



The Shark Friendly Restaurant Initiative

Dear Restaurant Owner,

Many shark populations around the world are in serious trouble. Millions die every year accidentally because they are caught in trawls and on fishing lines that are targeting other fish species (bi-catch). Many more are intentionally caught for their meat and fins, which is made into shark steaks, shark fin soup and other dishes.

Shark finning is the biggest problem facing sharks. The sharks are caught on long-lines that can capture hundreds of sharks at a time. While still alive, their fins are hacked off (to be used in shark fin soup) and the mutilated sharks are thrown back into the sea to die. They sink to the bottom and slowly suffocate because they are unable to swim.

Even small boats can kill thousands of sharks on every trip because shark finners only keep the fins. This is a very cruel and wasteful method of fishing.

Sharks have a critical role in our oceans. They maintain an important balance by keeping other marine life populations in check. They also remove sick animals that would otherwise weaken the gene pool.

Unfortunately, sharks reproduce very slowly. They have very few young compared to other fish species and some sharks take 20 years to reach sexual maturity. Because of this, they cannot keep up with the current level of fishing pressure. Shark fishing (especially shark finning) has to stop.

Also, did you know that shark meat is very dangerous for humans to consume? Because sharks live so long, they slowly collect a lot of mercury, which is stored in their flesh. Restaurants that serve shark are slowly poisoning their customers.

Please consider removing sharks from your menu. Your choice will directly benefit the health of your customers and you will be helping future generations by contributing to a healthy planet.

Once your restaurant has become shark friendly, we will provide you with a Shark Friendly Restaurant decal that will inform a growing number of conscientious consumers that your establishment has become part of the solution. Your restaurant will also be listed in our online database and we will do our best to generate positive publicity about shark friendly restaurants in local food and entertainment magazines.

Thank you for taking the time to read this information sheet.

For further information please visit:

www.elasmodiver.com/sharkfriendlyrestaurants.htm