

March 22, 1974
P. O. Box 1346
Kaneohe, Hawaii 96744

Mr. Arthur Au
Meat Products Purchasing Agent
Holiday Mart Supermarket
801 Kaheka Street
Honolulu, Hawaii 96814

Dear Mr. Au:

As a marine biologist with the Hawaii Institute of Marine Biology who has been actively involved in sea turtle research and conservation, I feel that it is indeed unfortunate that your firm is now attempting to advertise and market imported turtle steak. The exact description of this product at your Honolulu outlet reads:

New Item
Fresh frozen mariculture farmed
prime turtle steak from the
Cayman Islands - 100% top quality
lean meat - no bone or surplus fat
8 ounces - \$3.39

It is my understanding that the importer and distributor of this item is Tropical Seas Enterprise, an individually owned concern which is new to our state. It is also my understanding that promotional brochures prepared by backers of the Grand Cayman farm are being presented to prospective buyers here in Hawaii (such as yourself) in an effort to demonstrate how the farm's commercialization of sea turtle products is acting to "save" the species. I have in my possession a complete set of these pamphlets which I have carefully examined. In addition, I have only recently visited Grand Cayman Island in order to more fully understand the relationships between the conservation of sea turtles and the "farming" that is now in progress. I have also had the opportunity to correspond with numerous sea turtle biologists, both in the United States and in other countries, who are extremely concerned about the adverse effects that will result from the popularization of turtle products. To say the least, statements made in the promotional brochures do not present a clear and factual picture of the true status of turtle farming. Unfortunately, this misinformation has been responsible for creating a confident attitude in the general public concerning the survival outlook of sea turtles. In this respect I have enclosed copies of literature by Dr. Archie Carr and Dr. David Ehrenfeld which give a detailed and factual account of the situation. I sincerely hope that you will have the time to examine this material.

Mr. Arthur Au
March 22, 1974

Page 2

In essence, the "farmed" turtle as we know it today is nothing more than eggs, hatchlings and/or potentially gravid adult females that have been removed from their natural environment and utilized for commercial purposes. Because of the complex life history of sea turtles, you can well imagine the effect that this practice could have on wild populations, particularly when egg removals number in the hundreds of thousands per year. Various rationalizations have been offered as justification for this activity, however, you will find that each has been thoroughly refuted in the literature I have enclosed.

An awareness of the world-wide plight of all sea turtles has surfaced in recent years. It is my belief that this concern will ultimately result in full protection from commercial exploitation, whether it be for premature farming ventures or direct marketing purposes. You are probably already aware of the protective measures for Hawaii's turtles that are now under consideration by the State Fish and Game Division and the Legislature. You may not realize that both California and Illinois now prohibit the sale of sea turtle products. Recent lobbying in California to obtain an exemption for Grand Cayman's products resulted in failure. The progressive legislation enacted by these two states is an example we must all follow if the world's ocean going turtles are not to be reduced below a level necessary for viability.

The U. S. Department of the Interior is also presently directing efforts at slowing the decline. Of the five major types of sea turtles which exist, three are officially listed as endangered species (all commerce being prohibited) and two (one of which is the Green Turtle now in your market) are under consideration for inclusion to the list. A decision will be made in the next few months and I feel confident that, based on facts as we know them, maximum protection will be forthcoming.

In the meantime, each of us can aid sea turtle survival by refusing to purchase any of the derived products. As a business man, you have the opportunity to play a unique part by not offering these products to your customers. Such action will most definitely receive the conservation-oriented community's support as well as clarify Holiday Mart's position as a conscientious enterprise that is concerned about its effect on the environment.

I have appreciated the opportunity to discuss this matter with

Mr. Arthur Au
March 22, 1974

Page 3

you and would be most happy to answer any questions that may arise.
Please feel free to contact me at 247-6631.

Sincerely,

George H. Balazs

GHB:md

cc: Mr. W. Reed - Holiday Mart
Dr. W. Gagne - Hawaii Audubon Society
Mr. D. Raney - Sierra Club
Dr. A. Ziegler - Bishop Museum
Dr. F. Radovsky - Bishop Museum
Dr. R. Howle - Food and Drug Administration
Dr. B. Baird - Dept. of Agriculture
Mr. P. Sekora - Bureau of Sport Fisheries and Wildlife, Kailua
Mr. D. Olsen - Bureau of Sport Fisheries and Wildlife, Washington
Dr. F. King - New York Zoological Society
Dr. D. Ehrenfeld - Barnard College, N. Y.
Dr. A. Carr - University of Florida

holiday mart

HAWAII'S LEADING SUPER DISCOUNT DEPARTMENT STORES

345 HAHANI STREET
KAILUA, HAWAII 96734

801 KAHEKA STREET
HONOLULU, HAWAII 96814

850 KAM HIGHWAY
PEARL CITY, HAWAII 96782

TELEPHONE 946-1646

April 9, 1974

Mr. George H. Balazs
P. O. Box 1346
Kaneohe, Hawaii 96844

Dear Mr. Balazs:

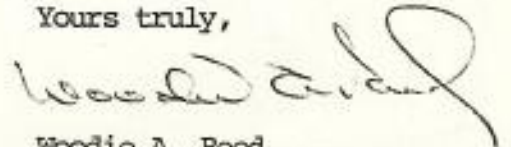
We would like to take this opportunity to thank you and your group of concerned citizens who took the time to write and call us of their concern of the future of sea turtles.

We at Holiday Mart were not aware of the movement to save sea turtles and would like you to know we will support your well presented ideals by not ordering any more fresh or frozen sea turtle products. We will sell out our present stock of 25-30 pounds, but will not advertise this remaining stock as planned in recognition of your work.

We would like you to know that we are sensitive to our customers requests and people who are concerned about Hawaii's future.

Mahalo.

Yours truly,



Woodie A. Reed
General Manager
Holiday Superfoods