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Mr. Koki Ando  
President and Chief Executive Officer of  
NISSIN FOODS HOLDINGS CO., LTD.  
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Tokyo, 160-8524

Japan

April 18, 2016

Dear Mr. Ando,

The undersigned organizations, which are committed to the conservation of wildlife, are writing to express our deep concern that Nissin Foods has introduced two new “wildlife” flavors in its Cup Noodle Rich series in Japan. These are “Luxury Thickness Shark Fin Soup Flavor” and “Luxury Broth Softshell Turtle Soup Flavor.”<sup>1</sup> We strongly urge Nissin Foods to immediately stop production and sale of these wildlife flavors for the following reasons:

- We are seriously concerned that promoting wildlife flavors will legitimize and further increase the unsustainable demand for sharks and turtles, thereby increasing the threats to these already endangered animals. Thirty percent of all shark and ray species are threatened with extinction, due to overfishing – and the situation for freshwater turtles is even worse<sup>2 3</sup>.
- According to the list of ingredients the Luxury Broth Softshell Turtle Soup Flavor contains “softshell turtle powder”. The situation for Asian freshwater turtles and tortoise populations in the wild is highly precarious, with more than half of these species being threatened with extinction. Many species are being seriously over-exploited. Among the world’s top 25 endangered turtles, 17 are native to Asia, according to the IUCN Species Survival Commission Tortoise and Freshwater Turtles Specialist Group. The main reason for the plummeting populations is large-scale collection for food and traditional medicine across Southeast Asia and East Asia and, to a lesser extent, for the international pet market.
- Although some turtle species are commercially farmed in large numbers (e.g. the Chinese softshell turtle, *Pelodiscus sinensis*), turtle farming does not correlate with conservation. For example, Haitao *et al.* (2007)<sup>4</sup> warn: “Turtle farms are a problem mainly because they are the primary purchasers of wild-caught turtles. Apart from increasing their total stock of adult animals, farmers are always seeking wild breeders because successive generations of farm-

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<sup>1</sup> See: <http://en.rocketnews24.com/2016/03/30/cup-noodle-to-release-luxury-shark-fin-and-softshell-turtle-flavors/>

<sup>2</sup> <http://www.iucn-tftsg.org/top-25-2011/>

<sup>3</sup> [http://www.turtlesurvival.org/storage/documents/Singapore\\_Report\\_complete.pdf](http://www.turtlesurvival.org/storage/documents/Singapore_Report_complete.pdf)

<sup>4</sup> Haitao *et al.* (2007): Farming Endangered Turtles to Extinction in China. *Conservation Biology* 21(1): 5–6

*raised turtles show a marked decrease in reproductive capability. This reliance on wild-collected individuals indicates that turtle farming is not a sustainable practice."*

- In addition, anything that increases the market demand for turtle products, such as your new turtle-based soup, will increase threats to these species.
- While we recognize the shark fin soup flavor will actually be oyster-flavored with imitation shark fin made from gelatin<sup>5</sup>, advertising the soup as "shark fin" flavored will serve to fuel consumer demand for soup containing actual shark fin, thereby increasing exploitation of already imperiled shark species.
- Up to 73 million sharks are killed annually to end up in shark fin soup, which has resulted in the collapse of some species by more than 90 percent<sup>6</sup>.
- Over the past decade the international conservation community has been very successful in its efforts to reduce demand for shark fin products through public education campaigns: More than 30 international airlines have banned the transport of shark fins and the Chinese government banned shark fin dishes from being served at official banquets in 2013. As a result, shark fin sales in China have fallen by 50-70%<sup>7</sup>. The Nissin Foods Shark Fin Soup Flavor product would undermine these efforts and trigger consumption of real shark products.

We urgently appeal you to act as an environmentally responsible global corporation and stop production and end sales of these products. By doing so, Nissin Foods will help to ensure the conservation of wild species – rather than threatening their survival.

We look forward to your reply to this important issue.

Yours sincerely,



Dr. Christoph Schmidt  
President Pro Wildlife

On behalf of:

1. Jan Creamer, Animal Defenders International
2. Jill Robinson, Animals Asia Foundation, Hong Kong
3. Rhishja Cota-Larson, Annamiticus, USA
4. Ericka Ceballos, Animal Conservation and Welfare Foundation, Poland
5. Susan Millward, Animal Welfare Institute, USA
6. Colum Muccio, ARCAS - Wildlife Rescue and Conservation Association, Guatemala
7. Adam M. Roberts, Born Free Foundation

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<sup>5</sup> See: <http://www.japantimes.co.jp/news/2016/03/29/business/nissin-debut-premium-cup-noodle-rich-line-japan/#.Vw-AtvkrLZ5>

<sup>6</sup> [http://www.nmfs.noaa.gov/sfa/laws\\_policies/sca/documents/shark\\_finving\\_report\\_2012.pdf](http://www.nmfs.noaa.gov/sfa/laws_policies/sca/documents/shark_finving_report_2012.pdf)

<sup>7</sup>

[http://wildaid.org/sites/default/files/resources/SharkReport\\_Evidence%20of%20Declines%20in%20Shark%20Fin%20Demand\\_China.pdf](http://wildaid.org/sites/default/files/resources/SharkReport_Evidence%20of%20Declines%20in%20Shark%20Fin%20Demand_China.pdf)

8. Adam M. Roberts, Born Free USA
9. Ericka Ceballos, CATCA Environmental and Wildlife Society, Canada
10. Sarah Uhlemann, Center for Biological Diversity, USA
11. Alejandra Goyenechea, Defenders of Wildlife, USA
12. Edward L. LaRue, Desert Tortoise Council, Ecosystems Advisory Committee, USA
13. Ulrike Kirsch, Deutsche Stiftung Meeresschutz (DSM), Germany
14. James Brückner, Deutscher Tierschutzbund, Germany
15. Thomas Pietsch, Four Paws International
16. Ulrich Karlowski, GRD, Society for Dolphin Conservation, Germany
17. Alexia Wellbelove, Humane Society International, Australia
18. Dr. Teresa Telecky, Humane Society United States
19. Masayuki Sakamoto, Japan Tiger and Elephant Fund (JTEF), Japan
20. Sigrid Lüber, OceanCare, Switzerland
21. Jim Ries, One More Generation, USA
22. Dr. Hanyeh Ghaffari, Pars Herpetologists Institute, Islamic Republic of Iran
23. Reinhard Behrend, Rettet den Regenwald, Germany
24. Marie Levine, Shark Research Institute
25. Will Travers, Species Survival Network
26. Maximilian Maurer, Turtle Conservancy
27. Kaori Sakamoto, Voice for Zoo Animals, Japan