



Soup Cooking Contest: Alternatives for Shark Fin Soup

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Project Description

About 38 million sharks are killed each year for shark fin soup. Vancouver has the second largest Chinese restaurant industry (by volume) in North America. Claudia Li's contest will challenge chefs to create shark fin soup alternatives for Chinese banquets. Both a media event and a cooking competition, the contest's goal is to raise awareness and encourage the significant and historically segregated Chinese-Canadian community to take positive action around shark fin soup and broader environmental issues.



Award Amount:

\$12,500

Project Leader:

Claudia Li

Project Short URL:

bit.ly/jzFwaT

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Project Updates

June 30, 2011

Two years ago, Shark Truth began with a mission to protect sharks by educating consumers to stop the consumption of shark fin soup. Shark fin soup is a luxury dish that is served at Chinese banquets and is especially popular at weddings. While we were campaigning individual consumers to Stop the Soup, we quickly realized that the power lied within the decision of banquet hosts since they choose what's on the menu. That's when we decided to work with wedding couples.

Last year when we launched the Happy Hearts Love Sharks wedding contest (rewarding wedding couples who pledged to Stop the Soup at their dinner banquet) we were often asked, "what should we serve instead?"

This was where the idea for our Soup Cooking Contest was born. Not only will the contest create tangible results for soup alternatives but it will also engage the Chinese restaurant community in a fun community event.

With pen, paper and contact list in hand, we are in the process of researching venues and putting together a planning committee to work on logistics, media sponsorship, outreach to restaurants, communications and design.

If you're in Vancouver, have event planning experience and interested in volunteering, email Claudia at [soupcontest \[at\] sharktruth {dot} com](mailto:soupcontest@sharktruth.com)



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