

MARKET FORCES-An examination of marine turtle trade in China and Japan

And WWF & TRAFFIC's efforts for this trade

IOSEA, September 2014



1. Market Forces – Key findings from TRAFFIC's survey



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Key Findings

- Demand for Marine Turtle products is major threat to source populations in Coral Triangle
- Research has pointed to China as major market
- Most of the products found in the survey are from Hawksbill
- Advocacy and communications campaign in China will support in-country efforts in CT countries
- Partnerships and buy-in will be essential to maintaining longer-term effort and achieving conservation impacts



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TRAFFIC "Market Forces" report Key findings on Marine Turtle Trade



150

7,217

● = 10 whole specimens

● = 100 processed shells

US\$ ½ MILLION

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Trade from Coral Triangle to China and Japan Key findings of "Market Forces" report

Increasing demand for marine turtles and shell products in Hainan Province and rest of mainland China

2,017
Number of turtles confiscated in seizures implicating China during study


→

98% of the "whole specimen" trade in the region

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Hainan Province and Guanxi Province, China



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TRAFFIC marine turtle trade research
Key findings

3 main sources of marine turtles for sale in mainland China



Bycatch Chinese boats buying from CT fishing vessels Smuggling from SE Asia to China

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Strengthen marine turtle trade monitoring and reporting in China

Online market survey – Key Points

- 8 of 25 surveyed websites sold MT products.
- More than 6 key words were used to find the illegal MT
- **73 new advertisements of MT products found in all websites per month**
- The total volumes of advertisements of MT are about **1000 items**.

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Efforts to combat MT trade in China

Reduce consumer demand for marine turtle products

- Radio programme on marine turtle trade using both Mandarin and Cantonese, targeting radios used by fishing boats, cooperated with Hainan
 - 30", 60" and 90" public service advertising, 1530 times
 - Other Radio programme, such as: interview, talk show, SNS communication, legal conversation, 5 mins*60 times
 - News investigation programme, 5 issues
- Outdoor / indoor billboards, posters or other publications
 - Two outdoor billboards, established in Tanmen town of Qionghai city, Hainan province and Sanniangwan of Qin Zhou city, Guangxi province




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Marine Turtle roll screen

Launch of Year of Aquatic Wildlife Conservation in Hainan, which will focus on protection of marine turtles




Marine Turtle conservation advocacy event

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Reduce consumer demand for marine turtle products

- Awareness-raising event for local fishermen and traders in Tanmen county of Qionghai city
- An updating bilingual web page developed to deliver marine turtle conservation information
<http://www.trafficchina.org/marine-turtle>

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Increase the capacity of, and coordination between, Chinese government authorities to effectively and efficiently enforce wildlife trade laws

Enforcement training workshop in Hainan and Guangxi (one per province) for law enforcement officials

- Hainan CITES enforcement training for aquatic animal, Haikou city, July 2012.
<http://www.traffic.org/home/2012/7/23/traffic-helps-train-officers-to-combat-illegal-marine-turtle.html>
- Guangxi CITES enforcement training for aquatic animal, Beihai, Nov. 2012.
<http://www.traffic.org/home/2012/11/29/chinese-enforcement-officers-learn-to-combat-illegal-marine.html>



TRAFFIC ID Materials for MT trade in to support enforcement
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Cheloniidae (海龟科) & Dermochelyidae (棱皮龟科) - Marine Turtles

海龟
有 6 个物种见于中国和水域近:

保护现状:
所有物种均被列入 CITES: 附录 I
IUCN: 极危/濒危
国内保护级别: 国家一级保护动物
国家一级保护动物

海龟科 Cheloniidae
- 海龟的腹甲形状
- 腹甲的腹缘形状
- 头、颈和四肢不伸入甲内

棱皮龟科 Dermochelyidae
- 腹甲上缘 2 刺
- 腹甲上缘 3 刺
- 腹甲上缘 4 刺
- 腹甲上缘 5 刺

物种分布:
绿海龟 *Chelonia mydas*: 0.1-0.5m
玳瑁 *Caretta caretta*: 0.2-0.5m
棱皮龟 *Dermochelys coriacea*: 1.5-4.5m
太平洋丽龟 *Lepidochelys olivacea*: 1.7-4.2m
澳 洲 棱 皮 龟 *Dermochelys imbricata*: 1.7-3.5m

2008 年 3 月

Market Monitoring:
--Hainan & Guangxi
--25 e-commerce companies

Marine turtle Poster
Advocacy event: Beihai

Capacity building:
--Haikou of Hainan
--Beihai of Guangxi

Summary on Marine Turtle Trade in China

- **Status:** significant illegal trade in Hainan and Guangxi
- **Issues:** lack of enforcement
- **WWF & TRAFFIC contributions (2009-2012):** market monitoring, capacity building and public advocacy

2. Regional Enforcement Workshop - Philippines, June 2014

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Regional Enforcement Workshop

The main objectives of this workshop included:

- Raise awareness among key stakeholders involved in turtle conservation and law enforcement
- Set of recommendations for action at national and regional levels to help address the illegal trade in Marine Turtles in the Coral Triangle

The workshop also intended to:

- Exchange information of and experience in marine turtle conservation in the region, and preventing illegal harvest and trade;
- Analyze the main threats faced by marine turtles in the region;
- Identify and prioritize actions needed for the conservation of marine turtles in the region, at national, regional and international levels; and
- Forge strong ties between and among participating counties on marine turtle trade enforcement and conservation issues.

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Regional Enforcement Workshop - Recommendations

- Call for neighboring countries relevant to the trade to join our efforts to address this issue.
- **Improve intergovernmental cooperation** in combating marine turtle trade on a regional level, including multi-agency collaboration on law enforcement action.
- **Promote better sharing of data and information** among countries on marine turtle trade.
- **Share best practices in handling marine turtle trade** issues along the trade chain from source to market.
- **Raise awareness among key stakeholders** (including maritime communities, fishing fleets, traders, processors, retailers, and end-consumers) on the need to stop illegal and unsustainable marine turtle trade.



Regional Enforcement Workshop – Progress to date

Promoting better sharing of data and information among countries on marine turtle trade

- A summary regional database has been developed with the assistance of the Marine Research Foundation;
 - Data for the Philippines has already been uploaded to the database;
 - Partial data for Malaysia has been uploaded;
 - Once complete this database will be shared amongst workshop participants and other key stakeholders;
 - A mobile App is being developed to allow government officers and conservation agencies to share information in real-time.
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Thank You!

