

# Saving endangered bluefin tuna from extinction: the efforts of CBCGDF

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Bluefin Tuna has become one of the most critically endangered marine species, but it is still legal to trade and consume in several countries. In order to protect this species from the enormous Chinese seafood market, China Biodiversity Conservation and Green Development Foundation (CBCGDF) has made huge efforts towards stopping the trade of this endangered species. Learning from JD. com, one of the e-commerce giants in China, planned to introduce this delicacy to Chinese consumers through its online platform, CBCGDF, along with other environmental organizations, had written several open letters to this platform. After receiving the open letters, JD.com quickly responded and officially announced that they would remove all the Bluefin Tuna products from the platform. All other Chinese e-commerce platforms have also followed and removed all the Bluefin Tuna products from their platforms. After this success, CBCGDF continues to actively seek for international cooperation with experts, professors, politicians and stakeholders and has developed an initiative called "Bluefin Tuna Coalition International (BTIC)". In addition, wishing to raise the public awareness of protecting endangered Bluefin Tuna and appreciate the prompt action of JD.com, CBCGDF announced that the "Bluefin Tuna Day" is set up on the June 12th of every year.

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