

June 12, 2009

<http://www.latimes.com/entertainment/news/la-et-cause12-2009jun12.0.4210545.story>

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By TINA DAUNT

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Afterward, the serious-minded group stayed to hear scientific experts discuss what the last few decades of factory-style overfishing have done to the global marine environment.

According to the filmmakers, failure to take quick action will mean the end of most commercial fishing within less than half a century with dire consequences both in terms of depleting the food supply and the loss of jobs.

To make their case, Murray and Clover not only traveled to fishing grounds all over the world, but also confronted politicians and celebrity restaurateurs on camera.

As examples of what's in store for other popularly consumed species, Murray and Clover examine in detail the near extinction of commercial cod stocks and the impending collapse of bluefin tuna populations around the world, much of the latter caused by the West's newly aroused appetite for sushi and sashimi.

LAT Home | First Edition | All Sections

Jobs | Cars.com | Real Estate

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Movies | TV | Music | The Biz | Celebrity | Awards | Photos | Hollywood A-Z

You are here: LAT Home » Entertainment

CALENDAR COLUMN

'The End of the Line' examines the perils of overfishing



The "Mad Men" actress attends the World Oceans Day celebration hosted by La Mer and Oceana.

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There's a new optimism stirring among activists in this community because after eight years of outright hostility emanating from the Bush White House toward environmental issues, the Obama administration is more willing to engage questions that involve complex international questions.

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AD BY GOODLEE

Preventing Overfishing
New report reveals sound approach to managing nation's fisheries
www.fishbase.org

Drop 25 Pounds in 30 days
Fastest Weight Loss Guaranteed! As Seen on CBS News
www.ProteinProtein.com

FOR THE RECORD:
"Food, Inc.": The Cause Celebre column in Friday's Calendar section said the documentary "Food, Inc." was made by Participant Productions. The production company is Participant Media. ...

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(Add that happy thought to your deliberations the next time you're trying to decide whether to spring for the toro at the local sushi bar.)

George Bullfield, who co-produced the film with **Chloe Lewis**, argues that "Overfishing is the great environmental disaster that people haven't heard about. We hope this film really sounds the alarm. We can fix this problem starting right now."

\$100,000 to help save the oceans

Meanwhile - miles further inland, but still part of World Oceans Day - entertainment executive **Keith Adida**'s lovely old Spanish-style villa on the hillside above Griffith Park was the setting for an event Monday benefiting Oceana, the global marine conservation group (Adida is chairman of the group's board).

The highlight was presentation of a \$100,000 check by the aptly named cosmetic cream La Mer, whose representatives circulated among the 200 or so guests with open containers of the high-end skin cream.

The party was held postlude, so guests could avoid themselves of the stunning city view. **Morgan Freeman** and his strikingly young model girlfriend were among them, as was Oceana's designated shark spokeswoman, "Mad Men's" **January Jones**, wearing a sleeveless chiffon yellow dress and puffing on a cigarette, as she doctored dinner with the sharks for Oceana. (Somewhere, you'd have thought that job would have gone to somebody at Endeavor.)

Jones said she's always found sharks beautiful and intriguing and she's getting ready to go to Belize for another dive with them.

"I have been entranced by sharks ever since I can remember," said Jones. "They have roamed the oceans for millions of years, but now scientists have found that shark populations are now crashing around the world largely because tens of millions of sharks are killed by commercial fishing each year. We should be scared for sharks."

Food issues don't end with fishing

Just in case you were planning to avoid all the issues raised by overfishing - not to mention the lingering questions over hormones and antibiotics in beef and the conditions in these industrial chicken coops - by sticking with processed foods, think again.

"Food, Inc.," a documentary opening today, explores this country's large-scale food production conglomerates and the lot their products take on public health.

"Food, Inc." is the latest offering from Participant Media, an L.A. entertainment company founded the years ago to produce socially conscious features and documentaries.

The company goes a step further with its release campaigns, organizing educational efforts and opportunities for activism based on each film's message.

In this case, the opportunities Participant is offering to audience members moved by the film are as wide-ranging as the problem itself, such as the Healthy Lunchbox Initiative, which supports Congressional reauthorization of an enhanced Child Nutrition Act with provisions giving healthier foods to kids in federally funded school lunch programs.

That includes removing hormone-laden dairy products, irradiated meat, soda and junk food while increasing the amount of fresh produce.

Later this summer, the campaign will include broadcast and online public service announcements featuring **Blaine Shivers**, **Alyssa Milano**, **Roseanne Barr**, **Ellen Page**, **Kelly Preston**, **Anthony LaPaglia**, **Gia Carides**, **Brenda Strong**, **Garcelle Beavrats-Nixon**, **Shawn Pyfrom**, **Keisha Whitaker**, **Ken Baumann**, **Kelli Williams**, **Dave Lieberman**, **Rene Auberjousin** and former NBA player **John Salley**.

The campaign also will support passage of a federal menu labeling bill, modeled after California's requirement that chain restaurants publish nutritional information on their menu items.

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CAUSE CÉLÈBRE

Before you bite into that next piece of sushi . . .

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