



PROJECT KOLIKA



Why Sharks?

SHARKS MATTER!

As the apex predators of the oceans, sharks keep our largest and most important ecosystem healthy, by consuming the weaker organisms.

Our existence, in part, is dependent upon theirs. Remove sharks and that balance is seriously upset.

71%

decline in populations of pelagic shark and ray species due to an 18-fold increase in fishing pressure (Pacoureaux et al., 2021).

73-100M

sharks are killed every year to support the shark fin industry and demand for shark fin soup, shark meat and bycatch.

12

people on average die from a mistaken identity bite or territorial bite from a shark. Who's the real monster?

