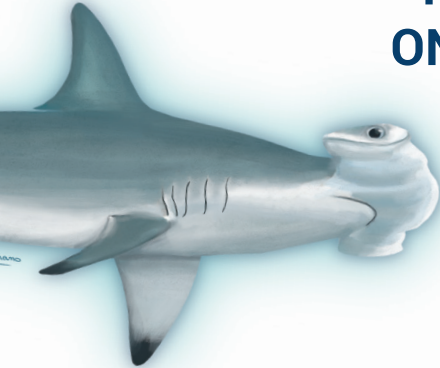




LONGITUDE 181
La Voix de l'Océan



Campaign "NO SHARK ON MY PLATE"



Restaurant
owner

&



Fishmonger

What can I do to protect sharks ?

1

I acknowledge
that sharks are
disappearing

2

I commit
to not serving
any shark products

3

I show my commitment
by using the
campaign sticker

In a nutshell

Sharks are under threat everywhere around the world. In the Mediterranean, **90% of them are already gone!**

This situation is the result of **an excessive consumption of shark meat**, in the entire European Union.

Such consumption **leads to overfishing** which in turn takes **species to the brink of extinction.**



GET INVOLVED!
JOIN THE CAMPAIGN TO SAVE SPECIES FROM EXTINCTION!

Longitude 181 strives to preserve the ocean and to reconcile mankind with wildlife.

www.longitude181.org

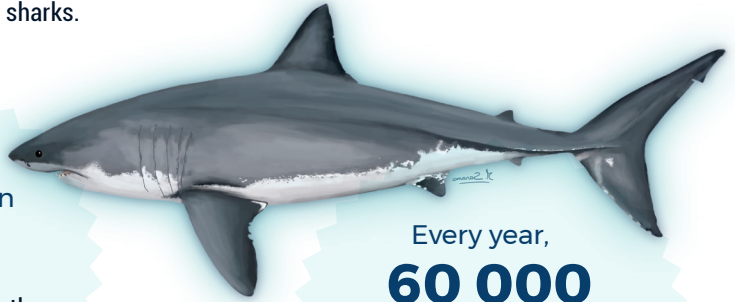
Why did we launch this campaign?

Sharks are threatened all around the world and particularly in the Mediterranean Sea.
We wish to offer our children a sea richer than the one we see today,
a sea that would be rich with sharks.

90%

of Mediterranean
sharks are
already gone!

According to the IUCN*, the
Mediterranean is one of the world
most dangerous seas for sharks



Every year,
60 000
tons of sharks and rays

are caught in the Mediterranean!
Spain, Italy and France are the largest
importer states for sharks

Excessive consumption leads to overfishing,

which endangers all shark species. Spiny dogfish and porbeagles are "critically endangered".

"Rock salmon" and "rock eels" are sharks!

Be careful: on stalls, in mass catering or take away, small sharks are called "rock eel" or "rock salmon". Such designation prevents consumers from distinguishing between endangered species and other species - which are not necessarily doing better.

Few regulations protect sharks,

Most regulations are not applied by fishermen, who ignore or bypass them. A number of governments do not enforce them or even know them!

Managing shortages

Neither regulations nor fishing managements have helped prevent the fall of populations. They never allow a return to profusion. They only ever manage shortages.

**When it comes to the consumption of sharks,
we are confronted with the impossibility of making
a responsible choice, therefore we must recommend you
to stop serving sharks.**

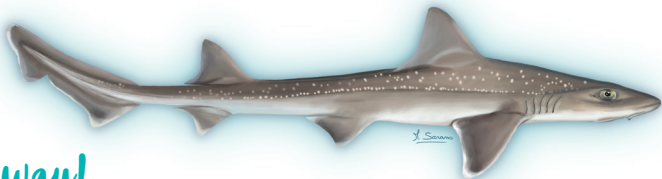
As a professional, how can I get involved?



By no longer buying or offering shark meat whether raw or transformed.



By officially becoming a link in the « No Shark on My Plate » chain!



A little goes a long way!



You will have the satisfaction of preserving the ocean and sharks, as well as of acting for your children's future?

You will be pushed to the forefront of professionals responsible for inciting change

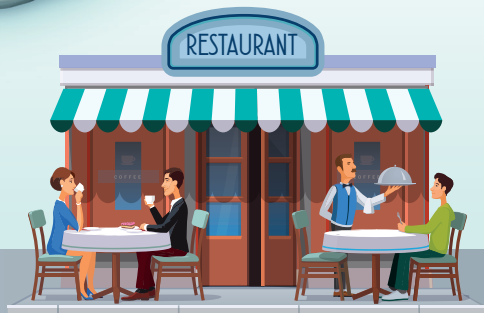


Process

To let us know that you wish to join the movement, **all you have to do is contact us** at the following address: contact@longitude181.org



- > You will receive a sticker to show your support
- > You will be listed on our professional contact list that is distributed through our network



How does the campaign work?

A public call to stop consuming shark meat

Since the campaign was launched at the end of 2018, thousands of citizens have already signed to join the movement on the Longitude 181 website or during big events in which the association takes part.

Highlighting the professionals committed to our cause

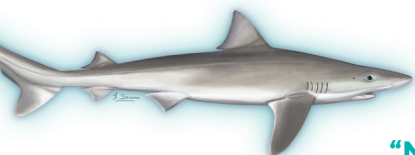
Each and every professional will be pushed to the forefront on the Longitude 181 website. This positive list will allow responsible consumers to find professionals who are also committed to the cause.

Professionals also commit to not serving shark anymore

Everyone is invited to join the "No Shark on My Plate" movement by no longer offering sharks on their stalls or in their restaurants.

A network of associations and researchers: a liaison at the Mediterranean level

The protection of sharks can only be effective if ensured all around the Mediterranean Sea.



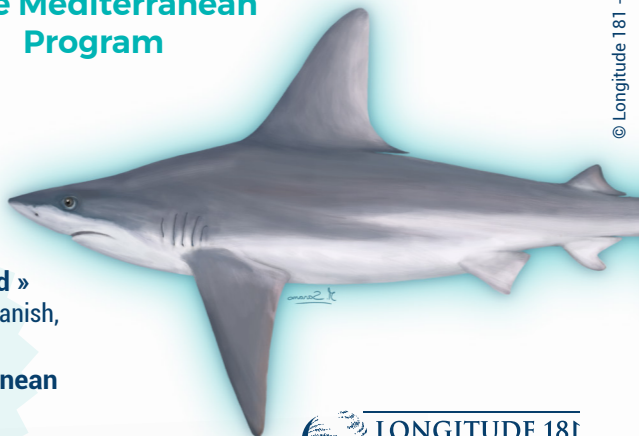
"No Shark on My Plate" is a campaign of the "Sharks and Rays of the Mediterranean" Program



Information documents:

- **Posters «Sharks and Rays of the Mediterranean to be protected »**
 - > Download on the website (English, Spanish, Greek, Turk, Arabian translations)
- **Identification cards for Mediterranean species**
 - > Order online (in French) or Download on the website (English, Greek, Italian)

Thank you!



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Contact info :

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