

FALL 2009
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OFF THE HOOK

Actress Kate Walsh
joins Oceana in the fight
to save sea turtles

LOGGERHEADS PROTECTED FROM LONGLINES

PLUS: *Ranger* sets sail
for the Canary Islands



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MAKING WAVES

Oceana uncovers antibiotic abuse in Chile

Oceana played a key role in unveiling antibiotic abuse in Chile's troubled salmon aquaculture industry, which threatens to create a public health hazard in the largest source for farmed salmon sold in the U.S. Using Chile's Act for Access to Public Information, Oceana compelled the government to release previously unpublicized information about the level of antibiotic use at salmon farms in July.

As a result, the world learned that Chile uses 600 times the amount of antibiotics used by Norway, the only country that produces more farmed salmon. The antibiotics are intended to control diseases caused and easily spread by the crowded and unsanitary conditions in Chilean salmon pens.

Krill fishing banned in U.S. Pacific

In July, the United States banned fishing for krill in the Pacific Ocean in an action that culminates years of advocacy by Oceana and others, including scientists, conservationists, fishermen and local communities.

No krill fishing currently takes place in the U.S. Pacific, which extends from three to 200 miles off the West Coast. The new rule prevents krill fishing from occurring in the future. This preventative step is crucial to maintaining the marine ecosystem, which counts on krill as a bedrock species.

Tiny translucent creatures found in all the world's oceans, krill form the foundation of the marine ecosystem by providing critical nutrition for salmon, whales, seabirds and many other animals. These shrimp-like

crustaceans are heavily pursued by commercial fishing vessels in the Southern Ocean, with more than 100,000 metric tons of krill caught every year primarily to feed farmed and aquarium fish. As krill are fished out from the Southern Ocean, the industry will be forced to move into previously untouched waters. Thanks to the new measures, krill in the U.S. Pacific will not be subject to overfishing.

Earlier this year, Chile adopted a plan for the rational use and management of antibiotics in salmon farming, which included several Oceana recommendations – except for a total ban on quinolone use. Oceana continues to campaign for a quinolone ban.

The proactive ban on krill fishing in the U.S. Pacific mirrors other Oceana initiatives to protect ecosystems before the introduction of industrialized fishing. In February, Oceana accomplished its goal of closing 150,000 square miles of the U.S. Arctic Ocean to industrial fishing before large boats follow melting sea ice into newly opened Arctic waters.

The proactive ban on krill fishing in the U.S. Pacific mirrors other Oceana initiatives to protect ecosystems before the introduction of industrialized fishing. In February, Oceana accomplished its goal of closing 150,000 square miles of the U.S. Arctic Ocean to industrial fishing before large boats follow melting sea ice into newly opened Arctic waters.

Sea turtles protected from bottom longlines

In a move critical to saving threatened loggerhead sea turtles, the Gulf of Mexico Fishery Management Council approved new restrictions on bottom longline fishing off the west coast of Florida that will save hundreds of sea turtles each year.

The measures, if adopted by National Marine Fisheries Service, would reduce the number of vessels eligible to fish with bottom longline gear by 80 percent and ban bottom longline fishing from June to August in waters up to about 210 feet deep. In addition, the council also established a per-vessel limit of 1,000 hooks on board and 750 hooks set up to fish during any fishing trip. The bottom longlines are used to catch reef fish like grouper, but also catch nearly 400 sea turtles every year on average. This is approximately ten times the number of sea turtles that the fishery is currently authorized to take under the Endangered Species Act. The vast majority of the sea turtles caught by the bottom longlines of the

fishery are loggerheads, a species listed as threatened by extinction under the Endangered Species Act. The western Florida shelf – where the bottom longlines are catching loggerheads – is an important loggerhead sea turtle feeding area.

Sea turtle nesting in Florida has been on a severe downward trajectory since 1998, and this year has been one of the worst sea turtle nesting years on record. The loggerhead population has dropped by over 40 percent in the last decade.

The National Marine Fisheries Service will now consider the new longline regulations to determine if the new restrictions are sufficient to prevent the bottom longline fishery from jeopardizing the future of this threatened population of loggerhead sea turtles. The federal agency can also supplement the plan with additional turtle protections.

COVER PHOTO: Actress Kate Walsh views sea turtle hatchlings on St. Croix, U.S. Virgin Islands. Photo ©Tim Calver

MAKE WAVES:
community.oceana.org/act

Ranger sets sail for Canary Islands

In August, Oceana's *Ranger* set sail for its 2009 mission to the Canary Islands in the Atlantic Ocean. This year's expedition is supported by the Biodiversity Foundation.

For two months, Oceana's *Ranger* and its crew of researchers and campaigners will document the seabed and seamounts surrounding the islands. Professional divers will photograph and film the area up to 40 meters' depth; beyond that, the *Ranger's* remote-operated vehicle will explore down to 500 meters. Little is known about the ocean floor surrounding the islands.

Since 2005, the *Ranger* has explored marine habitats in the Caribbean, Mediterranean and the Atlantic, documenting previously unseen species as well as illegal fishing. In 2007, the catamaran was attacked by French boats using illegal driftnets. The ensuing attention helped Oceana draw attention to the illegal nets and give the final push for vigorous enforcement of the ban on this wasteful fishing gear.

The U.N. Convention on Biological Diversity requires that 10 percent of the global marine environment be protected by 2012. Less than 3 percent of European waters is currently protected.

To read updates from the crew members, visit community.oceana.org.



Images from the Canary Islands and along *Ranger's* journey to get there.

Clockwise from top: Isla de Lobos; Off the shoal of Playa Grande beach: Seabed and the green algae. Punta Entinas-El Sabinar, Almería, Spain. Photos © OCEANA | Carlos Minguell



Sea turtles swam with the dinosaurs. Now they're threatened with extinction.



Loggerhead sea turtles regularly cross oceans, but nine in ten females lay their eggs in just two places: the beaches of Florida and the Middle Eastern country of Oman. We know very little about the Oman population, but in the United States, loggerheads are in a well-studied decline. In the last decade, loggerhead nesting numbers have fallen by more than 40 percent.

All species of sea turtles around the world face a slew of challenges that have caused a global decline. Every year, hundreds of thousands of sea turtles are caught in fishing gear. Nesting beaches are under constant pressure from coastal development and rising waters due to climate change.

The six sea turtle species found in U.S. waters – loggerhead, leatherback, Kemp's ridley, olive ridley, green and hawksbill – are listed as either endangered or

threatened under the Endangered Species act. This means that they may go extinct in the foreseeable future.

Witnessing a mother sea turtle lumbering onto a beach to lay a clutch of dozens of eggs is one of nature's most easily accessed spectacles. It takes place on beaches around the world. As you'll read later in these pages, local conservation groups work hard to ensure that as many hatchlings as possible survive the journey from the nest to the ocean. Scientists estimate that as few as one in a thousand sea turtle hatchlings may survive to maturity.

Once those hatchlings complete the journey to the ocean, more challenges face them in the water. Even with the protections afforded turtles by the Endangered Species Act, fishing gear like longlines, trawls, gill nets and dredges kills thousands of turtles and injures even more every year. In addition, pollution, coastal development, poaching, vessel strikes and ingestion of plastics and other debris threaten to push sea turtles closer to extinction.

Oceana is working on numerous fronts to ensure a safe ocean for turtles. First, we are pushing hard for the U.S. to pass its first comprehensive sea turtle legislation. The legislation will protect sea turtle populations, reduce sea turtle bycatch and set aside protected areas for the turtles.

We're also gathering celebrity support. After the success of our "Scared for Sharks" campaign featuring "Mad Men" actress January Jones, I'm pleased to announce that actress Kate Walsh has joined our sea turtle campaign. You may

know Kate from her performance on "Private Practice" and "Grey's Anatomy," but I hope you'll now recognize her as the face of Oceana's Save Sea Turtles campaign. In addition, an 11-year-old girl named Casey with a remarkable dedication to turtles has joined us. In the following pages, you'll learn more details in a special sea turtles edition of the magazine.

For decades, sea turtle conservation has focused on promoting gear modifications in key fisheries and protecting sea turtle nesting habitats. These efforts have met with success, and some sea turtle populations appear to be in the beginning stages of recovery. For other turtles around the world, however, more aggressive protections are urgently needed. Our scientists, celebrities and grassroots supporters are on the case.

For the Oceans,

A handwritten signature in black ink that reads "Andrew Sharpless".

Andrew Sharpless
CEO, Oceana

Oceana is grateful for the grants, contributions, and other support it has received from dozens of foundations and companies and thousands of individuals. Oceana wishes to thank its founding funders as well as foundations that in 2008 awarded Oceana grants of \$1 million or more: Arcadia Fund, Oak Foundation, The David and Lucile Packard Foundation, The Pew Charitable Trusts, Rockefeller Brothers Fund and Sandler Foundation. For more information, please see Oceana's annual reports at www.oceana.org.



Casey and her mother bake cookies in their North Carolina home.

Her efforts have culminated in the creation of Love A Sea Turtle (Help Them L.A.S.T.), Casey's official project to raise money for the hospital, with an accompanying website, www.loveaseaturtle.com.

Casey was a finalist for Oceana's Ocean Heroes Award in 2009, and in 2008 she was a distinguished finalist for the Gloria Barron Award, which honors outstanding young leaders who have made a significant positive difference to the world.

And most recently, she became the spokesperson for Oceana's 2009 holiday Adopt-a-Creature program. In her honor, Oceana has developed a special "Casey" adoption package that features a 22-inch plush turtle, along with a sea turtle cookie cutter, adoption certificate, information about sea

turtles, sugar cookie recipe and Casey's story.

Helping sea turtles is not just a passing fad for Casey, who plans on becoming a marine biologist, working

with all kinds of marine animals with a focus on sea turtles. "My favorite kind of sea turtle is the Kemp's ridley," she said. "I think they are so cute." 🐢

Introducing Casey

By Emily Fisher

Photos Heather Garland

In some ways Casey Sokolovic is an average American pre-teen. In her free time she runs cross country, plays volleyball, basketball and soccer, and is a certified scuba diver. But she just happens to have figured out her life's passion at 12 years old – and she's already making serious waves.

Casey's passion for sea turtles began on a third grade field trip to the Karen Beasley Sea Turtle Hospital in Topsail Island, North Carolina. The non-profit hospital admits sea turtles, mostly loggerheads, that have been found injured. The most common injuries are from boat strikes and fishing gear, such as gillnets.

"Seeing all the hurt sea turtles just struck a passion for me," she said. Her family has been regularly making the two-hour drive to volunteer with the hospital ever since.

But even with its dedicated staff of volunteers like Casey, the hospital is in need of

funding for a new, much bigger facility that is already in the works.

Through her creative fundraising efforts, she has raised more than \$3000 for the hospital. With some help from her parents, Casey bakes sea-turtle shaped sugar cookies and sells them at school and local events such as farmers' markets to benefit the hospital.

In addition to her baking efforts, she has collaborated with North Carolina coffee brewery Joe Van Gogh to create an organic "sea turtle" blend. Her coffee is now carried in Whole Foods stores throughout the Carolinas, with 10 percent of the proceeds going to the sea turtle hospital.



The "Casey" adoption kit is available in a limited edition of 200 at oceana.org/adopt.

NESTING NIGHTS

By Emily Fisher

Photos: Jeff Janowski

Last September, I was lucky enough to witness loggerhead sea turtles hatch on Bald Head Island, NC. This year, Oceana marine scientist Kerri Lynn Miller joined me during sea turtle nesting season in mid-June. We were determined to see one of the most spellbinding rituals in the natural world.



2008 was a record-setting year on the island, with more than 100 sea turtle nests, well above the average 60 to 70 nests. But by the time Kerri Lynn and I arrived, turtles had laid just 12 nests and the staff at the Bald Head Island Conservancy (BHIC), our liaison on the island, had seen 13 false crawls. A false crawl, which is common among loggerheads, is when a female comes ashore but returns to the water without laying her eggs because she's spooked by any number of factors, including predators, white lights, or beach chairs.

Loggerheads nest every two or three years, so there is variation in nesting numbers from year to year, but human

intervention is also at play this year. As the channel near the island is widened by dredging, nesting beaches have rapidly eroded, alarming sea turtle conservationists.

While loggerheads have been protected as a threatened species for decades, their numbers continue to decline, in large part due to fishing gear that kills turtles incidentally as bycatch. In August the National Marine Fisheries Service (NMFS) issued a new status review showing that loggerhead sea turtles off the U.S. Atlantic coast are currently at risk of extinction.

We were wired to see a nesting, but the



LEFT: Emily and Kerri Lynn watch a nesting mother disguise the nest she just laid.

ABOVE: The Bald Head turtle interns measure the female turtle.

first night passed without any sea turtle sightings, and the second night went by uneventfully, too. We were on call: If the BHIC interns found a turtle, they would call my cell phone immediately, no matter what time of night.

On the third night around 11 p.m. we saw a red headlamp flickering 100 yards or so down the beach. As the light got closer, we heard an intern shout, "Turtle!" and we dashed down the beach.

We slowed when we spotted a dark oval on the side of the dune. Incredibly, this female sea turtle was climbing a steep dune in her search for suitably dry nesting sand – the ideal spot

The bouncing red light got closer ... 'Turtle!' she shouted. We dashed down the beach.

for a nest is flat and smooth. I could see that she was dexterously moving sand aside with her back flippers.

"She's digging her egg chamber," said BHIC sea turtle biologist Brett DeGregorio. We watched, stunned, as this massive reptile carefully attempted to dig a hole for her eggs on the steep incline.

We watched, stunned, as this massive reptile attempted to dig a hole on the steep dune.

Within minutes, she gave up. When she took off toward the water, the interns barely had enough time to scan her for ID, a Passive Integrated Transponder (PIT) tag before she was back in the ocean.

The BHIC is one of a handful of programs in the Southeast United States that holds all-night beach patrols from mid-May to mid-August, and has collected sea turtle data since 1980. As one of the farthest north nesting beaches, Bald Head Island is also critical in supplying male loggerheads to the population. Sea turtle gender is determined by the temperature at which the eggs incubate: cooler sand means more males, warmer means more females. As a result, Florida tends to have more female hatchlings while North Carolina has more males.

When my phone buzzed at 2 a.m. the last night, we dashed, bleary-eyed, to the beach. This was our final chance to see a sea turtle nesting.

When we arrived, the turtle was at work digging her egg chamber, so we stayed at a distance. As soon as she started dropping eggs into the chamber, we moved

closer. She was in the trance that female sea turtles enter during the egg laying process, allowing the interns to measure her shell and check her for tag IDs.

As soon as she was back in the water, two interns got to work uncovering the eggs to relocate them away from the high tide line. They were meticulous, and it was clear they were trying their hardest to give these eggs a chance for survival. The odds of a sea turtle hatchling making it to maturity are less than one in 1000 by some estimates.

Watching the dedicated BHIC interns, it occurred to me that sea turtles need advocates in and out of the water. While the Conservancy works tirelessly to protect hatchlings and nesting mothers, they can't do much about the risk of getting caught in fishing gear such as trawls and longlines, which is where Oceana's campaign to protect sea turtles comes in. 🐢

Emily Fisher is the online editor at Oceana. For more on her sea turtle expedition, including photos, check out her six-part series at <http://community.oceana.org/nesting-nights-blog-series>.



Oceana's Sea Turtle Campaign

Oceana's Save Sea Turtles campaign is working with Congress on the United States' first comprehensive sea turtle legislation. The legislation aims to:

- Recover and protect sea turtle populations.
- Reduce sea turtle bycatch.
- Designate protected sea turtle habitat areas.

The campaign is also working to reduce sea turtle bycatch in problem fisheries and to establish critical habitat for sea turtles under the Endangered Species Act.

For more on the campaign, visit Oceana.org/sea-turtles.

We would like to thank The Max and Victoria Dreyfus Foundation and The Streisand Foundation for their support of Oceana's efforts to protect sea turtles.



A nesting loggerhead covers up her nest before returning to the sea.



Top: Emily and Kerri Lynn collect petitions from the public to protect sea turtles. Bottom: Wire cages protect nests from predators such as foxes.



Kate Walsh Wants to Get Sea Turtles Off the Hook

By Suzannah Evans

Photos • Tim Calver and Joe Walsh

Actress Kate Walsh is an established television star, best known as the driven neo-natal surgeon Dr. Addison Montgomery on the hit shows “Grey’s Anatomy” and “Private Practice.” But when the actress wanted to lend her fame to the greater good, she came to Oceana. It was a perfect fit: Kate, a native Californian, has a natural affinity for sea turtles. And the character that made her famous, Dr. Montgomery, could perhaps relate to the staggering odds that face just-hatched sea turtles as they struggle toward the sea.



‘It was amazing to be able to swim with the sea turtles and experience them hatching. They struggle.’

AS THE FACE OF Oceana's Save Sea Turtles campaign, Kate stars in a print, online and television campaign. She traveled with Oceana's experts to the Virgin Islands this summer to witness sea turtles both laying eggs and hatching. While in St. Croix, she spoke with Oceana marine biologist Kerri Lynn Miller.

To learn more about Kate's trip to the Virgin Islands and to see exclusive photos and videos, visit www.oceana.org/turtlesoffthehook.

Kerri Lynn Miller What makes you interested in sea turtles?

Kate Walsh As a kid, you love turtles. When I started diving and snorkeling and swimming with them, I found them to be totally majestic, incredible creatures. You know, they've been around since prehistoric times; it's incredible to see them. They're so graceful in the water.

KLM What do you think your involvement can do to help sea turtles?

KW I'm hoping to raise awareness because I think that most people don't know that they are an endangered species. I want them to be around for many generations to come. And I think that if more people know what's specifically happening that fishing gear is catching and killing sea turtles, they can take action to prevent it.

KLM Why did you decide to partner with Oceana?

KW Oceana is one of the biggest and most comprehensive ocean conservation groups in the world. For me, it was always a natural fit. I grew up in northern California and I was always at the beach as a kid, so the ocean is a huge part of my life. I love the ocean. When I was a kid, for a while I thought I wanted to be a marine biologist. So it's a natural fit to be involved with ocean conservation.

KLM What was your first impression when you saw sea turtles in the wild?

KW The first ones I saw were the baby leatherbacks. They're so tiny, and they work so hard to be born and there are so many natural, environmental things working against them – when they do finally hatch out of the eggs and they do this long walk to the ocean, it's just incredible. And then to think there is so much against them, it's such an arduous journey, their whole life, so you think whatever we can do to make that easier and not scoop them up in a big fishing net, that'd be great.





© Joe Walsh



© Tim Calver

KLM So what do you think your take away message will be from this trip with Oceana?

KW It was amazing to be able to swim with the sea turtles and experience them hatching. They struggle. I think one of the most profound things is seeing the leatherback babies, they struggle so much just to be born and to make it to the sea, so I'm hoping that we can at least do our part and ensure that they have a fighting chance once they get in there.

I want to get the word out and make people aware about the challenges facing sea turtles. I also want to help get legislation enacted to keep harmful fishing techniques to a minimum and help protect the sea turtles. 🐢

PREVIOUS PAGE: Kate swims with a green sea turtle near Buck Island in the U.S. Virgin Islands. LEFT: Kate filmed a video for Oceana at Coral World on St. Thomas. MIDDLE: Kate views hatchlings with a park ranger at the Sandy Point National Wildlife Refuge on St. Croix. RIGHT: One in 1,000 leatherback sea turtle hatchlings will survive to maturity.

‘I want to get the word out and make people aware about the challenges facing sea turtles.’



© Alberto E. Rodriguez (Wired Images)

SeaChange Summer Party

On August 22, 400 people came out to Villa di Sogni in Laguna Beach, California for the second annual SeaChange Summer Party, which honored actress Glenn Close and Academy Award winner Morgan Freeman. The event raised nearly \$900,000 for ocean conservation through ticket sales and auction items, with Oceana as the main beneficiary of the event. A portion of the proceeds will be donated to the SIMA Environmental Fund for distribution to local ocean conservation organizations.



© Alberto E. Rodriguez (Wired Images)

Top: Honorees Morgan Freeman and Glenn Close with Ted Danson. Right: Mark-Paul Gosselaar.



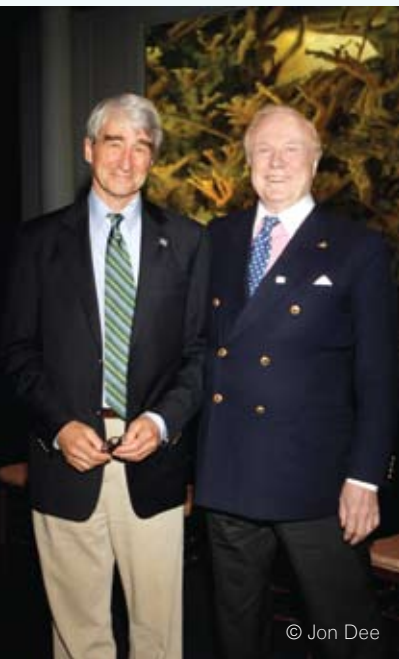
© Alberto E. Rodriguez (Wired Images)

Swimmer and gold medalist Aaron Peirsol, actress Kate Walsh, Oceana Executive Vice President Jim Simon and Ted Danson.



© Ann Chatillon

Oceana Chairman Keith Addis and Oceana board members and SeaChange co-chairs Valarie Whiting and Ted Danson.



© Jon Dee



© Jon Dee

Left: Sam Waterston and Sir Thomas Moore. Right: David Rockefeller, Sir Thomas Moore and Susan Rockefeller.

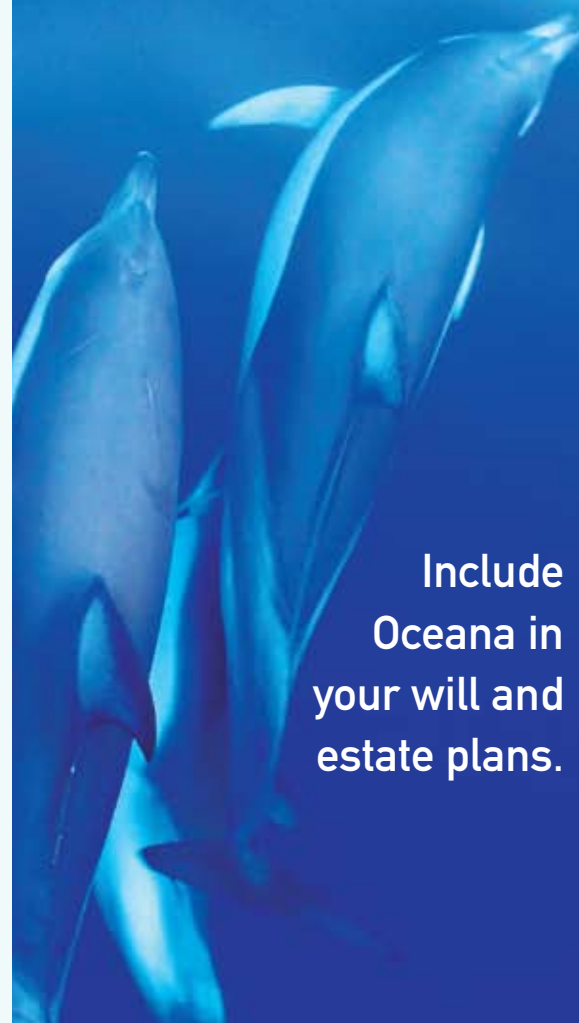
'A Sea Change' Screening

On Sunday, September 13, the American Museum of Natural History, Oceana and Nijiji Films hosted the New York City premiere of the film "A Sea Change: Imagine a World Without Fish." The event was also hosted by Sue and David Rockefeller and Oceana board member Sam Waterston and included special guest Sir Thomas Moore. Over 400 guests attended the screening at the American Museum of Natural History, which was followed by a private reception in the museum's Hall of Ocean Life.



PACT supports Oceana's efforts to protect and preserve the world's oceans. PACT is an online apparel company launched by Jason Kibbey and Jeff Denby offering design-driven, sustainably manufactured, premium apparel connected to powerful social and environmental causes. PACT apparel is made of responsibly grown and manufactured organic cotton and delivered with a minimized carbon footprint. For more information, email PACT at info@wearPACT.com.

Leave a legacy...
...for the oceans.



Include
Oceana in
your will and
estate plans.

Please consider supporting Oceana with a generous bequest in your will or trust. Your gift will support Oceana's research and science-based conservation and advocacy efforts to protect and preserve the world's oceans for future generations.

To learn more, contact Kelley Cunningham at 212-371-5017.



www.oceana.org/plannedgiving

Oceana is a 501(c)(3) tax-exempt organization.

Lea Haratani

Oceana welcomes Lea Haratani as the vice chair of its Ocean Council, a group of diverse leaders who represent Oceana on the global stage. With her lifelong affiliation with the oceans, Lea Haratani brings science and smarts to the table.



© Gayle Mitchell

Lea Haratani.

ANNUAL MEMBERSHIP MEETING

Oceana will hold its 2009 annual membership teleconference on:

November 19, 2009
2:30 pm EST

Join our pollution campaign director Jackie Savitz and Ocean Council Chairwoman Susan Cohn Rockefeller to hear about our newest campaign to stop global climate change and protect the world's oceans from acidification.

You can join the call by dialing: 1.866.462.0164 (in the United States) 1.205.354.0249 (for international calls)

Then enter the meeting number: *4457406*

For more information, please contact us.

www.oceana.org/MembershipMeeting
Call 1.212.371.5017
Events@oceana.org

Lea Haratani has never strayed far from the sea.

"My earliest memory of the ocean was when I was three," she said. "I remember standing on the beach, hearing the sound of waves, observing the vast expanse of water, and feeling overwhelmed by its beauty and power."

Haratani, the new Vice Chair of Oceana's Ocean Council, has been personally and professionally connected to the oceans ever since.

With a degree in Natural Resources Conservation Studies from the University of California, Berkeley, Haratani first fell in love with the oceans during her time working as a biologist for Hawaii Volcanoes National Park. While living in Hawaii she often went scuba diving and witnessed Kilauea Volcano erupt into the sea, creating new land.

Later, during a decade of work at Pacific Gas and Electric, she created an environmental education and compliance program that focused on hydroelectric power plants. She taught 350 powerhouse foremen and their crews about environmental regulatory compliance.

Now she works for the Resource Conservation District of Santa Cruz County, a non-profit organization that protects, conserves and restores local natural resources. Among other things, she does grant writing, project management and environmental education about the impacts of human activities on the Monterey Bay National Marine Sanctuary.

Haratani was recently awarded the 2008 Golden Whale award by the Community Action Board for exceptional community work in Santa Cruz County.

And she's an active ocean conservationist even on vacation. Haratani spends her summers on the Elizabeth Islands near Cape Cod, Massachusetts, where she and her son Holden participate in efforts to monitor and protect the health of Buzzards Bay and Hadley Harbor.

"My children became ocean activists on their own accord," she said. "We have started a real movement. I am confident that we will find solutions to these daunting challenges."

Haratani believes that the current state of the oceans is the most significant ecological challenge that we have ever faced. Of all the threats facing the seas, she is most passionate about climate change and acid seas.

Oceana's campaign to protect bluefin tuna also resonates with her. Despite her Japanese heritage, Haratani is not a zealous sashimi eater. In fact, she does outreach and education targeting Asians about the endangered bluefin.

Given her history, it's no surprise that Haratani got involved with Oceana. "Oceana is comprised of the most sincerely committed people I know in the environmental movement," she said. "I am fortunate to be a part of this family." 🐟

Chef Sergi Arola

Spanish chef Sergi Arola demonstrates his flair for modern cuisine with a philosophy of using sustainable, seasonal ingredients.

Sergi Arola knows that customers aren't coming to his restaurant to get a lecture on responsible fishing. And so the Spanish chef, known for his modern, urban cuisine, takes steps behind the scenes to ensure that only sustainable seafood reaches diners' plates at Sergi Arola Gastro in the center of Madrid.

"What I can do is make sure I use the right

products in the kitchen throughout the production chain – ones that are not out of season, that don't come from destructive fishing practices, or that have not been caught in a protected zone or nature reserve," Arola said.

An avid scuba diver, Arola respects the cycle of natural availability for the foods that end up in his kitchen. "I think that

more than a philosophy, sustainability is a matter of common sense. We should be respecting the seasons, not just in the case of fish, but for all products. It doesn't make any sense to have fillet steak all year round, and we shouldn't be able to eat red bream or hake whenever we feel like it," he said. "I don't use the same types of tomato or lettuce all the time either." 🍷

Marinated Sardines with Herring Roe, Vegetables and Tomato Bread

Ingredients for 4 servings
35 very fresh sardine filets

For the filling

1 ¾ ounces of herring roe
2 tsp carrot, julienned
2 tsp leek, julienned
2 tsp garlic shallot, minced
1 tsp celery, julienned
3 tsp finely chopped scallions

For the tomato bread

1 loaf of frozen bread
2 ripe tomatoes
sea salt
olive oil

For the marinade

2 liters of water
sea salt
white wine vinegar

Preparing the dish

The day before preparing the dish, filet the sardines with a very sharp knife to avoid disturbing the flesh of the fish. Extremely delicately, using small tweezers, remove the spines.

Add sea salt to the water until it tastes like sea water. Then add a trickle of vinegar (it shouldn't taste like vinaigrette, so just a touch is needed).

Add the sardines to the marinade until the bloody part, where the backbone was, turns white. Then remove the sardines from the salt water and vinegar and dry with a paper towel. Cover the sardines in olive oil and stick them in the fridge, well covered.

Make the filling by mixing together the above chopped ingredients.

The finish and presentation

Grate the ripe tomato using a medium grater and drain the pulp with a colander. Add salt, pepper and oil. Using a knife, slicer or mandoline, make very thin slices of the frozen bread and toast them in a medium oven.

Finish the plate with several cylinders of sardine filets in a soup dish. Fill the cylinders with the herring roe, and over the roe put a bit of tomato and cover with the "bread roof"...finish by adding a good deal of olive oil.



LEARN MORE:
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Courtesy photo

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About Oceana

Oceana campaigns to protect and restore the world's oceans. Our teams of marine scientists, economists, lawyers and advocates win specific and concrete policy changes to reduce pollution and to prevent the irreversible collapse of fish populations, marine mammals and other sea life. Global in scope and dedicated to conservation, Oceana has campaigners based in North America, Europe and South and Central America. More than 300,000 members and e-activists in over 150 countries have already joined Oceana. For more information, please visit www.oceana.org

Give today at Oceana.org/give

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Oceana's accomplishments wouldn't be possible without the support of its members. You can help Oceana fight to restore our oceans with your financial contribution. Call us today at 1.877.7.OCEANA, go to our Web site www.oceana.org/give and click on "give today" or use the envelope provided in this newsletter. You can also invest in the future of our oceans by remembering Oceana in your will. Please contact us to find out how. All contributions to Oceana are tax deductible. Oceana is a 501(c)(3) organization as designated by the Internal Revenue Service.

MAKE EVERY DAY EARTH DAY

Oceana is a member of EarthShare, a federation that represents the nation's most respected environmental and conservation charities in hundreds of workplace giving campaigns across the country.



EarthShare's payroll contribution program allows donors to direct their contribution to Oceana; to any combination of

EarthShare's members; or to all of them through one general gift to EarthShare! To find out more about how you and your workplace can support Oceana through an EarthShare campaign, please email info@oceana.org or visit EarthShare's web site at earthshare.org.

GET OUT THE VOTE FOR OCEANA



If you're a CREDO member, then you get to vote on how to distribute the 2009 donations funding to 50 nonprofit organizations. This year, Oceana is on the ballot — and we need your votes! The more votes we get, the more funding we'll receive. This extra support really goes a long way and helps us continue to do our vital work.

Voting is easy. Go to workingassets.com/voting and vote for us. It's a quick and effective way to support Oceana — at no extra cost to you.

Not a CREDO member? Sign up for CREDO Action at credoaction.com or switch to CREDO Mobile, brought to you by Working Assets. As a member, you'll be able to help increase much-needed funding for Oceana and support the causes you believe in just by talking on the phone. Since 1985, CREDO members have raised over \$60 million for worthy groups like ours. Learn more at credomobile.com.