

Breaking News:

🐠 sharks California Fin Ban

Hello fellow ocean lovers!

🐠 California Fin Ban

Normally, we try to keep our newsletters to a maximum of one mailing per month. However, this particular piece of news is likely of interest to every ocean fan and subscriber, and it is definitely cause to celebrate.

Yesterday afternoon, California Governor Jerry Brown signed Assembly Bill (AB) 376 into law, thus banning the sale, trade, possession, and distribution of shark fins in California.

<http://sanfrancisco.cbslocal.com/video/6330133-gov-brown-signs-ban-on-shark-fin-trade/>

California's ban complements bans in place in Hawai'i, Washington, and Oregon, effectively shutting the west coast of the United States to fin traders.

It is estimated that the United States is responsible for 70% of the world's fin imports outside of Asia. With a staggering 85% of those U.S.-bound fins passing through California, AB 376 will have a tremendous impact on shark conservation.

The world has been watching and waiting. With similar efforts underway in parts of Canada, and with a ban proposed in China, California's efforts hopefully will ripple into many other places.

AB 376 will go into effect this coming January (2012), but restaurateurs and traders have an additional 18 months to dispose of any existing stocks.

COARE has been working on this issue for years, and we are so grateful to see such positive results.

AB 376 was born of tremendous political courage by authors Assemblymember Paul Fong and Assemblymember Jared Huffman, and was guided through a tumultuous political process these last eight months by a wonderful coalition of companion organizations and individuals.

Without the tireless efforts of our colleagues and the unbridled enthusiasm and passion we all bear for this cause, we may not have been able to prevail against the hired guns employed to sway opinion, confuse legislators, and defeat this bill.

We are eternally grateful to everyone who helped support this measure — whether you joined us at the capitol, wrote letters,

made phone calls, contributed to our campaign, or simply told your friends about it, we wholeheartedly appreciate your support. We would not have been able to make these tremendous strides without you, and we hope that you will continue to support our efforts.

Again, many thanks to all who were involved, and congratulations to everyone — the world is a better place today.

The official press release may be found at:
www.coare.org/news.

