermine sustainable fisheries
Substitution	Will increase supply without putting stress on sharks	Will not carry cultural significance
Raise Awareness	Proven to be effective	Hard to spread information and collect accurate data
Eco-Labels	Sustainable catch of sharks while still supplying shark fins	Requires legislation for legitimization

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WHY WE CHOSE ECO-LABELS

PREVIOUSLY SUCCESSFUL ECO-LABELS:



37K MSC labeled products worldwide

(Marine Stewardship Council, 2019)



99% decline in dolphin killings since 1990

(Dolphin Safe Fishing, 2019)

Introduction of eco-label



Policy-makers rallying for more eco-friendly behavior

An increased willingness to pay for eco-labels

POTENTIAL CHALLENGES FACING ECO-LABELS

- Enforcing Eco-Labels is cost heavy
- Lack of public significance
- Would require a "standard"

Eco-labels will provide a way to preserve the demand for shark fins, while also making it possible to monitor and control shark populations.

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