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Shark Truth wants people to stop eating shark fin soup

The group is offering incentives to couples who won't serve the soup at their weddings

Jill Drews 2010/03/24

VANCOUVER (NEWS1130) - A Vancouver group is trying to educate the Chinese community on how the shark fin in their soup gets on their tables, and hopes to end the practice. Fin harvesting for shark fin soup is pushing some shark species to the brink of extinction.

Claudia Li with Shark Truth says earlier campaigns seemed to take a confrontational approach. "It was very negative. It was more of an attack on our culture than trying to engage us to have a conversation. So what we are trying to do is promote awareness through fun things."

Li also points out the devastating effects of shark fin harvesting and adds because of Vancouver's large Chinese population, shark fin is in demand. "Vancouver is also the second largest Chinese restaurant industry in North America, so this means that there is a lot of shark fin being imported into Vancouver as well as being served on the table."

Shark Truth is offering couples trips to Mexico if they promise not to serve shark fin soup at their weddings.



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