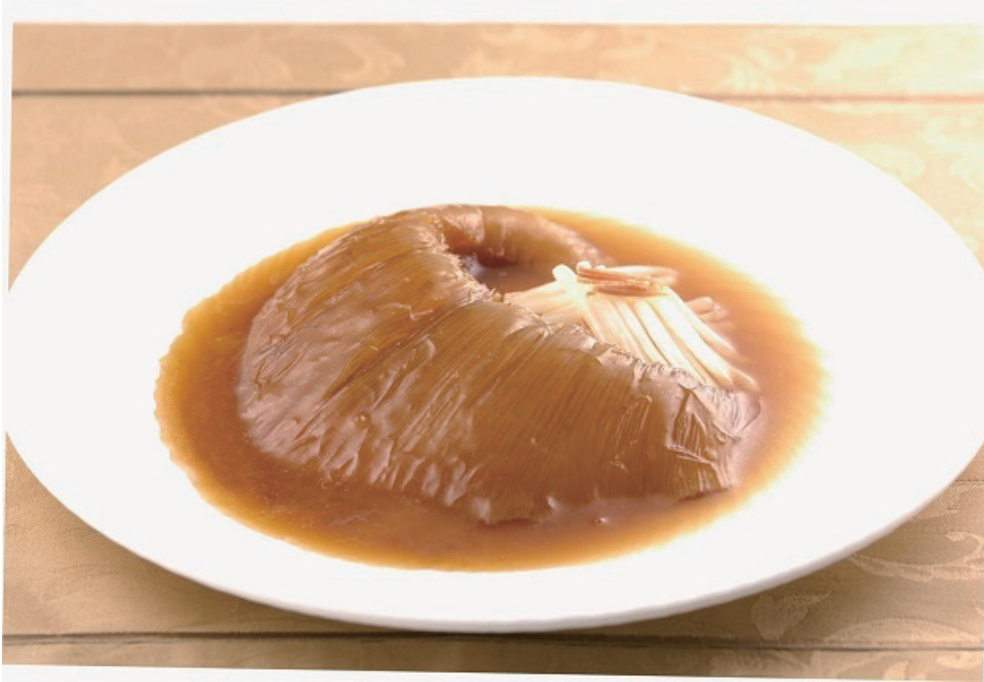


The Disappearance of Shark Fin

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Fall brings about hearty appetites, and Chinese food seems to taste even better in fall. A dinner party would be wonderful at a Chinese restaurant in a fine hotel. But have you noticed that shark fin disappeared from the menus of five-star hotels recently?

What happened is that, starting with The Peninsula Hong Kong, one after another hotels all over the world stopped serving shark fin. The cause being that the overfishing of sharks that are facing extinction is seen as a problem and there is an uprising against the cruelty of finning, where often fishermen catch the fish, cut off the fin and discard the body into the sea. Moreover, IUU (illegal, unreported, and unregulated) shark fishing is rampant. For these reasons, hotels in Japan stopped listing shark fins on their menus. From the perspective of marine environment sustainability, protecting sharks from illegal and overfishing practices is good.

However, some shark fisheries, such as Japan's Kesenuma blue shark fishery, operate sustainably through being conscientious by using every part of the fish. The meat is ground for food, the hide is used for leather goods, and the bones are processed for supplements. 100 million sharks are fished annually, and out of the 500 species of these sharks, many face extinction. They need protection. But the international organization called the WCPFC has proven that blue sharks that are caught by longline off the coast of Kesenuma are abundant in stock. In other words, not all shark fins are bad. Some species are sustainable.

For a healthy marine environment, sustainable seafood resource consumption is critical. Let's give a little break to the species experiencing a rapidly decreasing population and wait for their stocks to recover. Choosing a species that is abundant in stock is the smart choice. Let's enjoy these species as a fun, delicious, smart selection.



It's important to enjoy tasty seafood while we also firmly protect the marine environment by holding accurate knowledge. A new approach for today's elegant women can be to ask about the species and location of the shark fin before ordering it at a restaurant.