

Newsletter



Shark Research Institute Global Headquarters

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Report From Oslob by Dr. Jennifer Schmidt

Whale shark ecotourism operations exist in many countries that host seasonal aggregations of these animals. The docile nature and surface feeding behavior of whale sharks at coastal aggregations provides an ideal opportunity for tourists to observe and snorkel alongside these huge sharks. In many cases, ecotourism has replaced fishing of whale sharks, with former shark fishermen converting their boats and crews to staff the ecotourism operation. This can be a win-win situation for both the sharks and the local community — fishermen earn an equivalent or often greater income, while whale sharks receive protection as a renewable resource. Unregulated, however, ecotourism has the potential to endanger the very animals it should protect.



As a set of guidelines to protect whale sharks, nearly all ecotourism operations have adopted a code of conduct first established by the Australian government for ecotourism at Ningaloo Reef. This code stipulates that 1) only one tourist boat should interact with a shark at one time, 2) no more than six snorkelers should be in the water with a shark at any time, 3) snorkelers must maintain a distance of three meters from the shark, and 4) snorkelers may not touch the shark or block its movement. When followed, as they are to varying degrees in different countries, these regulations ensure a safe and enjoyable whale shark experience for tourists with minimal impact on the sharks.

A sad postscript to this story. Fermin, a small four-metre male who is the most frequently seen shark at the Oslob feeding site, showed up this morning with a serious injury to his face. A series of deep cuts, clearly made by a boat propeller, cover the left side of his face and left eye. The first, but unlikely to be the last, whale shark seriously injured by a practice that teaches them to closely approach boats. Read Fermin's story at: www.lamave.org

Recently, the town of Oslob, Cebu, Philippines, has started a different sort of whale shark ecotourism. For a number of years, fisherman in Oslob have been hand feeding a group of whale sharks, dropping small

amounts of shrimp (locally called uyap) into the water as the sharks follow behind the boats. They began this practice to lead the sharks, which they considered a nuisance, away from their fishing areas. Last year tourists began coming to see the “friendly” whale sharks up close, and the fishermen realized they could also use uyap to lead sharks towards the shore, and charge tourists to see the animals. When this story hit the international news in November of 2011, the tourism industry in Oslob exploded. Large

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numbers of tourists began arriving in Oslob, and more fishermen began offering whale shark interactions. Within weeks the crowds arriving in Oslob grew from the dozens into the hundreds, and the situation quickly became chaotic with no infrastructure yet in place. There were reports of sharks being injured by boats, and being touched and ridden by tourists.

The conservation group Physalus, run by Italian researcher Ale Ponzo, has been studying whale sharks in the Philippines for the past two years, and they were early observers of the Oslob situation. Seeing the need for regulation of Oslob whale shark tourism, Physalus took on the role of advisor and monitor for this evolving operation. Since December of 2011, they have been monitoring the interactions between tourists and sharks, and working with the local government to provide structure and oversight to ensure tourist and shark safety. Working in the Philippines with Physalus this past April, I had a chance to visit Oslob and survey the situation there.

Arriving in Oslob late in the evening after a 3-hour bus ride from Cebu City, we found many small resorts in various stages of construction, evidence of the rapidly growing tourism. The following morning was Good Friday, the beginning of the Easter holiday weekend. Tourists began arriving at the interaction site by 8am, and the numbers grew quickly; we would later learn that crowds that day reached 1500 people. Even before reaching the water, the impact of this tourist influx is clear. The small road along the shore is crowded with tourist transport ranging from the sidecar-equipped motorcycles called tricycles, to huge commercial tour buses. Along the beach, the large number of tourists has spawned a host of cottage industries, with impromptu restaurants and souvenir stands, operators hawking other local tours, and always the hammering of new construction.

At the time I visited Oslob, the first set of tourism regulations had just been put into place. There are roughly 100 boats participating in the whale shark interactions, small outrigger boats called bancas that each carry two crew and 4-6 tourists. It had been decided that only 25 boats would be on the water at any time, and they were to form two lines 5 meters apart. A "feeder" boat would then lead the whale shark between the boat lines so the tourists could observe the animals. While many people were happy to see the sharks from the boat, others got into the water, often hanging onto the outriggers of the boat. There are also several dive operations that work the aggregation site, and while the dive boats must stay outside the interaction area, as many as 20 divers may enter and move under the sharks. Physalus observers who had been in Oslob for several months said these new regulations created a more organized operation, as previously the tourist boats simply massed around the feeder boat and shark.

Watching both from the shore and the water, however, it was difficult to imagine how the scene could have been any more chaotic. The boats frequently moved off the lines, giving the sharks far less than 5m of space. When the water is rough, as it was that weekend, the massed boats begin heaving in the swell, with their outriggers hitting each other as well as swimmers and sharks. We saw sharks run over by boat outriggers, and swimmers in the water nearly hit by adjacent boats. One small boat capsized when too many snorkelers climbed onto one outrigger, and all passengers were dumped into the water. Beneath the surface, divers must try to avoid the boats, the snorkelers and the whale sharks. As the water is only 25-30 feet deep, there is little room for the divers to move an adequate distance away. Inevitably there is much touching, accidentally and intentionally, and it is quite difficult to police actions beneath the surface.

There are concerns for the whale sharks that come to this area. Many sharks show injuries to their mouths and heads, consistent with damage from the boats. These sharks have also come to associate humans and boats with food; this familiarity could have a devastating effect if these animals move into waters where hunting of whale sharks persists. There is also the concern that while the Oslob sharks are getting an easy meal, it is a very limited diet in both quantity and variety. Studies of whale sharks in other aggregations have shown that a small 4 meter whale shark typically eats 11 kilograms of food per day. The sharks in Oslob, usually several animals per day, share uyap totaling only a few kilograms. The animals may spend as long as 8 hours per day at the site, leaving them little opportunity to feed elsewhere. *Continued on page 3*

Continued from page 2

As I was returning to Manila, Dr. Ponzo was meeting with the Oslob mayor and city council to offer the results of *Physalus' observation of these interactions, and to recommend guidelines for ongoing whale shark tourism.* The primary changes suggested include limiting the number of boats that can be in the water at one time, and the length of time they can spend there, and enforcing the existing regulations on boat and swimmer distance from the shark. Though the situation in Oslob appears to be stabilizing and hopefully maturing, neighboring towns have recently announced that they would also be feeding whale sharks for tourists. While whale sharks may be largely safe from hunting in Philippine waters, Filipinos may end up loving their whale sharks to death.

Thank You to Our Supporters!

We are very grateful for the continued support of:

- **The Adikes Family Foundation**
- **Adjacent to One**
- **Adventure Aquarium**
- **Galveston Chapter, American Association of Zoo Keepers**
- **Bite Back Scuba**
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- **Al Vinjamur**
- **The Wave Foundation**
- **World Wildlife Fund**
- **Kathrin Winker & Angus Campbell**
- **Josip Zeko**

Farewell to Ron Taylor

Ron Taylor, Australia's shark conservation pioneer, lost his battle with leukemia on September 9. He is survived by his wife and partner, Valerie, with whom he worked for more than 50 years filming sharks and working for their protection. Ron and Val, the iconic team, were and pioneers in underwater cinematography, producing some of the earliest underwater footage of white sharks and capturing images of them without a cage. They became legends, especially to those of us in marine conservation. In 2003, Ron was awarded a Member of the Order of Australia for services to conservation. To divers around the world, he was known as The Shark Man. We send our deepest condolences to Valerie and their family.

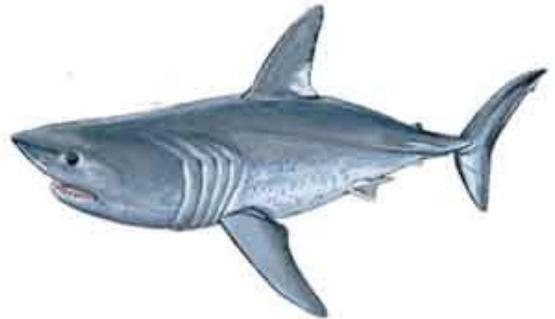


Will CITES Clamp Down on Illegal Trade & Poaching?

Geneva, Switzerland — On July 27th, a week-long meeting of the CITES Standing Committee closed. The Committee governs the Convention on International Trade in Endangered Species (CITES) between full-scale meetings of the Conference of the Parties. The decisions taken are increasing the pressure on a number of countries to be held accountable over their failure to deal with rampant poaching and illegal trade, but no sanctions or punitive measures were agreed upon. Although most of the focus was on the elephant, tiger and rhino trade, there was a breakthrough about species caught on the high seas. For nearly two decades, debate has raged on when “Introduction from the Sea” takes place which regulatory authority should be involved. Despite misgivings expressed in some quarters, there is now an agreed text that is scheduled to be endorsed at the next full Conference of the Parties to CITES (CoP16 in March 2013, at Bangkok, Thailand).

EU lists Porbeagle on CITES Appendix III

The European Union has listed the porbeagle shark species on Appendix III of the Convention on International Trade in Endangered Species (CITES). This means that if the animal is from the EU, it must have an CITES Appendix III permit. All other vessels must issue a Certificate of Origin confirming that the porbeagle is not from the EU.



The porbeagle, *Lamna nasus*, found throughout the temperate North Atlantic and Southern oceans, is fished for its meat and fins. Populations have been severely depleted worldwide, and those in the northeast Atlantic are listed as critically endangered by the International Union for Conservation of Nature (IUCN). The combination of the species' low reproductive rate and high market value makes populations particularly vulnerable to overexploitation and depletion.

The EU has long advocated protection for the porbeagle shark. In 2007 at CITES CoP14, Germany proposed the porbeagle shark for CITES Appendix II protection, but the proposal failed to win the necessary 2/3rd majority votes. In 2010, at CITES CoP15, the species was again proposed for Appendix II by Palau and Sweden on behalf of the European Union, and although the United Nations Food and Agriculture Organization (FAO) determined that the porbeagle shark met the criteria for a CITES Appendix II listing, the proposal was defeated by Japan and its partners.

The Appendix III listing does not ban commercial trade of porbeagle sharks, nor does it call for an assessment to determine whether the trade is sustainable, as would be required under a CITES Appendix I or II listing.

Species listed on CITES Appendix II are those that are not necessarily threatened with extinction but that could become so unless trade is closely controlled. CITES Appendix I includes species that are threatened with extinction and international trade in those species is prohibited.

In 2009, International Commission for the Conservation of Atlantic Tunas (ICCAT) and International Council for Exploration of the Sea (ICES) specialist meetings recommended that high-seas fisheries stop targeting the porbeagle. Indeed, efforts were made to adopt porbeagle management measures at the past few meetings of ICCAT but no agreement was reached. The only previous international protection for the species came from the North East Atlantic Fisheries Commission (NEAFC) that banned targeted fishing for the porbeagle from 2012 to 2014 and required any porbeagle caught incidentally to be promptly released.

Welcome to our new SRI Creative Director and Advisory Board Member

Asher Jay — Creative Director

Asher Jay is a designer, artist, writer and activist. She is a staunch supporter of wildlife preservation, animal rights, sustainable development and marine conservation. She uses her fashion, art and writing to raise awareness about various ecological and humanitarian initiatives.

Through her extensive travels across the globe, a background in environmental science and her studies in art history, she has developed an aesthetic sensibility that is an amalgam of contrasting cultural influences. All her work is anchored by the deep commitment she harbors toward the realization of a collective future. Her work has been featured by The Cove, BlueMind, MindandOcean.org, Sea Shepherd Conservation Society, and is being published in Elizabeth Reznick's upcoming book *Posters For the Digital Age* and showcased in Reznick's MassArt exhibition. Asher's work is currently carried and promoted by the Sea Shepherd Gallery, Indie Walls and Art For Conservation. She has a unique and refreshing approach to ocean conservation.

www.artforconservation.org/artists/asherjay



Caterina Gennaro — Advisory Board

Cat is a competitive gymnast and member of the U.S. Jr. Olympic team, an international model with the Ford and Elite agencies, an underwater photographer and television personality on Discovery's *Shark Week*, a world-class wildlife photographer, and the mother of twins. Cat's career as an underwater photographer began in Maui, where she became a dive master, boat captain and naturalist. Her work has been featured in the Discovery Channel specials: *Air Jaws*, *Air Jaws 2*, *Diary of a Shark Man* (2003), *Great White Shark: Uncaged* (2004), *Shark Hunter*, (Biography of Frank Mundus), *Expedition Shark* (2008), *Shark After Dark*, and many more documentaries that she co-hosted, filmed, photographed, produced, and co-wrote. She has worked with such people as Celine Cousteau and Mike Degruy. Her images have graced the pages of *Popular Photography*, *Natural Geographic*, *Forbes*, *Ladies Home Journal*, *Access magazine*, *Shark Diver magazine*, *Scuba Diving Magazine*, *New York Times*, *LA Times*, *Chicago Tribune*, and can be seen regularly on the Discovery Channel website, in commercials, billboards and in numerous other publications. Cat also co-wrote "Tips for Filming Great White Sharks" for *the Field Guide to the Great White Shark*. In addition to filming and photographing wildlife, she was a field producer, camera operator and still photographer on season #1 of the hit MTV series *Wildboyz*. Her knowledge of marine life and oceanography along with her confidence and ability in the water has enabled her to capture amazing images.

www.caterinagennaro.com



To read a DEMA spotlight on SRI and our Exec. Director, click on <http://dema.org/displaycommon.cfm?an=1&subarticlenbr=685>

Jupp Kerckerinck Presentation at the Cary Institute



Cary Institute
of Ecosystem Studies

research is truly science in the service of society workshops held onsite to encourage dialogue and information exchange.

The Cary Institute of Ecosystem Studies is a world-renowned leader in applying the ecosystem approach to some of society's most pressing problems. The Institute is one of the largest ecological programs in the world.

On July 13, Jupp Kerckerinck, conservationist and President of the Shark Research Institute, delivered a presentation about the dramatic decline of sharks and the role they play in the ocean ecosystem — from their evolution to their persecution for soup, a fascinating look at these ancient and misunderstood creatures. You can watch his presentation at: <http://www.caryinstitute.org/events/lecture-videos/sharks-love-story>

Shark Week at the Jersey Shore

SRI celebrated Shark Week with Jenkinsons Aquarium — July 30th to August 6th. SRI members Maureen and Steve Langevin and Dean Fessler, SRI education director, gave series of presentations at the Aquarium throughout the week. Located on the boardwalk at Point Pleasant, New Jersey, the Aquarium averages 60,000 visitors each August and offers a wonderful opportunity to educate more people about the sharks of the northeast. Pictured at right: Dean Fessler with Jenkinson Aquarium staff and volunteers.



Art Exhibit at Jenkinsons Aquarium through September



Steve Shachter

Jenkinson's Aquarium is hosting an exhibit of paintings by wildlife artist Steve Shachter throughout the month of September:

Steve has a life-long commitment to environmental issues and believes strongly in enlightening young people about the environment. He has produced many pieces of art for environmental organizations, including The Nature Conservancy, National Wildlife Federation, The National Zoo in Washington, DC, The National Aquarium in Baltimore, and others. The composite poster he did for the National Zoo was its most popular poster ever produced. His work was honored President Clinton as the official United States Government (N.O.A.A.) poster for the United Nations' Year of the Oceans, he has designed National Wildlife Federation-Conservation stamps and was a featured artist for the Nature Conservancy. He

has also done work for the Rainforest Alliance, National Zoo, and National Aquarium. He was selected to participate in Artists for Conservation international show, and recently held a one-man benefit at the National Aquarium. Steve's work has also been featured by the Beaver County Zoo, Hudson Valley Children's Museum, Rivercrest Golf Club Benefit for Alex's Lemonade Stand, Mill Grove Audubon Museum, and shows throughout the country. The paintings on exhibit are selling for \$500 to \$900 each, with 30% of sales benefiting SRI.

Upcoming Events

September 6-15, 2012: *IUCN World Congress*. Venue: Jeju, Korea.

Saturday, October 20, 2012: *Beyond the Sea Waterfront Festival, and Coastal Clean-up*, Venue: Kaiser Park, Coney Island, New York. The event features beach clean-up and scuba divers clean-up underwater, Mark-V diving demonstrations, a marine careers program, scholarship opportunities, Roddenberry Dive Team's Aliens in our Waters (Trekkies welcome), New York Aquarium Touch Tank, Ocean Pals Arts Program, pumpkin painting, complimentary food and water raffles throughout the day, Trashy Diver Contest and Awards and exhibition and presentations by SRI.

March 3-15, 2013: CoP16: *Convention on International Trade in Endangered Species (CITES) 16th Conference of the Parties*. Venue: Bangkok, Thailand.

Will Tilapia Save Sharks?

Taiwan tilapia, the most popular farmed fish in Taiwan, could play an important role in saving sharks. Wang Yi-feng, of the Kouhu Fisheries Cooperative in Yunlin County and a tilapia expert, found that the caudal fins of the fish can replace shark dorsal and pectoral fins in shark fin soup.

Wang graduated from Da-Yeh University's Department of Food Science and Technology, and began experimenting with tilapia fins as a substitute for processed shark fins. "Caudal fins of Taiwan tilapia are a perfect stand-in for shark fins because they have the same appearance and texture," said Wang. Tilapia fins — just like shark fins — are composed mainly of cartilage, which is flavorless but has a chewy consistency favored by diners.



Shredded Taiwan tilapia tail fins closely resemble shark fins in both appearance and texture. (Courtesy of Kouhu Fisheries Cooperative)

"Most importantly," says Wang, "the fact that Taiwan tilapia is a farmed fish guarantees stable supplies of the delicacy, which could prevent sharks from being wiped out." While shark fins are very high in methyl mercury and neurotoxins, by contrast, tilapia fins are processed in hygienic conditions and contain no threat of heavy metal poisoning.

Kouhu Fisheries is the largest exporter of frozen tilapia. It operates in compliance with EU food standards and provides traceable product resumes. Noting that Taiwan tilapia is now considered a national treasure, Wang said the fish is a perfect example of sustainable development, as every part of the fish can be used and no waste is created during the manufacturing process.

The shredded tilapia fins are already on the market. They cost around US\$120 per kilogram, only one-quarter the cost of shredded shark fins!



SHARK CELEBRITY AUCTION



Our Annual Shark Celebrity Auction was a **success!** More than 50 shark experts and celebrities — field researchers, scientists, authors, artists and television celebrities — representing more than a dozen organizations in the USA, Australia, Canada, Honduras, Hong Kong, Italy and Singapore were auctioned! Bidders won lunch and dinners with these amazing individuals and the opportunity to meet one-on-one with an authority in the field and “talk shark”.

Up for auction were Dr. Sylvia Earle, the ocean’s most eloquent champion and founder of Mission Blue; premier marine artist and author Richard Ellis; Richard Fernicola, M.D. author of *Twelve Days of Terror*, the definitive study of the shark attacks of 1916 along the coast of New Jersey which were the inspiration for *Jaws*; sculptor Victor Douieb, and marine life artist and conservationist Wyland; Washington Post journalist and author of *Demon Fish* Juliet Eilperin; photojournalist; and co-author of *Man and Shark*, Alex Hofford; Jupp Kerckerinck, CEO of SRI and author of *Sharks: A Love Story*; television celebrity, writer, diver, photographer, adventurer and host of Nat Geo Wild’s *Extreme Animal Rescuer* Donald Schultz; legendary underwater photographer Amos Nachoum who has twice won the most prestigious prize for any wildlife photographer, the BBC Wildlife Photographer of the Year, and many other awards!

Conservationists included David Helvarg, author and founder of the Blue Frontier Campaign; Sonja Fordham of Shark Advocates International; Danni Washington of Big Blue and YOU Foundation; David McGuire of Sea Stewards; Stephanie Brendl of Shark Allies who was instrumental in mobilizing support for Hawaii’s bill prohibiting trade in shark fins; Georgienne Bradley of Sea Save; Lesley Rochat of AfriOceans; Captain Steve Nagiewicz, former executive director of the Explorers Club; Marie Levine and Dean Fessler of SRI.

Scientists included Ila France Porcher artist, conservationist and author of *My Sunset Rendezvous* who studies cognition in sharks; Dr. Gordon Hubbell, the world’s leading shark paleontologist, molecular biologist Dr. Jennifer V. Schmidt, Ph.D. who has uncovered some of the mysteries of whale sharks; Dr. Leonard Compagno, author of *Sharks of the World*, the first-ever field guide to sharks; Ralph Collier author of *Shark Attacks of the 20th Century* and director of the Global Shark Accident File; authors and researchers Drs. Erich Ritter and Dr. Alessandro De Maddalena who investigate shark accidents; and Al Brenneka founder of Shark Attack Survivors who lost his arm to a shark when he was only 16 and has become a leading advocate for sharks.

Celebrities included underwater filmmaker and explorer Nancy McGee; Robin Culler of the Shark Finatics (the teacher we all wish we had); underwater photographers Lynn Funkhouser, Caterina Gennaro and Debra and Vince Canabal; Michael Aw, underwater photographer, writer, publisher and director of *OceanNEnvironment*; and Richard Stewart publisher of *Ocean Realm Journal*.

Field researchers were also auctioned, Jeffrey Gallant (Greenland sharks) and Matt Potenski (whale sharks), and shark dive operators Steve Fox of Deep Blue Utila, Doc Anes of San Diego Shark Diving, Christina Zenato of UNEXSO, South Africa’s Debbie Smith and Chris Fallows of *Air Jaws* fame.

The auction included Emmy-Award-winning cinematographer and film producer, author, and speaker Marty Snyderman; Emmy-Award winners Jonathan and Christine Bird of the television series *Jonathan Bird’s Blue World*; filmmakers Joe Romeiro and Jeff Kurr whose films were shown on *Shark Week*; and Captain Maureen Langevin who is also in the Women Divers Hall of Fame; cartoonists Jim Toomey, creator of the syndicated strip *Sherman’s Lagoon*, and Phil Watson, creator of *Shaaark!* A lucky bidder won dinner with diving legend Jeremiah Sullivan, developer of the chain mail shark suit; and although the diving icon Valerie Taylor was unable to participate again this year, she contributed one of her original watercolor paintings to the auction.

Shark Warriors - USA

Sara & shark



Bekah

Sara was almost four when her mom let her loose in a bookstore, and she came back with three books, ALL on sharks, and it has been that way ever since. She was 13 when she saw *Sharkwater* and found out what was happening to sharks. That night she made a poster: SOS, Save Our Sharks. The next year she became a certified diver and one of her first dives was with Captain Spencer Slate in Key Largo on his creature feature dive with nurse sharks. Sara loved being near those sharks and when all the other guests were checking out the moray feedings or the wreck, Sara was with the sharks. When she got back aboard the boat, one of the divers said she had never seen anyone gravitate to the sharks like Sara and vice versa and told Sara she was like a shark whisperer, so the name stuck. Sara's first public event was at the Wyland Organic Festival in November of 2011. She had an exhibition table and she spoke to everyone who came by her table about sharks, why they are important, why they are in danger, and what must be done to protect them. Last year Sara formed the Shark Whisperer Organization. www.SharkWhisperer.org. She sells small items for donations, most are \$1.00, and since November of 2011 she has raised over \$9,000 and donated it to various conservation organizations. Sara has been featured in magazines, newspapers and TV. She willingly gives up her free time to advocate for sharks. Sara is an extraordinary girl and sharks are fortunate to have her on their side!

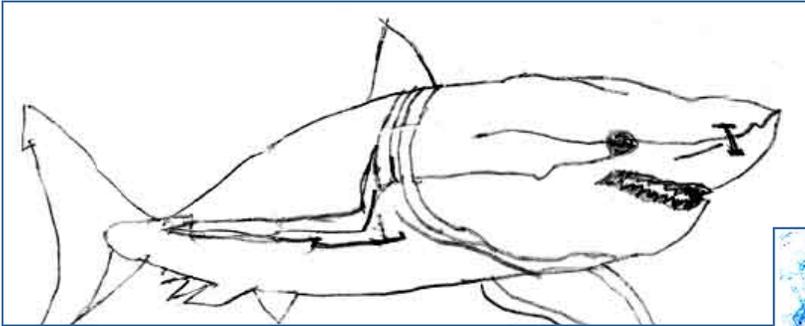
Bekah may be only 9, but she is determined to call attention to shark finning. Bekah is quite the artist and draws pictures of sharks to raise public awareness about sharks. She hopes to sell some of her drawings to raise funds for shark conservation projects.



Atif and **Ryan**, 9, from Colorado, love sharks and want to learn more about them, and **Andrew**, 10, from Oregon, wants to help save sharks too.

We don't have a photo of **Kyle**. He is 11 and a volunteer at a local marine museum. He writes that he has worked with stingrays, horseshoe crabs, terrapins, starfish and is in a paleontology prep lab. He goes fossil shark tooth hunting with his grandma and has "collected over 5,000 shark teeth and ray mouth pieces, but I've never found a megalodon tooth". Kyle studies sharks in the Chesapeake Bay, tracks shark accidents in the area, and His favorite sharks are white sharks and whale sharks and adopted one of SRI's tagged whale sharks. Kyle plans on becoming a marine biologist, and has his own salt water aquarium. at the rate he is going will on SRI's staff in a few years

Below a white shark drawing by **Michael** from Virginia who would like someday to work at SRI.

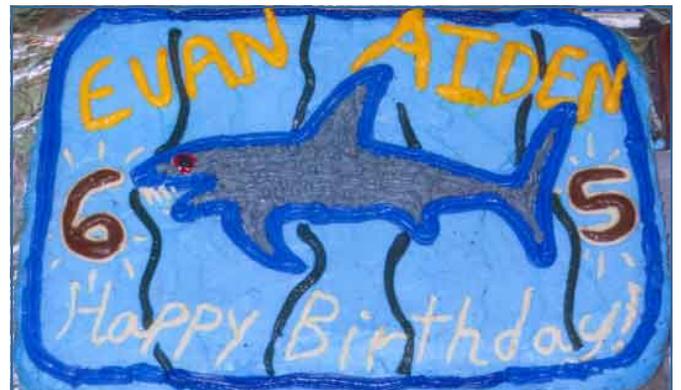


At right is a drawing of a shark by **Colton** from Ohio.

Evan and Aiden, from Washington, love whale sharks so much that they celebrated sharks at their birthday party and asked their guests to give them a whale shark adoption instead of gifts.



And here is Evan and Aiden's Birthday Cake!



Kids Poster Contest

Sharks have sometimes been portrayed as being ferocious animals in movies and books, and because of this many people feel that it is not important to protect sharks. What they don't realize is that sharks help to control the populations of fish in the sea, and now many species of sharks are threatened with extinction. All species of sharks live a long time and accumulate toxins in their bodies. Sharks are at the top of the ocean food chain and store the most toxins, and should not be eaten. This is why their bodies are often sold for fertilizer or animal feed.

Many sharks are killed for their fins, for shark fin soup. Current US law bans "finning" BUT the law permits importation of shark fins, regardless of where or how the fins are obtained or if the fins are from endangered species. If sharks are to be saved from extinction the market for their fins needs to end. All markets for shark fins push sharks closer to extinction.

GENERAL CONTEST RULES: The contest is open to all kids, in the USA and anywhere else in the world. Create a poster with a slogan or catchy phrase that reflects why the trade in shark fins needs to end. Here are some suggestions (but kids are likely to come up with better slogans):

- Keep shark fins on sharks
- Let sharks keep their fins on
- FINish the Shark Fin Trade
- No market for fins = More fins on sharks

RULES:

1. The contest is open to 3 Divisions: A) K-2 (ages 5 to7); B) 3-5 (ages 8 to 10); and C) 6-8 (ages 11 to13).
2. All posters submitted to The Shark Research Institute will become its property. Posters may be used in media such as print, film, and video in order to help promote mission of SRI. Posters cannot be returned once they are submitted.
3. There can only be one artist per poster, and only one poster per artist.
4. A poster must represent the artist's own interpretation of the theme; ideas and images from other published works will not be permitted.
5. All winners will be notified of their selection in writing.

POSTER SPECIFICATIONS:

A. Presentation:

1. Poster may be horizontal or vertical
2. Artist's theme must be evident in a written slogan or a written phrase. No spelling error accepted.
3. Stenciling and tracing are strictly prohibited. Posters must be done completely freehand.
4. No images may be glued or taped onto the poster.
5. No air brushed or computer generated graphics are permitted.

B. Paper: 18" by 24" or 8.5" x 11". Poster must be one single sheet, white, and unlined. (poster paper is preferred)

C. Art Materials: Any color pens, colored pencils, markers, crayons, watercolors or acrylic paints.

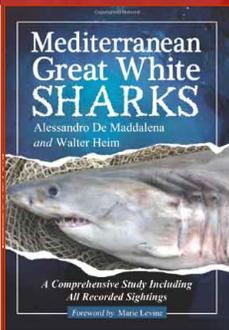
MAIL POSTERS TO: Shark Research Institute, 70 Heather Lane, Princeton, NJ 08540. (And be sure to include the artist's name, age, address, telephone number, and an email address with the poster).

CONTEST DEADLINE: November 30, 2012.

JUDGING: A panel of independent judges who are recognized for their work in marine art, marine environment, and/or art education will select the winners. All decisions will be final.

AWARDS BY DIVISION: The 1st Place winner in division A will receive the National Geographic book, *When Fish Got Feet, Sharks Got Teeth and Bugs Began to Swarm*. The 1st Place winners in B & C will receive the book, *Sharks: A Love Story*. All 1st Place winners will also receive \$100 and a Whale Shark Lifetime Adoption package and a 3-year membership in SRI. The 2nd Place winners in each division will receive \$50 and a Whale Shark Lifetime Adoption package and a 2-year membership in SRI. Honorable Mentions in all divisions will receive a Whale Shark Annual Adoption and a 1-year membership in SRI.

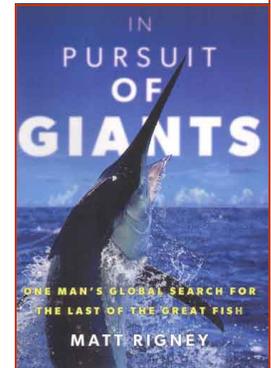
Members' Bookshelf



Mediterranean Great White Sharks: A Comprehensive Study Including All Recorded Sightings by Alessandro de Maddalena and Walter Heim, foreword by Marie Levine, paperback, \$55.00 through Amazon.com. Retrieving archival information is often very difficult: records are destroyed, witnesses pass away and vital data may be lost forever. The scientific community is grateful to Alessandro and Walter for gathering, collating and safeguard the wealth of information contain in this book. It is a rich resource for historians, scientists, fishermen, divers and non-divers alike. It is a book for everyone who wishes to learn more about white sharks.

In Pursuit of Giants: One Man's Global Search for the Last of the Great Fish by Matt Rigney, \$26.95 through Amazon.com. "A very timely and important book, impressively thorough in the extent of its research, including many eloquent interviews at sea with commercial fishermen whose traditional livelihoods, like the splendid animals themselves, are everywhere on the point of disappearance. Like Carl Safina's *Song for the Blue Ocean*, it is not only informative but exceptionally well written and a pleasure to read."...Peter Matthiessen.

The author is a fisherman from New England and a member of the International Game Fish Association, a conservationist, and a compelling writer.



...and Coming to Theaters in April 2013



Award-winning director of the 2006 documentary *Sharkwater* and SRI Board Member, Rob Stewart, premieres his new film, *Revolution*, at this year's Toronto International Film Festival on September 13 & 16.

Rob, who also writes, produces and stars in his films, says he would prefer to simply photograph sharks, his first love, but that he's learned too much about what's happening to the environment to not get involved on the front lines. "We're facing a world by 2050 that has no fish, no reefs, no rainforest, and nine billion people on a planet that already can't sustain seven billion people," says Rob. "So it's going to be a really dramatic century unless we do something about it."

Sharkwater, which debuted at the Toronto film festival in 2006, spotlighted the dwindling populations of the world's sharks as well as illegal fishing, longlining, and finning. *Revolution* focuses on threats to the planet's life support system. The film took four years to complete and spans fifteen countries. The film is due to open at theatres across Canada on Earth Day in April 2013.

Boy Rides Shark

Enal, a young sea nomad, rides on the tail of a tawny nurse shark in Sulawesi, Indonesia. Marine nomadism has almost completely disappeared in South East Asia as a result of severe marine degradation. The photographer, James Morgan, writes: "I believe children such as Enal have stories that could prove pivotal in contemporary marine conservation." To date there has been only one minor injury from a tawny nurse shark according to the Global Shark Accident File.

National Geographic Traveler Photo Contest



Shark Cognition

Those of us who work with sharks have long known that they learn from one another, and scientists constructed a test that proves it. At the Bimini Biological Field Station in the Bahamas, researchers put 18 juvenile lemon sharks in a holding pen, then they taught some of the sharks a reward-based task in which they bumped a target and were given a piece of fish. Next, untrained sharks were put in the pen with the 'trained' sharks while others were penned with untrained sharks. Researchers found the sharks paired with 'trained' sharks completed the task faster and more successfully than those with untrained peers. The researchers finding are detailed in an August 30 paper in the journal *Animal Cognition*.

Captive Whale Shark Released

On July 7 and 8, two whale sharks were caught in fixed fishing nets at Aewol, Jeju City, Korea. Aewol residents donated the sharks to Aqua Planet Jeju, the largest aquarium in Asia. That the sharks were caught a few days before the opening of the aquarium July 14 was thought to be too much of a coincidence, leading to allegations that the sharks had been smuggled over from China. The Jeju Coast Guard investigated some days after the opening, but found no evidence of wrongdoing. One whale shark died 40 days after it was brought to the aquarium. On September 6, the surviving whale shark, which is 4.5 meters in length and weighs 700 kilograms, was released into the ocean off Jeju's northeast coast.



Cathay Pacific Ceases Transport of Shark Fins



It is estimated that 50% of the shark fin trade comes through Hong Kong with Cathay Pacific, the world's largest carrier of air cargo, transporting 20 to 50% of all the air cargo trade in shark's fin. In July, some 40 conservation organizations sent a letter to Cathay Pacific, asking the carrier to cease shipping shark products and explaining why. On September 5th, Cathay Pacific announced they will no longer transport any shark and shark-related products, including of course, shark fin. All Cathay Cargo warehouses around the world have been notified, as has IATA.

"Due to the vulnerable nature of sharks, their rapidly declining population, and the impacts of overfishing for their parts and products, our carriage of these is inconsistent with our commitment to sustainable development," the airline said. The ban will apply to Cathay Pacific and its subsidiary Dragonair, both major players in the transport of air cargo to Hong Kong and China.

SRI congratulates John Slosar, CEO of Cathy Pacific, Alex Hofford, and WWF-HK for making this happen. This has huge ramifications for the trade in shark fins!

A study by marine conservation group Bloom last year showed that 78 percent of Hong Kong respondents considered it socially acceptable to leave shark fin soup off the menu at a wedding banquet. Major Hong Kong-based hotel chains Peninsula and Shangri-La have stopped serving shark fin at their up-market restaurants, amid signs that demand for the soup in Hong Kong is falling.

Canadian Cities Ban the Sale, Distribution and Possession of Shark Fins

September 11, 2012 — The Canadian cities of North Vancouver and Maple Ridge became the latest municipalities in British Columbia to ban the sale, distribution and possession of shark fins. North Vancouver Mayor Darrell Mussatto is calling on all B.C. cities to follow the lead of North Vancouver, Maple Ridge, Nanaimo and Port Moody, who have already banned shark fins. "We're urging all municipalities in B.C. to adopt similar bans and not allow shark fin soup to be served in restaurants," he said.