



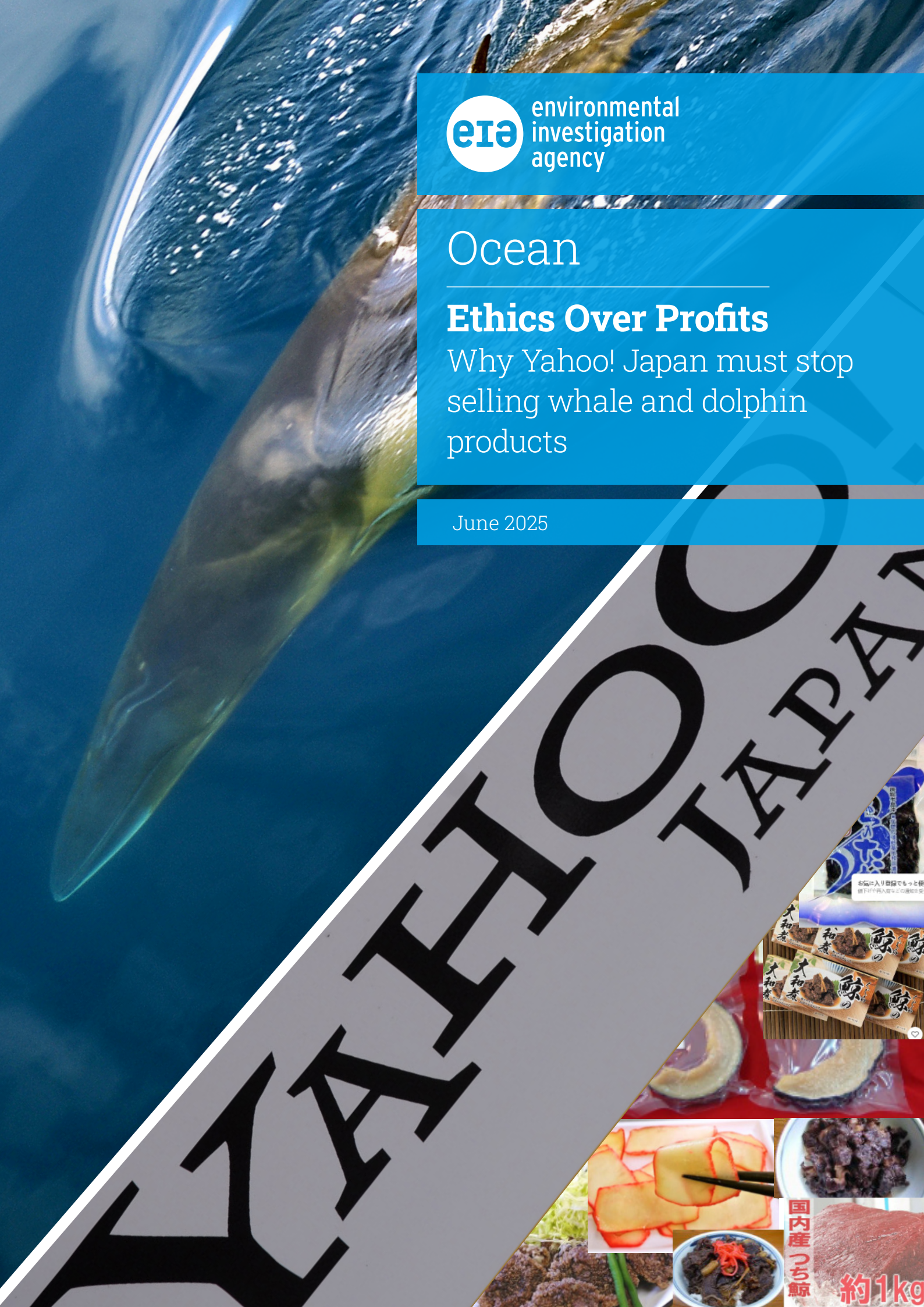
environmental  
investigation  
agency

## Ocean

### Ethics Over Profits

Why Yahoo! Japan must stop  
selling whale and dolphin  
products

June 2025







# Executive summary

As a major retailer of whale and dolphin food products in Japan, Yahoo! Japan is supporting the continued unsustainable and inhumane hunting of cetaceans and promoting the sale of toxic food substances.

A review of Yahoo! Japan’s shopping site in January 2025 revealed more than 900 cetacean food items for sale, including a large variety of products derived from multiple small and large cetacean (whales, dolphins and porpoises) species which are primarily hunted domestically by Japan but also imported from Iceland and Norway.

Of 66 cetacean products purchased from Yahoo! Japan and tested by certified laboratories in Japan between 2007-25, almost one-quarter contained mercury concentrations at a level at least 10 times higher than advisory levels set by the Government of Japan. The average mercury concentration in the 66 samples was 2.67 parts per million (ppm), almost seven times higher than the 0.4ppm advisory limit.

The Government of Japan has consistently flouted the global ban on commercial whaling (the “moratorium”) since it was first implemented by the International Whaling Commission (IWC) in 1986. Between 1986 and 2024, Japan killed 24,899 great whales and more than 489,453 smaller whales, dolphins and porpoises not protected by the moratorium. Since 2019, Japan’s whaling has operated completely outside international

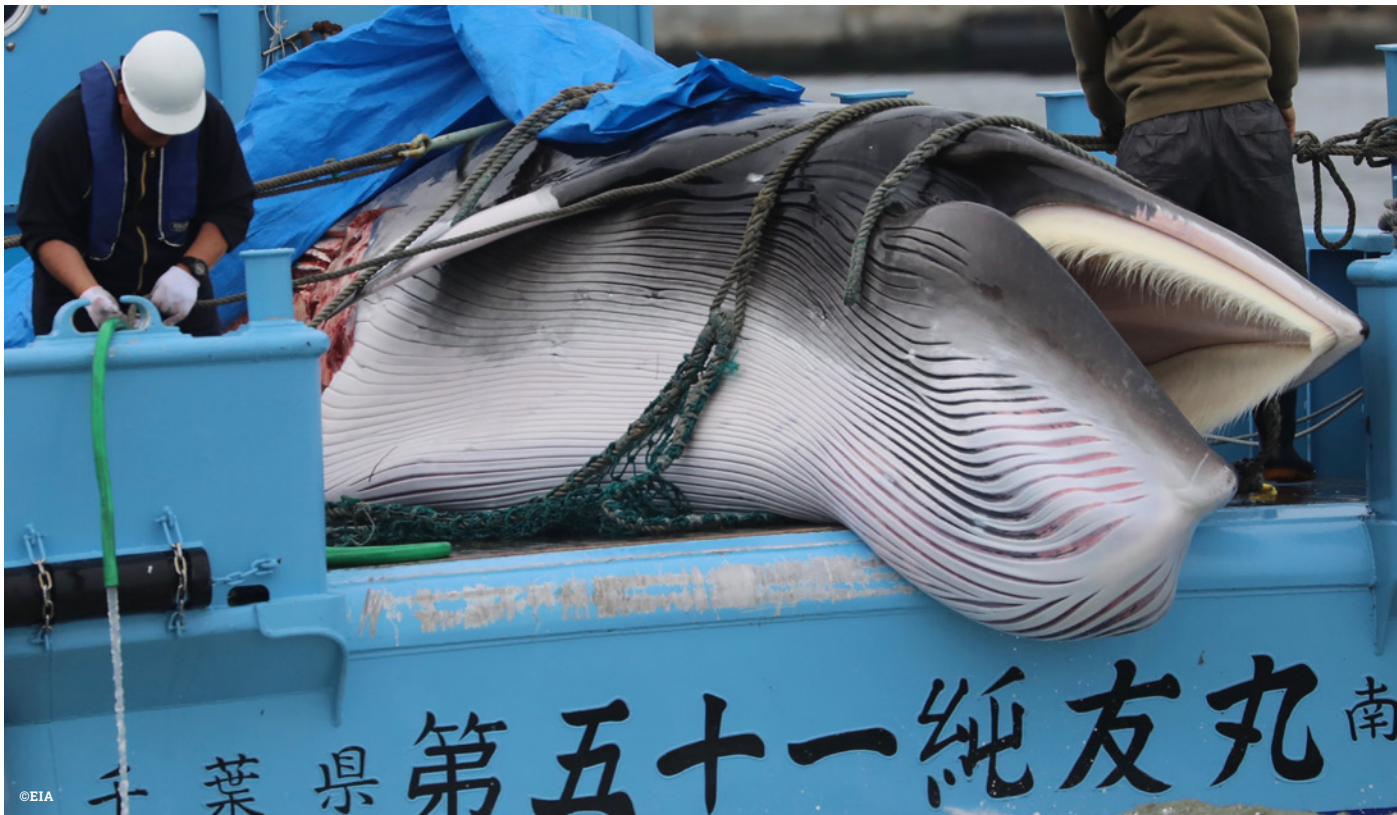
governance after it left the IWC, which is the only international body mandated to manage commercial whaling.

The world’s cetaceans are under threat as never before, with their marine environment increasingly degraded through climate change, chemical, plastic and noise pollution, commercial fishing and other human activities. At the same time, the marine ecosystem services that cetaceans provide have never been more vital, helping the world to fight the biggest global environmental challenge – climate change.

In this context, Yahoo! Japan’s role as likely the largest remaining e-commerce site selling cetacean products in Japan is of great concern and a major reputational risk for its parent company, LY Corporation, which professes to be committed to conserving biodiversity.

**The Environmental Investigation Agency (EIA) calls on LY Corporation to immediately review its policy on the sale of products derived from whales, dolphins and porpoises and institute a complete and permanent ban on the sale of all cetacean products.**

Below: One of the first minke whales landed in Japan’s new commercial whale hunt in 2019.



## ACKNOWLEDGEMENTS

This report was written and edited by the Environmental Investigation Agency (EIA UK). Additional research undertaken by Yukari Sugisaka.

EIA wishes to thank Animal Welfare Japan – awj.org.uk – for its support in the production of this report.

EIA also wishes to thank its numerous supporters whose long-term commitment to the organisation’s mission and values helped make this work possible.

This report is endorsed by the following NGOs:



## CONTENTS

Executive summary	3
Japan’s commercial cetacean hunts	4
Yahoo! Japan sales of whale and dolphin products	6
Yahoo! Japan, LY Corporation and other associated companies	8
Naver Corp and the sale of cetacean products in South Korea	10
Conclusions and recommendation	11
References	12

## ABOUT EIA

We investigate and campaign against environmental crime and abuse.

Our undercover investigations expose transnational wildlife crime, with a focus on elephants, pangolins and tigers, and forest crimes such as illegal logging and deforestation for cash crops such as palm oil. We work to safeguard global marine ecosystems by addressing the threats posed by plastic pollution, bycatch and commercial exploitation of whales, dolphins and porpoises. Finally, we work to avert climate catastrophe by strengthening and enforcing regional and international agreements that tackle short-lived climate super-pollutants, including ozone-depleting substances, hydrofluorocarbons and methane, and advocating corporate and policy measures to promote transition to a sustainable cooling sector and away from fossil fuels..

## EIA UK

62-63 Upper Street,  
London N1 0NY UK  
T: +44 (0) 20 7354 7960  
E: [ukinfo@eia-international.org](mailto:ukinfo@eia-international.org)  
[eia-international.org](http://eia-international.org)

## EIA US

PO Box 53343  
Washington DC 20009 USA  
T: +1 202 483 6621  
E: [info@eia-global.org](mailto:info@eia-global.org)  
[eia.org](http://eia.org)

## Environmental Investigation Agency UK

UK Charity Number: 1182208  
Company Number: 07752350  
Registered in England and Wales

Front cover: A variety of whale products sold by Yahoo! Japan  
Minke whale photo: ©Fabian Ritter



# Japan's commercial cetacean hunts

## Four decades undermining global governance and protection of the great whales

The commercial hunting of whales has been banned globally for almost four decades. The International Whaling Commission (IWC), the only international body mandated to manage commercial whaling, implemented a moratorium on commercial whaling in 1986, which remains in place.

As a member of the IWC, Japan consistently flouted the moratorium, first by whaling under objection<sup>1</sup> from 1986-88 and then by issuing special permits for lethal research under Article VIII of the International Convention for the Regulation of Whaling (ICRW) from 1987 to 2019.

Through this large-scale abuse of a provision that was only ever intended to allow the killing of a small number of whales for scientific research, Japan killed 17,633 whales. The country's scientific whaling was exposed in 2014 when the International Court of Justice (ICJ) found Japan in contravention of several provisions of the ICRW and ruled that the special permits issued by Japan for whaling in the Antarctic were not 'for purposes of scientific research' pursuant to Article VIII.<sup>2</sup>

While abusing the provisions of the ICRW, the Government of Japan also launched a multi-decade diplomatic effort to overturn the moratorium.<sup>3</sup> However, despite Japan's well-funded vote-buying campaign, the IWC has demonstrated increasing support for whale conservation, mirroring the overwhelming global public support for the protection of all cetaceans.<sup>4</sup>

After Japan's most recent proposal to overturn the moratorium on commercial whaling was soundly rejected at the 68th IWC meeting in 2018, it left the IWC.<sup>5</sup> The country then resumed commercial whale hunting in July 2019, despite the nation's legal duty to co-operate with the IWC, mandated by customary international law and the UN Convention on the Law of the Sea (UNCLOS).<sup>6</sup> Between 2019-24, some 1,747 whales were killed in Japan's commercial whale hunts, operating entirely outside international oversight and control.

A catch quota of 317 minke, sei and Bryde's whales was set for 2024<sup>7</sup> and the Government of Japan approved an expansion of the hunt to catch 59 fin whales, ultimately taking 30.<sup>8</sup> Globally, fin whales are listed by the International Union for Conservation of Nature (IUCN) as Vulnerable<sup>9</sup> and have been protected since 1976 due to overhunting.<sup>10</sup> The IWC has no agreed population estimate for North Pacific fin whales,<sup>11</sup> stating that "There are insufficient data to assess their present status."<sup>12</sup> Moreover, an external scientific panel set up by the Government of Japan found that a catch of 60 fin whales could cause local depletion of the population in Japan's Exclusive Economic Zone.<sup>13</sup>

These concerns were formally stated by the IWC at its 69th meeting in 2024 in a Resolution on responsibilities related to commercial whaling activities, which reminded governments of their legal obligations under UNCLOS and supported the continuation of the moratorium.<sup>14</sup>

In addition to sustainability concerns, the inherent cruelty of whaling is unacceptable and incompatible with modern day animal welfare laws related to the killing of animals for food. Indeed, a professional council on animal welfare from Iceland recently concluded that large whales cannot be killed humanely. The Expert Opinion, published in June 2023, states: "The Expert Panel finds that many of the indispensable conditions necessary for gunshot hunting of wild cetaceans cannot be maintained during large whale hunting. This conclusion is supported by evidence and expert opinions, leading to the assessment that the current methods of whale hunting are incompatible with animal welfare laws."<sup>15</sup>

## Unsustainable and inhumane hunting of 'small cetaceans'

The Government of Japan also authorises the killing of smaller toothed whales, dolphins and porpoises, known as 'small cetaceans'.

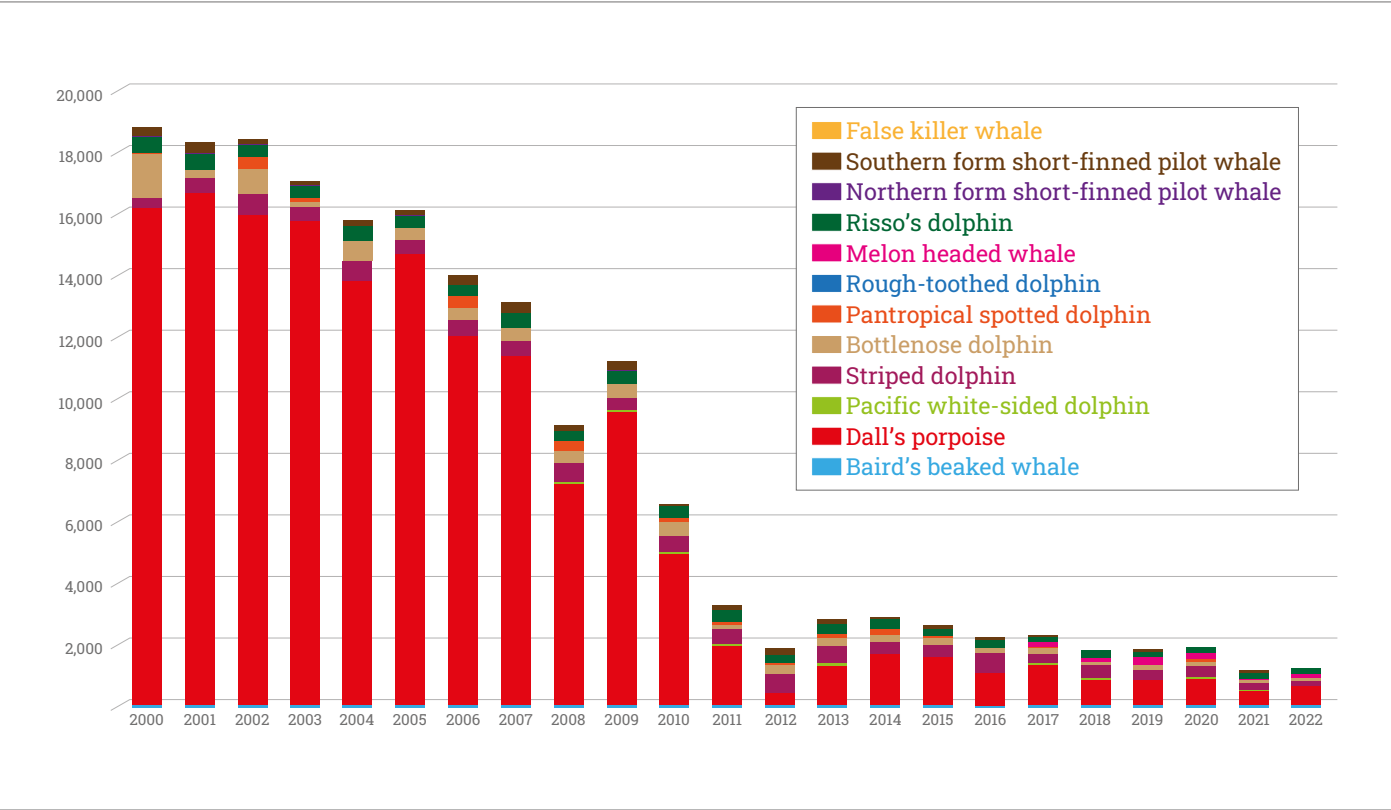
A wide range of species, including bottlenose and striped dolphins, Dall's porpoises and false killer whales, are targeted (see Fig 1). The hunts target Baird's beaked whales, a large and rare toothed whale species, for which a new species has recently been described in the North Pacific hunting area.<sup>16</sup> Scientists have also

recently described culture in this species for the first time.<sup>17</sup> Since the whaling moratorium was agreed in 1982, more than half a million toothed cetaceans have been killed in Japan's coastal waters, in hunts that are globally infamous for their cruelty.<sup>18</sup> Food products from these species are regularly available for sale on Yahoo! Japan's shopping site.

Scientists have expressed concern about the conservation status of populations targeted in Japan's dolphin drive hunts, in particular short-finned pilot whales and bottlenose, spotted and Risso's dolphins.<sup>19</sup>

While Japan authorises an annual kill of almost 11,000 small cetaceans, catch levels are actually much lower, indicating that the populations are highly depleted after years of overhunting. Additionally, as the populations have been increasingly targeted to supply live dolphins for the aquarium trade, there are concerns over population impacts from selective targeting of immature females, as well as under-reporting of true mortality levels due to "cryptic mortalities", which occur after dolphins are released.<sup>20</sup> The animals can be held for as many as five days in the drive hunt bay prior to being released, with health impacts due to extreme stress or injuries received, which have been well documented during the capture process.<sup>21</sup>

Figure 1 Reported toothed cetacean catches in Japan by species



## Cetaceans and the marine environment – their role and the increasing threats they face

The world's cetaceans not only support a thriving multi-billion-dollar global whale watching industry, they also play such an important role in the ocean that they have been dubbed "ecosystem engineers".<sup>22</sup>

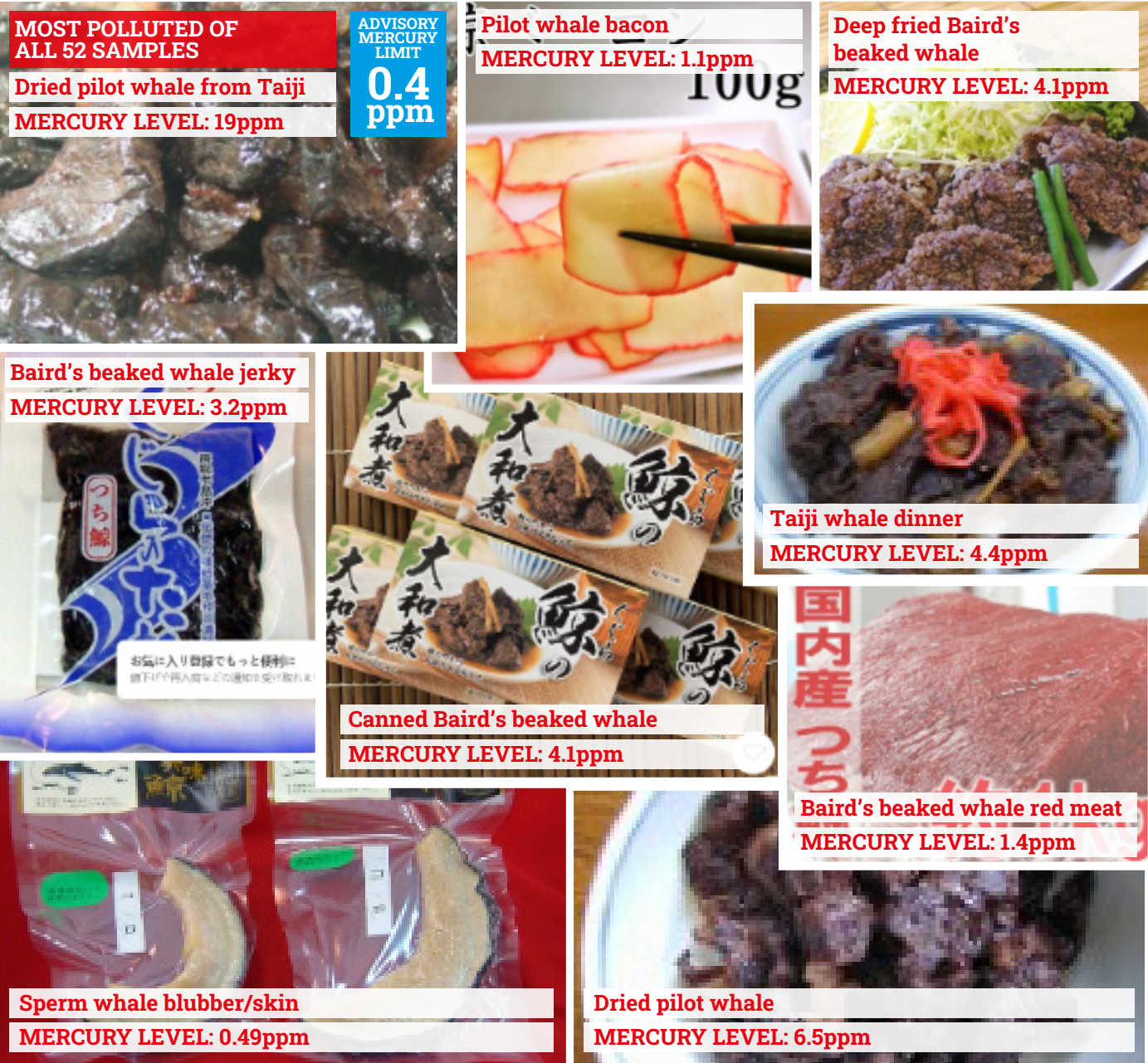
By diving to the ocean depths to feed and through releasing faecal plumes, whales perform a pump-like function which carries important nutrients such as nitrogen and iron to surface waters. Whales also transfer nutrients across the lengths of the

ocean when migrating great distances to feed and calve. This provides nourishment for drifting phytoplankton – the base of the food web upon which all marine species depend.

This great whale "conveyor belt" function substantially enhances ocean productivity, allowing fish stocks and marine biodiversity to flourish and capturing carbon in the process.







# Yahoo! Japan sales of whale and dolphin products

EIA online research in 2025 using the search category ‘クジラ、鯨肉’ (whale, whale meat) revealed 963 cetacean food items on Yahoo! Japan’s shopping site, including 58 pet food products.<sup>23</sup>

The items for sale include red meat, bacon, heart, testicles, tongue, intestines, kidneys and other internal organs derived from the great whales (Bryde’s, minke, sei and fin whale) as well as the smaller, toothed cetaceans including pilot whale, Baird’s beaked whale, Risso’s dolphin and false killer whale. Many items for sale are not listed with a clear species name.

In addition to cetaceans caught domestically by Japanese hunters, Yahoo! Japan offers whale products imported from Norway and Iceland, traded under reservations exempting them from the ban on

international trade in whales under the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).<sup>24</sup>

The online research also revealed 58 whale pet products and treats, including “additive-free” whale heart and whale liver.<sup>25</sup>

Since most leading supermarkets and online retailers, including Amazon Japan and Rakuten, no longer sell cetacean products, Yahoo! Japan is likely the largest online retailer of such products in Japan.

## Toxic catch

In addition to facilitating Japan’s ongoing violation of international environmental law, Yahoo! Japan’s sale of cetacean products is putting the health of its customers at risk. Many cetacean products on sale contain high concentrations of mercury, a neurotoxin which can cause neurological and behavioural disorders and is of major public health concern. According to the World Health Organisation: “Exposure to mercury – even small amounts – may cause serious health problems and is a threat to the development of the child in utero and early in life.”<sup>26</sup>

Between 2007-25, EIA purchased 66 cetacean products from Yahoo! Japan which were analysed for mercury by certified laboratories in Japan. The results compellingly demonstrated that cetacean products are not fit for human consumption (see Figure 2, below). The average mercury concentration in the 66 samples was 2.67 parts per million (ppm), almost seven times higher than the 0.4ppm advisory limit for mercury concentration in food products set by the Government of Japan.<sup>27</sup> Forty one (62 per cent) of the 66 products exceeded the mercury advisory level and 16 (24 per cent) contained mercury concentrations at least 10 times higher than the advisory level.

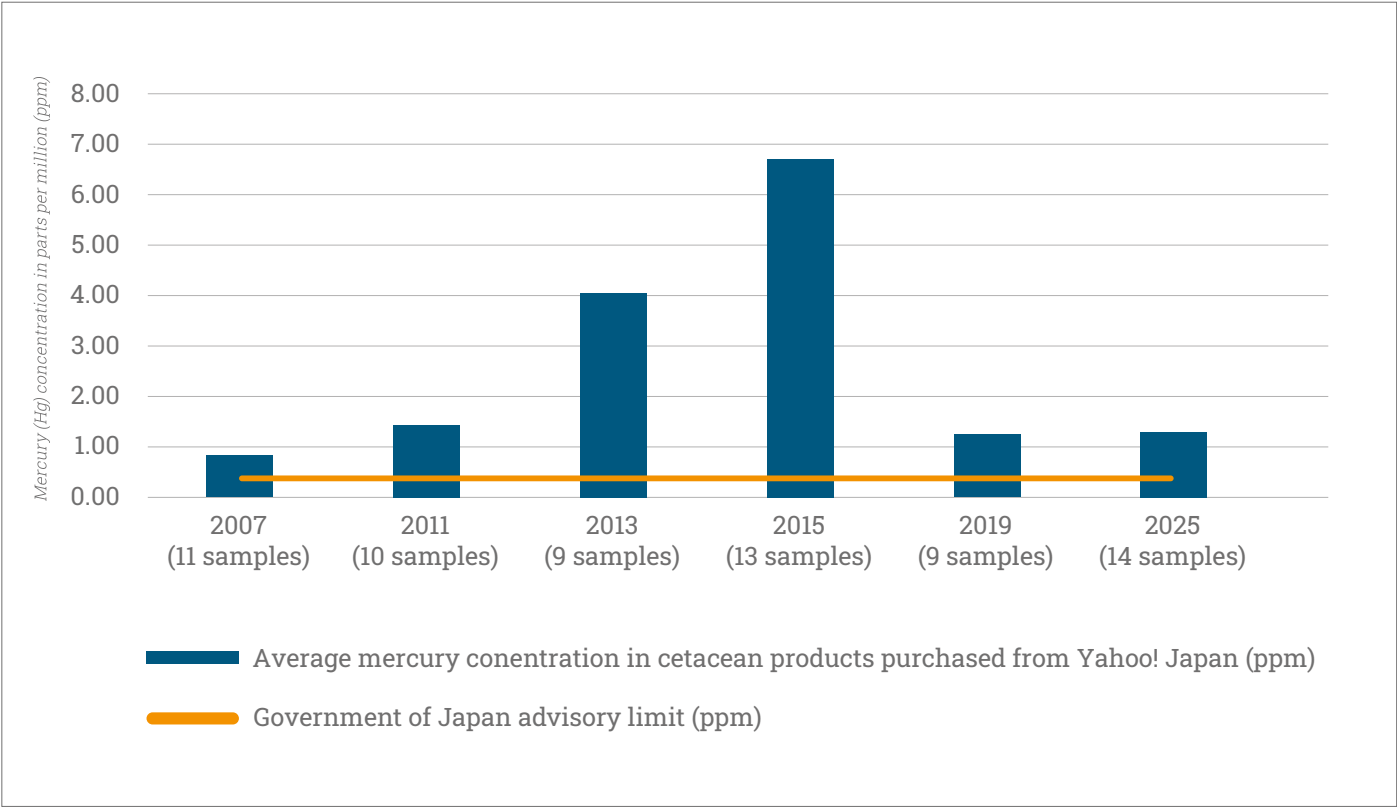
The most polluted product of the 66 samples tested was dried pilot whale from Taiji, Wakayama, sold by Ajisaku company. The sample, purchased by EIA in February 2015, contained a staggering 19ppm mercury, more than 47 times higher than the 0.4ppm advisory limit. A second sample purchased and tested in April 2025 revealed a mercury level of 8.2ppm, more than 20 times higher than the advisory level.<sup>28</sup>



**Above:** Yahoo! Japan sells many polluted products derived from Baird’s beaked whales, a species caught in Japan’s coastal waters.

**Opposite page:** Yahoo! Japan products and mercury (Hg) concentrations based on certified laboratory tests in Japan.

**Figure 2:** Average mercury concentration in 66 cetacean products purchased from Yahoo! Japan in parts per million (ppm).







# Yahoo! Japan, LY Corporation and other associated companies

Yahoo! Japan Corporation began in 1996 as a joint venture between US tech firm Yahoo! and the telecommunications unit of Japanese conglomerate SoftBank Group. It began primarily as a search engine, but expanded to other services including auctions, news, email and shopping.<sup>29</sup>

Yahoo! Japan is a popular online service provider, ranking first in Japan for “total digital reach”, with approximately 75 million monthly active users.<sup>30</sup> With more than 100 services, most Japanese internet users interact with a Yahoo! Japan service every day, ranging from Yahoo! Japan Shopping, which is the third most popular marketplace in Japan, Yahoo! Japan News, which is described as the most popular online news website in Japan, and PayPay, Japan’s most popular mobile payment system.<sup>31</sup>

In March 2021, in a move to compete with US and Chinese internet giants such as Google and Baidu, SoftBank Corp. agreed to merge Yahoo! Japan, held via Z Holdings Corp., with Line Corp, the company behind popular Japanese messaging app operator LINE, which is majority owned by Naver Corp. The merger created a new company called A Holdings Corp., in which SoftBank Corp. and Naver Corp. each held a 50 per cent stake. In turn, A Holdings Corp. owned 63.5 per cent in Z Holdings Corp., which operated Yahoo! Japan, Line Corp., and several other businesses.<sup>32</sup>

In October 2023, in a further restructuring, Z Holdings Corp. was merged with its own subsidiaries including

Yahoo! Japan and Line Corp. to form LY Corporation, which is listed on the Tokyo Stock Exchange as LYC.<sup>33</sup> Accordingly, Yahoo! Japan became a group company of LY Corporation (see Figure 3). A Holdings Corp., which is owned by SoftBank Corp and Naver Corp., is the largest shareholder (62.5 per cent) in LY Corporation.<sup>34</sup> LY Corporation has approximately 28,000 employees working across 119 group companies, whose operations span search, e-commerce, communications and advertising.<sup>35</sup> As well as Yahoo! Japan and LINE, other key subsidiaries of LY Corporation include PayPay Corporation, which operates PayPay; ZOZO, Inc., one of Japan’s largest fashion e-commerce providers; and ASKUL Corporation, which provides mail-order services of office supplies.<sup>36</sup>

The LY Corporation Group and its Chief Executive Officer, Takeshi Idezawa, have committed to “...give consideration to the impact that its business activities have on ecosystems” and “... fulfil our responsibility to the global environment for future generations through sustainable procurement, waste management, and conservation of water resources and biodiversity while considering the impact on ecosystems.”<sup>37</sup>

LY Corporation bans transactions of all ivory products and IUCN Red List species in its e-commerce services. After multiple items of Yahoo! Japan-sold ivory were smuggled outside Japan, the company (at the time, Yahoo! Japan) banned all transactions of ivory products from 1 November 2019. The website explains that the organisation “took seriously the possibility that trades in Yahoo! Japan Auction may affect the survival of endangered species and has added those covered by endangered and near-threatened species on the IUCN Red List to the list of Yahoo! Auction’s prohibited items, effective September 29, 2022.”

LY Corporation also supports several conservation projects involving green turtles, corals and WWF Japan’s efforts to conserve forests in eastern Australia, among others.<sup>38</sup>

## SoftBank

SoftBank Group Corp is a Japanese multinational conglomerate holding company headquartered in Tokyo, Japan. Founded in 1981 by Masayoshi Son, SoftBank has grown into one of the largest and most influential technology investment companies in the world, posting a \$6.4 billion profit in the last quarter of 2023.<sup>39</sup> It has investments in a wide range of sectors including telecommunications, internet, robotics, artificial intelligence, e-commerce and semiconductor design.

SoftBank Corp is an operating company running hundreds of telecommunications and IT businesses, headed up by President and CEO Junichi Miyakawa. As

of September 2024, SoftBank Group owns 40.17 per cent of SoftBank Corp.<sup>40</sup> As part of its vision, SoftBank Corp. aims to reduce greenhouse gas emissions, including from its supply chain, to virtually zero by 2050.<sup>41</sup> SoftBank Corp. is also an early adopter of the Taskforce on Nature-related Financial Disclosures, which are aimed at helping companies shift global financial flows away from nature-negative outcomes and toward nature-positive outcomes.<sup>42</sup>

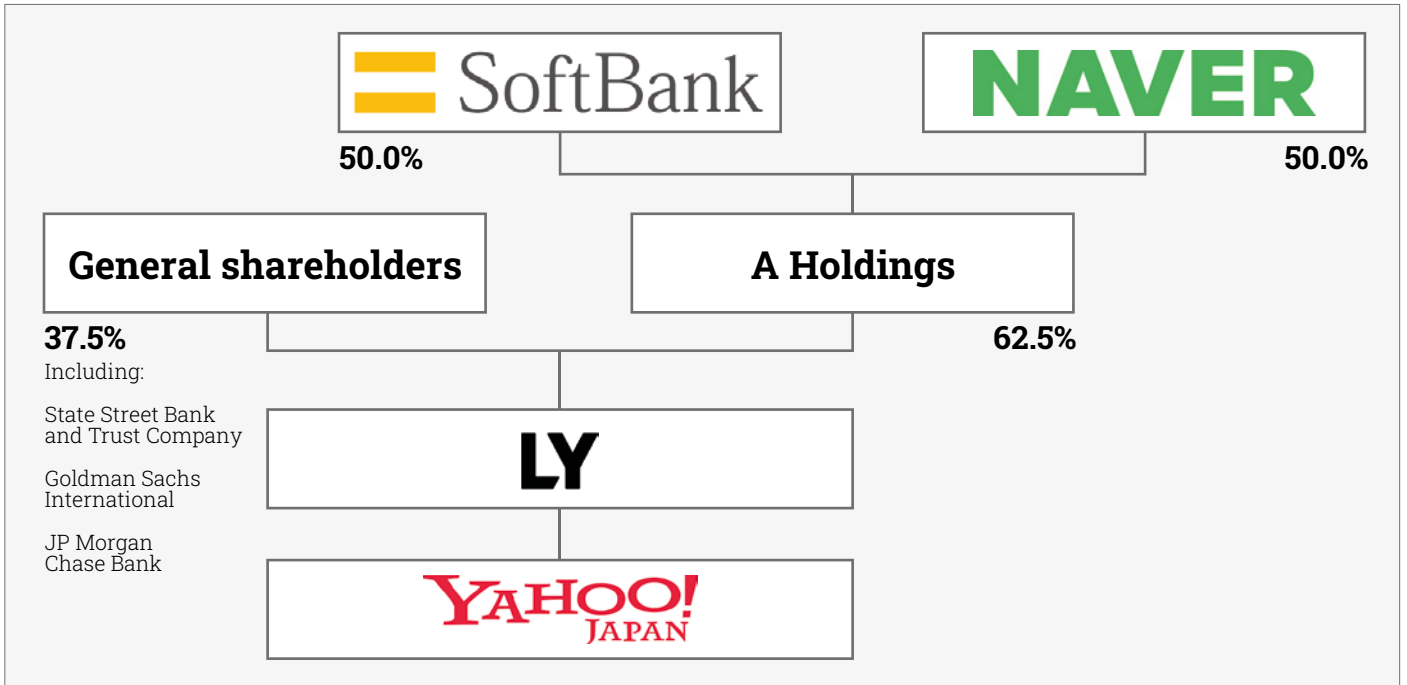
## Naver Corporation

Seoul-headquartered Naver Corp is South Korea’s largest internet company and is best known as the operator of the country’s most popular search engine, Naver. Naver has a 61 per cent market share in South Korea compared with Google’s 29 per cent.<sup>43</sup> Naver also operates platforms such as messaging app LINE, as well as music streaming service Vibe and various advertising services.

According to its 2023 environmental policy, Naver claims that it collaborates with “major environmental groups and organisations to help the users of Naver services in gaining a better understanding and awareness of ecology and biodiversity”.<sup>44</sup> In March 2017, Naver launched its “Naver Whale” freeware internet browser, whose logo is a cartoon whale. The browser uses variations of the whale symbol extensively, as well as occasional images of living whales on its social media accounts.<sup>45</sup> Despite this, the company is promoting the sale of cetacean products through its e-commerce sites.

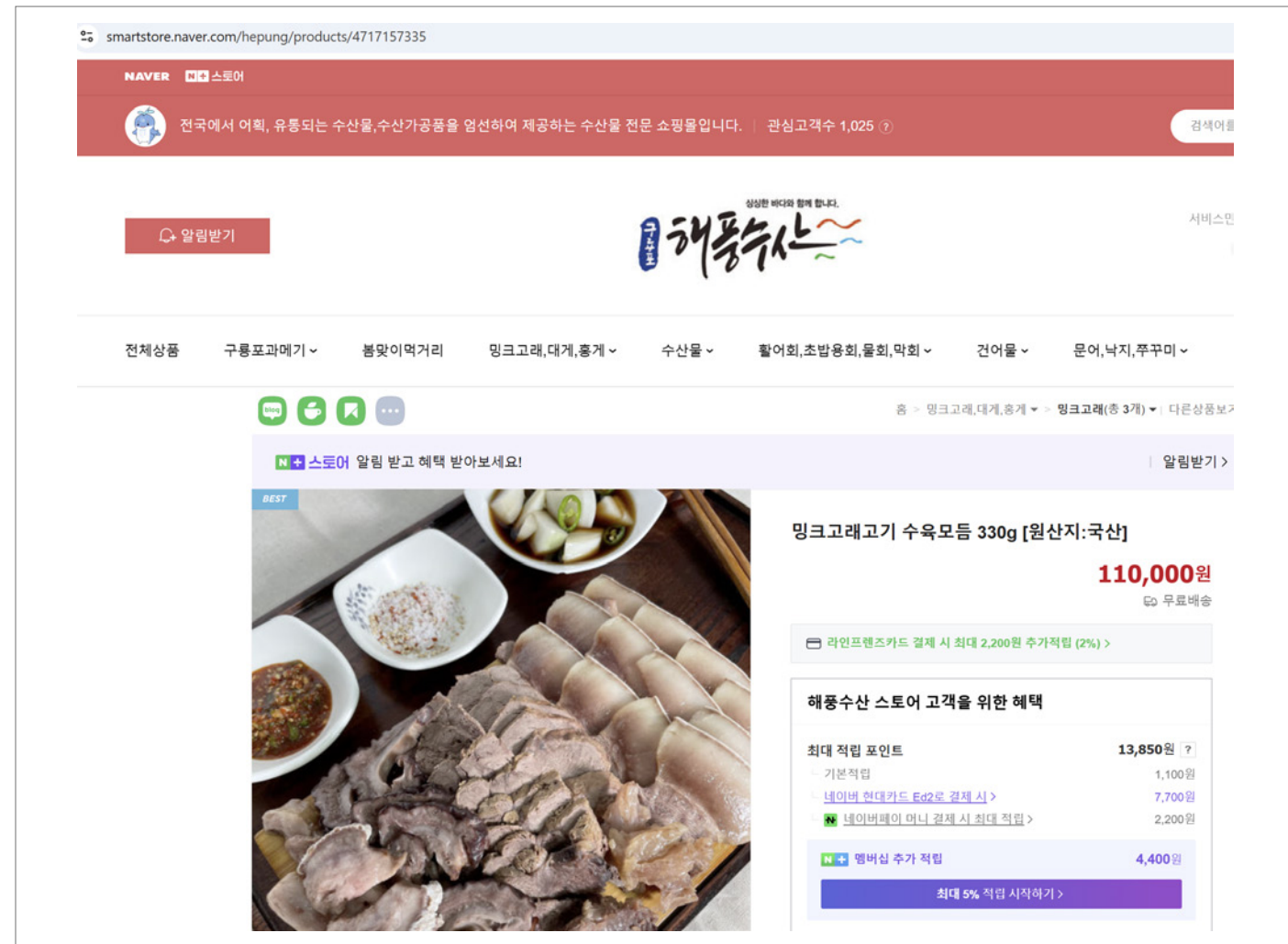
Figure 3: Corporate structure of Yahoo! Japan, a group company of LY Corporation

Opposite page: Home stadium of Fukuoka SoftBank Hawks, the Fukuoka dome was purchased by SoftBank in 2005 and naming rights acquired by Yahoo! Japan. It has recently been renamed to Mizuho PayPay Dome, Fukuoka.



The Environmental Investigation Agency has written to Yahoo! Japan on at least four separate occasions since 2010 to request a meeting to discuss concerns over its sale of cetacean products but received no response. In November 2024, we wrote to Takeshi Idezawa, CEO of LY Corporation, requesting his response to our assertion that Yahoo! Japan’s sale of cetacean products supports the inhumane and unsustainable hunting of cetaceans, threatens biodiversity and consumer health and undermines international law and multi-lateral agreements. Again, no response was received.





## Naver Corp and the sale of cetacean products in South Korea

Although South Korea abides by the moratorium on commercial whaling and most cetacean species are protected by law, the sale of some species, including minke whales, is allowed when they are caught accidentally in fishing nets. This has allowed a market demand for whale products to continue in parts of the country.<sup>46</sup>

South Korean NGOs have drawn attention to the fact that Naver Corp is promoting the sale of minke whales through its e-commerce platforms, with three out of seven identified vendors unable to provide certification that the whales were legally sourced from bycaught animals.<sup>47</sup>

There are longstanding concerns that this trade perpetuates a market for deliberate 'bycatch whaling' or illegal whaling with harpoons and other weapons.<sup>48</sup>

There is also a significant conservation concern over the status of the 'J-stock' minke population in the waters around South Korea, which is subject to significant bycatch as well as illegal whaling.<sup>49</sup> Bycatch and illegal hunting of this threatened population continues.

Between 2021-23, South Korea reported the illegal killing of 34 common minke whales to the IWC.<sup>50</sup>

Scientists have expressed concern about the impact of the continued demand for minke whales in South Korea, which is perpetuated by the online sale of whale products.

DNA studies have documented the sale of 'fake' minke whale in restaurants, with common dolphin and finless porpoises making up 48 per cent of 51 minke samples identified, leading scientists to conclude that the minke whale market is causing the illegal, unregulated and unreported exploitation of small cetaceans.<sup>51</sup>

**Above:** Minke whale on sale via Naver's Smart Store e-commerce platform.<sup>52</sup>

## Conclusions and recommendation

The sale of hundreds of cetacean products by Yahoo! Japan supports the inhumane and unsustainable hunting of whales and dolphins, threatening marine biodiversity, consumer health and undermining global environmental governance. This is incompatible with the stated environmental aims of LY Corporation, which has otherwise taken important steps to protect other threatened species.

Cetacean species are subject to a myriad of human-induced threats, including climate change, ship strikes, bycatch and prey depletion from commercial fishing, chemical and plastic pollution and noise pollution. These vulnerable species simply cannot withstand the additional pressure of commercial hunting.

At the same time, science is increasingly shedding light on the critical role these large mammals play in promoting healthy marine ecosystems. It is for these reasons, among others, that the global moratorium on the commercial hunting of whales has remained in place for almost 40 years and was reaffirmed at the last IWC meeting in 2024. Likewise, leading supermarket retailers in Japan have completely banned the sale of cetacean products, as have online retailers Amazon Japan and Rakuten.<sup>53</sup>

Japan's resumption of commercial whaling outside global governance and the recent expansion of the hunt to threatened fin whales further damages Japan's global reputation and the reputations of companies such as Yahoo! Japan that are promoting the products from these hunts.

**EIA calls upon LY Corporation and Yahoo! Japan, as well as key shareholders SoftBank and Naver corporations, to commit to the complete and permanent withdrawal of all cetacean products from their e-commerce sites.**



# References

1. Japan initially registered an objection to para 10(e) of the Schedule within the prescribed period, which means the paragraph was not binding on Japan. The objection was later withdrawn. See p5 of the Schedule. [Available here](#)
2. International Court of Justice (2014). Whaling in the Antarctic (Australia v. Japan: New Zealand intervening). Summary of the Judgment of 31 March 2014. [Available here](#)
3. Brown, P. (1999) Japan admits using aid to build prowhaling vote The Guardian, 11 November 1999. [Available here](#). See also, Dippel, C. (2015 ) Foreign aid and voting in international organizations: Evidence from the IWC." Journal of Public Economics 132 (2015): 1-12. <https://doi.org/10.1016/j.jpubeco.2015.08.012>
4. In September 2024 the IWC reaffirmed its support for the moratorium in a Resolution on Responsibilities Related to Commercial Whaling Activities. IWC/69/9.5/01/REV1. [Available here](#)
5. Statement by Chief Cabinet Secretary, Ministry of Foreign Affairs. December 26, 2018. [Available here](#)
6. Wold, Chris, Japan's Resumption of Commercial Whaling and Its Duty to Cooperate with the International Whaling Commission (September 20, 2019). 35 J. Envtl. Law & Litigation, Forthcoming, Available at SSRN: <https://ssrn.com/abstract=3457554>
7. See Fisheries Agency of Japan, initial allocations of TAC for 2024. [Available here](#)
8. MAFF (2024). Catch limits for western North Pacific fin whales calculated in line with the IWC's Revised Management Procedure (RMP). RW/S23/02, 28 pp. [Available here](#) Catch statistics for 2024. [Available here](#)
9. IUCN redlist: Fin whale, *Balaenoptera physalus*. [Available here](#)
10. NOAA (2020) Pacific marine mammal stock assessment. [Available here](#)
11. IWC, [Population \(Abundance\) Estimates](#) (undated).
12. IWC, [Introduction to Population Status](#) (undated)
13. Report from the external Panel requested to review the proposal from Japanese scientists for catch limits of fin whales for Japanese commercial whaling. 8 pp. [Available here](#)
14. IWC (2024). Resolution on Responsibilities Related to Commercial Whaling Activities. IWC/69/9.5/01/REV1. [Available here](#)
15. Food and Veterinary Authority's control report on the treatment of whales during the hunting of fin whales. [Available here](#)
16. Yamada TK, Kitamura S, Abe S, Tajima Y, Matsuda A, Mead JG, Matsuishi TF. Description of a new species of beaked whale (*Berardius*) found in the North Pacific. Sci Rep. 2019 Aug 30;9(1):12723. doi: <https://doi.org/10.1038/s41598-019-46703-w>
17. Filatova, O.A., I.D. Fedutin, I.D. Meschersky, I.G. Mamaev, E.G. Hoyt, E. (2024) Unusual use of shallow habitats may be evidence of a cultural tradition in Baird's beaked whales, *Animal Behaviour*, Volume 209, 2024, Pages 121-128. [Available here](#)
18. EIA (2013) Toxic Catch: Japan's unsustainable and irresponsible whale, dolphin and porpoise hunts. [Available here](#)
19. Kasuya, T. & Brownell, R.L. 2023 SC/69A/SM/03 Taiji dolphin drive fishery and status of the exploited populations. [Available here](#)
20. IWC 2015. Report of the Sub-Committee on Small Cetaceans. *Journal Cetacean Research Management* 16 (Suppl.):291-309. [Available here](#)
21. Vail, C. S., Reiss, D., Brakes, P., & Butterworth, A. (2020). Potential Welfare Impacts of Chase and Capture of Small Cetaceans during Drive Hunts in Japan. *Journal of Applied Animal Welfare Science*, 23(2), 193–208. <https://doi.org/10.1080/10888705.2019.1574576>
22. Roman, J. et al. (2014). Whales as marine ecosystem engineers. *Frontiers in Ecology and the Environment*. [Available here](#)
23. <https://shopping.yahoo.co.jp/> Cannot be seen inside EEA/UK
24. See Appendix 1 listings [here](#)
25. For example, additive free whale liver for dogs, [Available here](#) and additive free whale cat treats. [Available here](#)
26. WHO (2017) Mercury and Health. [Available here](#)
27. Ministry of Health, Labour and Welfare. Food Sanitation Act, Notice Kannyu No. 99, 1973. Provisional regulation values of mercury concentration in fish and shellfish [in Japanese]. [See here](#)
28. Link to Ajisaku company dried pilot whale from Taiji – [see here](#) (link only available outside EEA and UK)
29. How Yahoo! is an Important Marketing Channel in Japan. Principle company. [Available here](#)
30. Top Websites in Japan, July 2024. Semrush. [Available here](#)
31. Google vs Yahoo! Japan ads. What you should know about PPC advertisement in Japan. [Available here](#)
32. Asahi Shimbun (2021). Yahoo Japan, Line integrate businesses to be major '3rd force'. [Available here](#) FT. SoftBank unit to invest \$4.7bn in Yahoo-Line integration. [Available here](#)
33. SoftBank Group. Change in Trade Name of Consolidated Subsidiary. [Available here](#) "LY" stands for LINE Yahoo.
34. LY Corporation Group website, [see here](#)
35. LY Corporation Group [here](#) and [here](#)
36. LY Corporation Group website, [see here](#)
37. LY Corporation Group website, [see here](#)
38. LY Corporation website, [see here](#)
39. Kharpal, A. 2024. CNBC article. SoftBank's Vision Fund logs \$4 billion gain, its biggest in nearly 3 years, as tech valuations recover. [Available here](#)
40. SoftBank Corp. General Stock Information. [Available here](#)
41. SoftBank News. 1 September 2022. SoftBank Corp. sets net zero target for 2050. [Available here](#)
42. List of organisations committed to making TNFD-aligned disclosures. [Available here](#)
43. According to Statista, cited by the Financial Times. [Available here](#)
44. Naver Corporation Environment Policy (2023). [Available here](#)
45. For example, [see here](#), [here](#) and [here](#)
46. Kim, M. et al. (2020) Policy recommendation on whaling, trade and watching of cetaceans (Mammalia Cetacea) in the Republic of Korea. *Biodiversity Journal* 11(1):255-258. [Available here](#)
47. The Korea Times. 15 April 2025. Civic groups urge Naver to ban online sales of whale meat. [Available here](#)
48. Baker et al. (2008). Estimating the number of whales entering trade using DNA profiling and capture-recapture analysis of market products. *Mol Ecol*. 2007 Jul;16(13):2617-26 [Available here](#).
49. IWC. Population status summaries. [Available here](#).
50. 50 Infraction reports to the International Whaling Commission INF/68/3.1/01 and IWC/69/REP/INF/01, [Available here](#) and [here](#)
51. Lee et al. (2019) Molecular species identification of whale meat in South Korean markets. *Genet. Mol. Res.* 18 (2): gmr18171. [Available here](#).
52. Naver Smart Store. Assorted minke whale meat. [Available here](#)
53. BBC (2014). Japan's Rakuten to halt whale meat sales after ruling. [Available here](#) Guardian (2012). Amazon removes whale meat products from Japanese site. [Available here](#)