

## Backgrounder

- How many sharks are killed for shark fin soup?
  - Over 38 million sharks are finned each year for their fins. That's over one shark finned and killed per person in Canada each year.
    - This is a conservative number considering the fact that many catches go unreported.
  - IUCN has identified that half of open ocean sharks are threatened with an elevated risk of extinction.
  - Long life spans (8–65 years), late maturity (average=11, range=2–21 years), long gestation periods (typically 9–18 months) and low reproductive rates (2-3 pups) mean that it is difficult for depleted shark populations to recover.
- What is shark fin soup?
  - Shark fin soup is served at traditional Chinese banquets and restaurants but most popularly served for wedding banquets.
  - An average wedding banquet of 300 guests serving shark fin soup can kill up to 30 sharks.
- Why do people drink shark fin soup?
  - Shark fin soup is a delicacy in Chinese culture that is a symbol of respect and status. It is often served at important dinners to show 'face'.
  - Like most cultures, changing the traditions around food can be difficult (imagine telling your Western friend that they can no longer have turkey for Thanksgiving dinner?) but we here at Shark Truth believe that consumers can be engaged when you collaborate with them.
- Do only Chinese people that drink shark fin soup?
  - In general, it's mostly Chinese people that drink shark fin soup and it is especially popular in the Cantonese culture, this popularity has spread to Singapore, Taiwan, Malaysia and the rest of China.
  - However, a growing number of Chinese people do not drink shark fin soup and have taken a stand against shark finning.
  - A lot of modern couples already know about the issue and choose not to serve shark fin soup at their wedding banquet.
  - Celebrities like basketball superstar Yao Ming, China's Olympian Gold Medalist Guo Jing Jing, Olympian Li Ning and the pop star Liu Huan have publicly spoken out against shark fin soup.
- Don't they use sharks for other things besides fins?
  - Different regions of the world consume various parts of shark for their meat, liver oil, cartilage and teeth but the leading cause of the demise of shark populations is driven by the demand for their fins, specifically for shark fin soup.
- How much does shark fin soup cost?
  - Approximately from \$200 - \$1000USD per kg. The final value depends on the size of the fin. Larger intake fins are more expensive.
  - Ranges from \$10 to \$100+ per bowl. It depends on (1) the size of the shark fin that is served and (2) and the intactness of the fin.

**Media Contact:** Claudia Li | Founder & Co-Chair | E: [claudia@sharktruth.com](mailto:claudia@sharktruth.com) | T: 604.723.0134