<https://www.youtube.com/watch?v=9DiNxBXDp4w>

**Purpose:** To persuade the audience to participate and promote shark conservation in order to save the ocean environment as we know it today.

**Thesis:** We can save one of the most valuable ocean assets by participating in sustainable seafood buying practices while actively promoting conservation practices for sharks.

**I. Introduction**

A. **Attention Getter:** *“Approximately 100 million sharks are killed by humans globally each year…”* 1 accordingly to Ocean, a Smithsonian Institution publication. That is one shark for every three people in the United States!

B. **Relevance Statement:** Sharks are the top predators in the ocean and are important to maintaining biodiversity. Their removal can have ripple effects through an ocean’s ecosystem, causing a slow death.

C. **Credibility Statement:** A Forbes.com article says it best, “We’ve all heard that predators like sharks weed out the sick, the dying, and the old. But you may not know that this benefits prey populations, as it reduces infectious diseases and the spread of them.”2

D. **Thesis:** We can save one of the most valuable ocean assets by participating in sustainable seafood buying practices while actively promoting conservation practices for sharks.

E. **Preview:** We will discuss why sharks are so important, sustainable seafood practices, and shark conservation practices and benefits.

**Transition:** Let me start by telling you why sharks are important.

**II. Importance to Eco-System and Humans**

1. Eco-system
2. Sharks are useful and precious for human life. Many of them clean the ocean by consuming the remains of dead animals and plankton, so the harmful algae pests and those that cause red tides are controlled.
3. Humans
4. Their anatomical characteristics inspire and give ideas to scientists and engineers to design machines, tools, and transport devices.
5. Sharkworld.com states, “Knowledge about the properties of their blood that has anticoagulants could be useful in the treatment of heart diseases. Their immune system and their highly developed senses generate interest and optimism in the scientific and medical communities…”.4

**Transition:** Now that I have covered why sharks are important, I will now discuss sustainable seafood fishing and buying practices.

**III. Sustainable Seafood Practices**

1. Fishing
2. “In the North Atlantic, the Greenpeace ship Esperanza documented fishing vessels which, while known to be primarily catching swordfish, in fact collectively catch four times more sharks than swordfish, by weight. During the protest, the crew saw only one swordfish being caught by the Spanish vessel “Ameal” and at least 8 sharks pulled from a line nearly 40 miles long.” As per a report by Greenpeace.5
3. Changes can be made to this technique to reduce the shark bycatch. A couple examples would be changing the type of hooks and leader material used on these long lines.
4. Buying
5. We can do our part by buying sustainable seafood. This is seafood that does not endanger sharks and other bycatch in the process of retrieving marketable fish, squid, and crustaceans. We can accomplish this by using the seafood buying guide provided by SeafoodWatch.org, a part of the Monterey Bay Aquarium. You will have a guide provided to you at the end of this presentation.

**Transition:** We just learned about sustainable seafood fishing and buying practices, and we will move onto Shark Conservation and benefits.

**IV. Shark Conservation & Benefits**

1. Conservation Efforts
2. According to Treehugger.com, “The Center for Oceanic Awareness, Research and Education developed their Shark Safe Certification Program so that businesses and restaurants can demonstrate their commitment to shark protection to their customers.”3 They must increase public awareness of the need for shark conservation and reduce the sale, use, and trade of shark products to obtain this certificate.
3. What you can do to help Shark Conservation
4. Do Not Use Shark Products
5. Reduce Seafood Consumption
6. Reduce, Reuse, Recycle
7. Write Your Legislators
8. Conservation Benefits = Tourism Dollars
9. Forbes.com states, “Large predators are among some of the most popular and socioeconomically valuable species for nature-based tourism. Shark tourism in the USA is estimated to be worth a total value of $315 million USD per year with over 500,000 tourists and directly supports 10,000 jobs.”2
10. Forbes.com goes on by saying, “In the Philippians, Oslob’s whale shark-watching operation has allowed the city to lift itself out of poverty.”2

**Transition:** Now you can understand the impact of shark conservation I will wrap up this presentation, give you a sustainable seafood handout, and open the Q & A session.

**V. Conclusion**

A. **Sum of Main Points:** We discussed why sharks are so important, sustainable seafood practices, and shark conservation practices and benefits.

B. **Restate Thesis:** We can save one of the most valuable ocean assets by participating in sustainable seafood buying practices while actively promoting conservation practices for sharks.

C. **Tie back to Introduction:** Sharks are crucial to marine ecosystems and the human race. We must do a better job of protecting them in order to save our oceans! Please join me in shark conservation by signing every shark protection petition you come in contact with.

**VI. Handout**

<https://www.seafoodwatch.org/-/m/sfw/pdf/guides/mba-seafoodwatch-southeast-guide.pdf?la=en>

References

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3. Underwood, K. (2018, October 11). What do Sharks Have to do With Sustainable Seafood? Retrieved May 28, 2020, from <https://www.treehugger.com/green-food/what-do-sharks-have-to-do-with-sustainable-seafood.html>
4. Shark Conservation Efforts. (n.d.). Retrieved May 29, 2020, from <https://www.sharks-world.com/shark-conservation-efforts>
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