

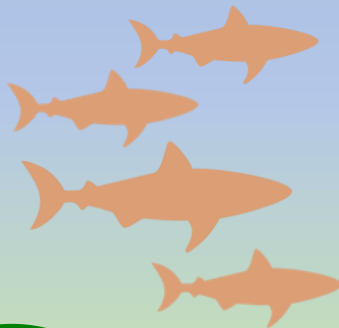
Circle hook certification – supporting sustainable oceans



What is needed?... universal adoption of non-offset certified circle hooks in all commercial fishing

Why?... to maximise survival rates when marine life, including turtles, are unintentionally caught on fishing hooks

Six of the seven sea turtle species are threatened with extinction



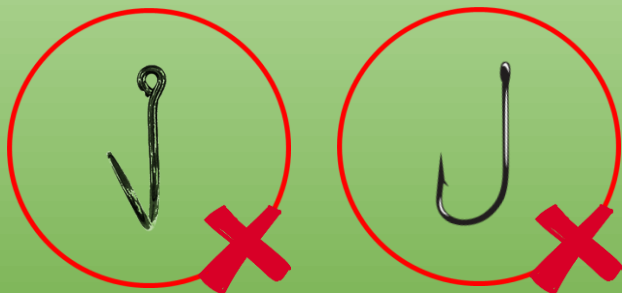
Research indicates circle hooks can reduce marine turtle deaths by over **90%**



Correct hook selection

How they work ...

By lip hooking fish and other wildlife; this is normally much safer than using traditional J-profile hooks. Circle hooks also support catch and release in recreational fishing



19.3 turtles are caught on longlines in the eastern Pacific Ocean per 1,000 hooks



Circle hooks are not a panacea; instead their use should complement:

- fishing gear innovations which scare away non-target species; and
- baits that appear less attractive to turtles and other wildlife