

APPENDIX D

Shark Fins: 5 & 6

Name:	XXX	XXX
Add:	Sheung Wan, Honk Kong.	Des Voeux Road West
Interviewee:	XXX(Boss)	(salesman)
	Products and Supply Issues	Products and Supply Issues
a.	<u>Shark fins</u> Sea cucumber, fish maws, abalone Others: shark cartilage, dried oyster, scallop	<u>Shark fins (80%)</u> Others: shark cartilage, shark meat and gills rakers
b.	Soups	Soup with chicken
c.	Most of the species can be used. Best: Tiger, Basking sharks, Whale sharks, and Hammerhead. In general, the best part is the caudal (more fin rays) and the worst part is the dorsal (less fin rays)	Many of the species Best: Caudal fins of Whale sharks, Basking sharks and Brown sharks.
d.	- Wholesaler / retailer - some exports	Wholesaler and processor
e.	South America, Australia and South Africa	Brazil and other countries in South America
f.	High quality: Australia and South America Low quality: South Africa	High quality: Brazil Low quality: Middle-East and Indonesia
g.	Yes	Yes
h.	Fishermen → collecting agencies → importers (Hong Kong) → processor + wholesalers → restaurants / retailers → customers	Fishermen → collecting agencies → importers (Hong Kong) → processor + wholesalers → restaurants → customers
i.	By both sea and air. They do not know about the percentage.	Mostly by sea
j.	Quantity: fluctuates Quality: no change	Quantity: fluctuates Quality: stable
k.	Fluctuate. If there is a shortfall, but the demand remains high, they can still get high profit by raising the selling price.	Stable

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l.	They do not know.	They do not know.
m.	--	--
n.	<p>Captured:</p> <ul style="list-style-type: none"> -By large fishing boat team. -Should be large scale and offshore -Captured by net. <p>Processed:</p> <ul style="list-style-type: none"> -The shark fins are cut off from the fish body on the boat. -“Salty material” then added to fins for preservation. 	<p>Captured:</p> <ul style="list-style-type: none"> -they are not sure, probably by large boat. <p>Processed:</p> <ul style="list-style-type: none"> -Cut off from shark. -Dry naturally
o.	<p>Yes.</p> <ul style="list-style-type: none"> -Removing fins from fish’s bodies -Preserving and drying 	<p>Yes.</p> <p>Drying process</p>
p.	<p>Yes</p> <ul style="list-style-type: none"> -Fishing technology has been improved. -But, high number of sharks has been caught. -This will affect shark numbers, and further affect their business. 	They do not know.
q.	<p>Not very much.</p> <p>The required portion (the fin rays) needs to be processed anyway.</p>	<ul style="list-style-type: none"> -If fins are not well processed, they will be like those “salty” fins from Middle-East. -Taste will be affected. -The selling price will be lowered.
r.	Price range: \$500-\$2200/catty	<p>Price range: \$500-\$2000/catty</p> <p>Compared to other products: shark fins are more profitable</p>
s.	<p>Buying prices: falling (as supply has been increased)</p> <p>Selling prices: no change</p>	<p>Buying prices: no change</p> <p>Selling prices: falling (the demand determines the selling prices)</p>
t.	Decreasing	Decreasing
u.	All are quite similar.	Quite similar.
	Sales and Business Issues	Sales and Business Issues
a.	<ul style="list-style-type: none"> -Seasonal demand -General economy of Hong Kong 	The economy of Hong Kong
b.	Price	<p>Rich people: quality and business relationship</p> <p>Restaurants: price and business relationship</p>

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c.	Hong Kong: 60% China: >30% Others (Canada / USA / South East Asia countries): <10%	Hong Kong: 70% China: 30%
d.	Diversify. Less risk.	It does not matter too much.
e.	-By experience -By what they know	They are used to the shark fin business.
f.	No	No
g.	--	--
h.	Largest dealers: Different products have different dealers. No Specific one. Mostly are the traders in Wing Lok Street and Bonham Street. Key competitors: Other dried sea food on Des Voeux Road West.	Largest dealers: traders in Bonham's Street (Customers): mostly are local restaurants Key competitors: other wholesalers / processors
i.	No	No
j.	No	No
k.	Hurt. People will buy products from China, but not from Hong Kong.	Are not very concerned about it.
l.	They do not know.	They do not know.
m.	They do not know.	They do not know. Their business is not big.
n.	Lack of demand	-Lack of demand -General economy of Hong Kong
o.	Hong Kong: No Overseas: Yes (China custom)	Hong Kong: No Overseas: No
p.	Currently: Yes. Sharks are not allowed to be thrown back into the sea after removing the fins. Future: Yes. Less fins may be supplied	Currently: No Future: Yes
q.	They do not think it is a big problem. If supply decreases and	Focus on another product that is not regulated.

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	leads to increases in the buying price, they can still get profits buy raising the selling price.	
	Social-Economic Issues	Social-Economic Issues
a.	When: 50 years ago How: started from a family business	When: about started at 1990 How: experience in the business before
b.	Not quite satisfied	Satisfied
c.	Decrease in demand	The general economy of Hong Kong.
d.	No	They do not know.
e.	Hong Kong Dried Sea Food And Grocery Merchants Association Limited-several times/year	1. Hong Kong Dried Seafood And Grocery Merchants Association Limited- several times/year 2. Hong Kong Shark Fins Merchants Association Limited-several times/year
f.	-Prices / trading information several times/week -Social	-Day-to-day Information -News or Intelligence -Social
g.	Competitors: not regular Suppliers: not regular	Competitors: not regular Suppliers: not regular
h.	Not very much	No
i.	No	No
j.	-Hong Kong general economy -Increase in demand	The economy of Hong Kong.