

# The Seahorse Trust

WORKING IN PARTNERSHIP WITH NATURE

## NEWSLETTER

### [Stop The Curio Campaign special](#)

#### Welcome to the spring 2018 newsletter

.....and thank you to all of you for your amazing support in 2018; without you we could not have achieved so much and it has been so busy as usual.

There is much more information on our [Facebook page](#) and on our [website](#) and if you have any enquiries then please get in touch on [information](#)

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### Stop the Curio Campaign

So important and urgent is this campaign that we have decided to devote a whole edition of our newsletter to the curio trade campaign we are undertaking with support from the [People's Postcode Trust](#).

Every year in excess of 150 million seahorses are taken for the curio, traditional and aquarium trades and this is completely unsustainable.



Not only does this destroy a species, seahorses, it also means the habitat these species and thousands more come from is destroyed and degraded forever.

We need to make a stand and stop this horrendous trade now before it is too late and we need your help to do it. Without you we will see the extinction of this iconic 'Little horse of the sea'

In this bag to the left, there are approximately 2,000 dead seahorses and this woman had many more bags on her stall in China, one of many stalls in one street.

Just this one street dealt with hundreds of thousands of seahorses each year.

Picture copyright Kealan Doyle,

Save Our Seahorses

<https://www.facebook.com/saveourseahorses/>



Seahorses are being taken at a rate of 150 million per annum according to work done by our sister organisation Save Our Seahorses

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**At this rate they could be functionally extinct in 25 to 30 years**

**Don't forget to adopt a seahorse or become a member, it makes a great present and supports our work. Check out our website for details. [www.theseahorsetrust.org](http://www.theseahorsetrust.org)**

## Stop the Curio Trade campaign grant

We are very grateful to the players of the People's Postcode lottery who have funded our Stop the Curio Campaign through the People's Postcode Trust. This grant will allow us to work on the campaign, put together a database of curios being sold, design and print educational material and put together a short film about the curio trade and the problems it is causing.

**Thank you to them all for their amazing support**



## Stop the Curio Trade

The curio trade causes death and destruction to millions of species every year and because of this, a breakdown of the habitats they live in. This trade is on an industrial scale around the world, forcing so many species and habitats nearer to extinction, with many never being able to come back from that brink.

It is a devastating, cruel trade that has far reaching consequences worldwide and is often seen as an 'innocent' memento of a seaside trip, a trinket to have in the bathroom or office, a unique curio but in reality it is a cruel, indiscriminate, devastating trade.

It is a trade that needs to be addressed and exposed for what it is and so we have joined forces with our volunteers and others such as [Sea Shepherd](#) to campaign to have this appalling trade stopped here in the UK and when we are successful with that, we hope to use the UK as an example for other countries to follow suit and ban the trade.

The Seahorse Trust has a background in this sort of campaign with its highly successful lobbying of E-bay to have seahorses banned from sale on the internet shopping channel, not just in the UK but throughout Europe, America and Australia.

So far we have got E-bay, Amazon, Preloved, Spock and Alibaba to agree to abide by the law and they have banned the sale in its entirety.



## GoFundMe appeal

Please donate to our GoFundMe campaign to help continue to fund us to stop this horrific trade. By funding our appeal we can do so much more such as producing leaflets, posters and other educational material.

Click to donate now →

gofundme

## Species targeted

The Curio Trade spans so many species from around the world and we aim, through targeting a small selection initially, to use these to help inform others of what is going on and to expose all the other species that are also being traded.

The initial species targeted will be seahorses (our flagship species), shells and coral, shark, starfish, Porcupine fish, beetles and butterflies and scorpions.

Even if a species is not rare we will highlight why the exploitation of the natural world is not a good idea and in the long term not sustainable.

It is feasible that as we develop the project other species will be identified and become a priority and so we will review our database periodically to see trends in species and adjust our campaign accordingly.

Through our online presence we will list species used in the trade and educate about these species online and in published information. The educational element of our project is vital and this shows the importance of having specialist partners like [Wild Aid UK](#).

Pictures on right from top to bottom:

1. Shark sold in a shop in Devon
2. Conch shell illegally imported
3. Puffer fish being sold in Lanzarote
4. Seahorse keyring sold online.






Picture copyright Lucy McLeod

**SEAHORSE FACT:** The official figure for seahorses used in the curio and medicine trade is 25 to 65 million; the real figure is near to 150 million.

## How you can help

We need your help please, this is a big project and it will take a collective approach to make a difference and to try and stop the curio and medicine trades.

	Be our spies: let us know if you see curios for sale
	Contact online shops to get them to stop selling these items
	Soft protests outside shops selling these items (be polite)
	Don't be tempted to buy any type of curios, new or old
	Send us photos and information when you see them for sale
	Report the information to the police or send it to us and we will
	Spread the word when talking with others or online
	Help us keep the campaign going by fundraising for our work

**SEAHORSE FACT:** The three main trades for seahorses are the traditional medicine, curio and pet trades, none are sustainable, we have to do something before it is too late, we only have 25 to 30 years left at this rate.

## Traditional Medicine Trade

This newsletter is mainly about the Curio Trade as we can only fight so many battles at a time but we recognise that the Traditional Medicine Trade (TMT) is equally as devastating and it needs to stop. (Combined they account for 150 million seahorses per annum)

Both the Curio and Traditional Medicine Trades are devastating seahorse populations worldwide and with it the habitat they live in, it has to be stopped or we have to find other ways of addressing the situation such as 'Conservation through Cultivation' as proposed by our sister organisation [Save Our Seahorses](#) in Dublin, Ireland. 'Conservation through cultivation' turns seahorse fishermen into fish farmers, in the same way as so many fish that we eat or have in our tropical fish tanks are propagated, such as Cod, Trout, Shrimp and Prawns, Salmon, Bream, Tilapia, Guppies, Tuna, and so many freshwater tropical fish (95% of freshwater tropical fish for aquariums are now cultivated and the number of marine tropical fish is increasing rapidly).

Very sadly we cannot hope to stop the Traditional Medicine Trade (**BUT WE CAN** stop the Curio Trade) and so we need to also look at this. If we do not, then seahorses will become extinct in 25 to 30 years.

## Facebook

The Seahorse Trust Face book page is growing from strength to strength

We now have over 2,116 followers on the site. People from all over the world are following our work and it is a fantastic Interactive site with input from everyone. Click on the logo to the right to go directly to the site and if you haven't already, then sign up and join the fastest growing network for seahorse lovers in the world.



# STOP THE CURIO TRADE

## Tom Walker logo

We decided to have a competition to find a suitable logo for our campaign and we started it on our Facebook page. There were lots of entries and the one we picked (on the left) was by Tom Walker and says everything we need to say to get our message over to people.

<http://tom-walker.net/> Thanks Tom for your great design.

## WORKING IN PARTNERSHIP WITH NATURE

**PLEASE SEND US YOUR UP TO DATE E-MAIL AND HELP US SAVE FUNDS AND PROTECT THE ENVIRONMENT BY SENDING YOU OUR LATEST NEWSLETTER BY E-MAIL.**

**SEAHORSE FACT:** Seahorses are caught as bycatch in many areas of the world, especially in areas where there is high amounts of shrimping.

## Seahorse Survey Course

Have you ever wondered what makes seahorse tick, how does it survive in the wild or how do you go about setting up a survey to find one of nature's most elusive creatures. Well this course has been designed for you.

Based on our extensive experience in surveying for seahorses and advising others around the world on how to survey for them we have designed and written this 2 day (or 8 sessions) course funded by the players of the Peoples Postcode Lottery through the Postcode Local Trust.

The first course ran in early September and the next one is in November (please contact Beccy on [seahorsesurveycourse@aol.co.uk](mailto:seahorsesurveycourse@aol.co.uk) for details and to book a place on the course)

This is the first course of its kind designed for anyone from scientists to keen amateurs and we will be expanding it out and around the country as we train more instructors



**Some of our recently qualified  
Seahorse Survey students**

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HELP US SAVE FUNDS AND PROTECT THE  
ENVIRONMENT BY SENDING YOU OUR LATEST  
NEWSLETTER BY E-MAIL.**

## Sponsor's shops

We are very lucky to have a number of commercial supporters who help fund our work and a list of these can be found on our website under the Sponsors Shops page.

If you support what we do and want to help, then please make a small donation from your sales or why not have one of our collection pots in your shop?

Thank you to everyone who supports our work, without you we could not do so much and a special thank you to [Beauty Kitchen](#) and [Wildflower Favours](#) (please click on their names to visit their sites)

## A special thank you

We would like to say a special thank you to [GSL media](#) and [Wildwood Trust](#), GSL have kindly rebuilt our new website and Wildwood Trust kindly host our office at Escot Park, near Ottery St Mary in East Devon. If it wasn't for the kindness and generosity of these organisations and our amazing volunteers [The Seahorse Trust](#) could not survive or do so much and the plight of seahorses around the world would be at greater risk. Please click on their names and logos to see their websites.



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[www.theseahorsetrust.org](http://www.theseahorsetrust.org)

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