

#FinFreeMSC

*fins naturally attached and no exceptions -
the only choice for MSC*



**GLOBAL SHARK
POPULATIONS ARE
ON THE BRINK
OF COLLAPSE**



**DUE TO INCREASED
FISHING, OCEANIC
SHARK ABUNDANCE
HAS DECLINED BY
71.1% SINCE 1970**



**44% OF THE WORLD'S
MAJOR SHARK FISHING
NATIONS ALREADY
REQUIRE FINS
NATURALLY ATTACHED**



**OVER 30% OF ALL
KNOWN SHARK AND
RAY SPECIES ARE
THREATENED WITH
EXTINCTION DUE TO
INDUSTRIAL FISHING**



The shark fin trade
drives fisheries to target sharks or
not release bycaught sharks



**85% of over 5,500 consumers
across Germany, Switzerland, and
the UK stated that shark finning and
destructive fishing practices should
be banned in certified fisheries**



**MSC introduced a ban on
finning in 2011 BUT
loopholes mean finning is
still taking place in MSC-
certified fisheries**

**MSC IS
OUT OF
STEP WITH
GLOBAL
TRENDS**

- ✓ **MSC must impose Fins Naturally Attached on all its fisheries, no exemptions**
- ✓ **Fins Naturally Attached with Effective Monitoring is the only way to go for MSC**

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...prohibiting the removal of shark fins on board vessels is the only fail-safe, most reliable, least expensive means to prevent finning and measure compliance...

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