



Fascinating Facts

- Sharks have been around for 400 million years – that's 200 million years BEFORE the dinosaurs.
- Sharks have seven senses – taste, touch, sight, smell, hearing, electrosense and a 'lateral line' of fluid-filled canals that detect tiny vibrations in the water.
- A shark's skeleton is made of cartilage, not bone, and its skin is covered in thousands of tiny teeth-like structures called denticles.
- The whaleshark can grow to over 20 metres in length but feeds only on tiny fish and plankton.
- Every year, more people are killed by dogs, deer, lightning, falling coconuts or even by vending machines than by sharks. Humans are more of a threat to sharks than they are to us.

Frightening Facts

- Every year, an estimated 100 million sharks are killed for their fins, teeth and liver oil. The shark fin trade alone accounts for as many as 73 million sharks annually.
- In shark finning, a shark's fins are removed and retained whilst the body, or carcass is discarded at sea, often whilst still alive. Unable to swim, the shark usually sinks to the sea bed and drowns.
- Over 50% of the world's sharks' fins are traded through Hong Kong, with up to 27% of them supplied from the European Union (one-third of European shark species already qualify for the IUCN Red List of Threatened Species).
- Late maturity, long gestation periods and low reproductive rates mean that it is difficult for depleted shark populations to recover, e.g. the female Atlantic dusky shark does not reproduce until at least 20 years old, the spiny dogfish carries her pups for nearly two years and the sandtiger shark gives birth to just two pups at a time.
- Despite substantial commerce in shark products, only three species of shark - basking, whale and white sharks - are protected by restrictions on international trade.

HK Shark Foundation

The HKSF is part of My Ocean, a registered Hong Kong charity dedicated to marine conservation. We aim to raise awareness about shark conservation (with particular emphasis on the unsustainable practice of shark finning) and to enlist support in reducing the consumption of shark products in Hong Kong.

Why we care

Sharks are apex predators and a crucial part of the marine food chain. Removing sharks from our oceans will threaten the delicate balance of our marine ecosystems. We should be protecting the earth's precious natural resources, not destroying them yet humans are killing sharks quicker than they can reproduce. The *time* to act is now. HKSF believes the *place* to act is Hong Kong.

What you can do

- Stop consuming shark products, including sharks' fin soup.
- Spread the word. Tell your friends and family about the plight of sharks.
- Support the HKSF – make a donation, or volunteer your time.

Every action counts. Together we can make a difference.

