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join Oceana's expedition to  
protect Malta's seas





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**OCEANA** Protecting the  
World's Oceans

## Time to *Seas the Day*

Like many of you, when it comes to our annual summer vacation, my wife and daughters and I head to the beach. We are again here now, on the Outer Banks of North Carolina. This morning, following my daughter's very energetic new dog on her walk, I admired many cleverly named homes.

We name what we especially love. So the fact that so many beach homes carry monikers is reassuring evidence that saving the ocean is not only an essential global conservation objective, it is also a popular cause.

The names offer clues to what we cherish about the ocean. The fish, of course: *Tuna Luna* is near me. Further you can find *Gone Fishin*, *Red Drum* and *Cobia*. We also like other wildlife: *Brown Pelican*, *Osprey*, *Man-A-Teez* and even *Fireflies*.

Then there's the crash of the waves and the irresistible puns on a home by the Pamlico Sound (the body of water on the interior of the Outer Banks): *Sounds Delightful*, *Surround Sound* and *SoundRelief*, to name just a few.

There are names that evoke exuberance – *Cowabungalow*, *Island Dancer*, *Looney Dunes*, *Our X-Ta-Sea* – and those that celebrate calm: *Dune Our Thing*, *A Cardiac Rest*, *Peaceful Easy Feeling* and *Serenity Now*.

I could go on. But now some very good news for you about Oceana and our mission.

At Oceana, we lead science-based policy campaigns to rebuild a healthy and abundant ocean. Save the ocean and we not only achieve an essential conservation objective, but we also help to feed a hungry planet. A rebuilt ocean would provide enough wild ocean fish to feed a billion people a healthy seafood meal every day, forever.

Oceana takes a country-by-country approach to getting this done. This is effective because more than 90 percent of the world's ocean fish by weight are caught in the coastal zones that are exclusively managed by the nearest coastal country. It also prevents our progress from being stymied by the often unproductive exercises led by various international bodies.

Our strategy, therefore, focuses our attention on the thirty countries which are responsible for delivering a healthy ocean to the future. Top of that list is Peru, which in most years is responsible for the largest share of the world's ocean catch by weight.

I am pleased to announce that Oceana now has a campaign team in Peru fully committed to winning the policies that will make its ocean abundant. Our campaign leader for Peru, Dr. Patricia Majluf, is a marine biologist with deep expertise in ocean policy-making (indeed she served as Peru's Vice Minister of Fisheries). Dr. Majluf is assembling Oceana's team in Peru, and I look forward to reporting to you

on our victories there in the coming years. Victories that will be good for the people of Peru, for the creatures in the Peruvian ocean and for the world.

Which brings me back to the naming of beach houses, and a particular place called *Seas the Day*. As a backer of Oceana, your support makes our achievements possible. This issue of Oceana will update you on our progress in recent months. I am happy to report that we are making good headway on saving the ocean and feeding the world.

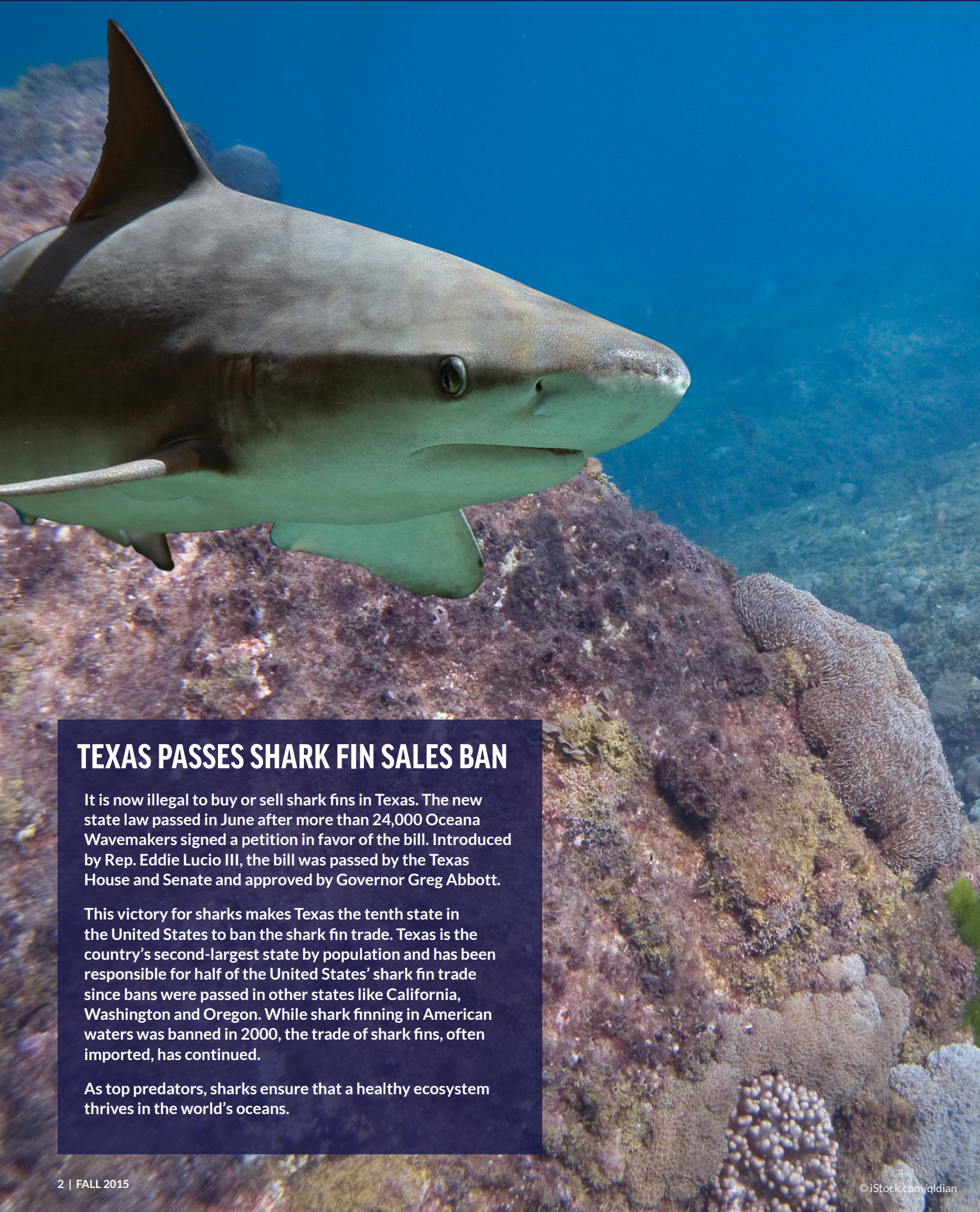
For the oceans,

Andy Sharpless  
Chief Executive Officer



Oceana wishes to thank all of its supporters, especially its founding funders and foundations that in 2014 awarded Oceana grants of \$500,000 or more: Adessium Foundation, Arcadia Fund, Bloomberg Philanthropies, Leonardo DiCaprio Foundation, Oak Foundation, Oceans 5, Robertson Foundation, Rockefeller Brothers Fund, Sandler Foundation of the Jewish Community Endowment Fund, and Wyss Foundation.





## TEXAS PASSES SHARK FIN SALES BAN

It is now illegal to buy or sell shark fins in Texas. The new state law passed in June after more than 24,000 Oceana Wavemakers signed a petition in favor of the bill. Introduced by Rep. Eddie Lucio III, the bill was passed by the Texas House and Senate and approved by Governor Greg Abbott.

This victory for sharks makes Texas the tenth state in the United States to ban the shark fin trade. Texas is the country’s second-largest state by population and has been responsible for half of the United States’ shark fin trade since bans were passed in other states like California, Washington and Oregon. While shark finning in American waters was banned in 2000, the trade of shark fins, often imported, has continued.

As top predators, sharks ensure that a healthy ecosystem thrives in the world’s oceans.

## Forage Fish Protections Enacted On U.S. West Coast

The Pacific Fishery Management Council, which oversees fisheries policy for the U.S. West Coast, took two major actions this spring to protect forage fish and the overall ecological health of the coastal Pacific Ocean.

In March, the Council voted to prohibit development of new commercial fisheries for seven groups of forage fish along the U.S. West Coast, including smelts, pelagic squids and lanternfish. Forage fish are vital because they provide sustenance for marine wildlife and commercially important seafood species like salmon, rockfish and tuna.

In April, prompted by Oceana’s request for emergency action, the Council closed the Pacific sardine fishery early and voted to maintain the fishery closure through the July 2015-June 2016 fishing season in the face of a population crash. Pacific sardines are an ecologically and economically important forage species. Their population has plummeted by 90 percent since 2007 due to persistent overfishing after natural factors had already caused the number of sardines in the water to decline.

## Science-Based Management Advances in the Baltic

In April, the European Parliament passed a multi-annual fisheries management plan for the Baltic Sea that will rebuild abundance and biodiversity. The Baltic is one of Europe’s northern seas and is surrounded by Denmark, Germany, Poland, Russia, Sweden and other countries.

The cold, brackish waters of the Baltic Sea are home to numerous important commercial fishing species such as cod, sprat and herring. Cod have been overfished and populations have declined dramatically. In addition, Baltic wildlife such as seabirds, harbor porpoises and seals are frequently caught as bycatch by commercial fishing operations. The multi-annual plan will address overfishing and bycatch and will consider the important interactions between species for the first time in the Baltic Sea.

Under the newly adopted Common Fisheries Policy, the European Union is bound by law to rebuild fisheries. The EU Parliament’s strong plan for the Baltic is an important first step towards realizing this goal. Oceana campaigned for the European Parliament to adopt a far-sighted plan that will protect the Baltic ecosystem as well as fishery jobs.



## Chile Cancels Construction of Coal-Fired Power Plants

After years of campaigning by Oceana and its partners, two major coal-fired power plant projects in Chile were cancelled in a huge victory for Chileans, renewable energy, local livelihoods and marine wildlife.

Codelco, the largest copper mining company in world, canceled a \$1.7 billion coal-fired power plant that would have been built in the central Chilean region of Valparaíso, which has suffered an oil spill just last year. To the north, in the seaside town of Huasco, Endese Chile canceled plans for a \$1.4 billion power plant. Existing coal-fired power plants had turned many Chilean coastal communities into sacrifice zones where toxic pollution contaminated local communities and marine ecosystems.

Both of these decisions came after multi-year Oceana campaigns targeting coal-fired power plants and championing renewable energy for Chile. Previously, Oceana successfully opposed the construction of two power plants in northern Chile that threatened important marine reserves. Chile has become a regional leader in reducing the use of dirty fuels in recent

years. In 2014, Chile became the first South American country to tax carbon as part of its national plan to cut greenhouse gases by 20 percent of their 2007 levels by 2020.

### Oceana Lawsuit Stops Offshore Drilling in Belize

The Belize government dropped its appeal of a judicial ruling that nullified offshore drilling permits.

In 2013, a Belizean judge ruled in favor of Oceana and its partners in a lawsuit that challenged the government’s existing offshore drilling permits. The government of Belize filed an appeal and was able to delay the cancellation of these permits. The government’s decision to withdraw its appeal is an enormous victory for Oceana.

Offshore drilling posed a dire threat to Belize’s irreplaceable oceans and reef and its economy which is heavily dependent on tourist and fishing dollars tied to ocean and reef related activities. The Belize Barrier Reef is the largest barrier reef in the northern hemisphere and a UNESCO World Heritage Site.





**OCEANA’S CAMPAIGN TO PRESERVE THE TAÑON STRAIT**, the largest marine protected area in the Philippines, advanced when Oceana and its partners hosted the Tañon Strait Protected Seascape Summit earlier this year. This represented the first time that the management board of the protected area has met since it was created 17 years ago.

**GIB BROGAN, OCEANA’S FISHERIES MANAGER IN NEW ENGLAND, PENNED AN OP-ED** about protecting cod populations that was published in *The New York Times* in July.

**OCEANA PARTNERED WITH THE ABRAMS ENVIRONMENTAL LAW CLINIC** at the University of Chicago to file a petition with the U.S. Securities and Exchange Commission asking the agency to investigate Shell’s failure to adequately disclose financial risks tied to the company’s ill-advised plans to drill for oil and gas in the Arctic Ocean.

**IN MARCH, OCEANA AND PARTNERS DELIVERED MORE THAN HALF A MILLION PETITIONS** opposing offshore drilling to the U.S. government.

**A SCIENTIFIC EXPEDITION ABOARD THE OCEANA RANGER OFFICIALLY DISCOVERED A NEW SPECIES OF GLASS SPONGE** (*Sympagella delauzei*) in the Mediterranean Sea. Oceana, along with a team of international scientists, recently published the discovery in the *Journal of the Marine Biological Association of the United Kingdom*.



# Q&A: KATE MARA

Actress Kate Mara is best known for her star-making turn in *House of Cards*, the political drama that displayed the seedy side of Washington, D.C. Recently, she joined Oceana as an ocean advocate. We asked Kate about her affinity for the marine world.

**Why did you choose to work with Oceana?**

I chose to work with Oceana because of the organization’s dedication to winning policy victories that will help save marine wildlife. Currently, Oceana is campaigning worldwide to reduce bycatch – or the incidental capture of non-targeted animals. This includes prohibiting harmful fishing gear, such as drift gillnets, from California waters in exchange for cleaner fishing gears. I am thrilled to join forces with a group that is working to achieve tangible victories for our oceans.

**Who inspired you to become an ocean advocate?**

I’ve always been passionate about the oceans and wildlife. My family is conscious about

the environment and is compassionate towards animals. This had a big impact on me growing up. I am also friends with actor and Oceana board member Ted Danson and reached out to him after seeing *Blackfish*. His legacy as an ocean advocate inspired me to join forces with Oceana and take action to help save our ocean’s marine life.

**Why are drift gillnets so dangerous and harmful?**

Some driftnets are a mile wide and a hundred feet deep. They are virtually invisible and catch ocean wildlife indiscriminately. While these nets are meant to capture swordfish, they snare — and regularly kill — sharks, whales, sea turtles and many other marine animals that swim in its path. In fact, the drift gillnet fishery often discards 60 percent of animals caught in these nets!

**Have you always been interested in the oceans?**

I’ve always been fascinated by whales, dolphins and other marine life. I became increasingly so after seeing the documentary *Blackfish* and wanted to help make a difference. In addition to their natural beauty, these creatures are intelligent and social and play a vital role in the ocean’s ecosystem. Sadly, spectacular ocean wildlife including whales and dolphins often become entangled and die in their natural habitat due to unselective fishing gear like drift gillnets. After learning more about the dangers of these nets from Oceana, I knew that I wanted to contribute my voice to help save these amazing underwater animals.





# UNDER THE BLUE WAVES OF MALTA

by Suzannah Evans

Dotting the Mediterranean Sea about a third of the way between Sicily and Tunisia, you'll find a smattering of sun-drenched islands. The Maltese islands contain a 4,000 year old mix of Roman, Arabic and African cultures. With its limestone buildings in the old capital, dramatic rock formations over cerulean blue waters by pristine beaches and yearlong mild temperatures, it's no wonder that on Malta, tourists outnumber residents by as much as three to one.

Yet some of Malta's oldest and rarest treasures remained unvisited until this summer. Not far off its coast, submerged

caves, coral reefs and seagrass beds are home to a host of marine species, including important commercial seafood species.

This summer, the *Oceana Ranger* and its crew of scientists and campaigners spent two months documenting these previously unknown areas of the Mediterranean depths as part of a mission to record those hidden treasures and to make the case for their conservation. The expedition was part of LIFE BaHAR for N2K Project, co-financed by the EU LIFE+ Funding Programme. The goal is to expand the Natura 2000 network, a series of protected

areas throughout the EU. This is the second LIFE project that Oceana has collaborated on. The first one ultimately resulted in the protection of 27,000 square miles off the coast of Spain.

The goal of the Malta expedition was to document marine wildlife and habitats so that new areas can be protected under the Natura 2000 network. The *Oceana Ranger's* crew employed an ROV that can dive to 1,000 meters. To learn more about the Malta expedition, and to see more photos and videos taken by Oceana scientists and conservationists, visit [eu.oceana.org](http://eu.oceana.org).



Page 6 (Clockwise): Videographer shooting in wall of shallow water; Striped dolphin jumping; ROV underwater; Sargassum; Waves breaking in the North Coast of Gozo, Malta. Page 7: Expedition leader Ricardo Aguilar explaining the campaign to Oceana ambassador Elsa Pataky and husband, actor Chris Hemsworth, onboard the *Ranger*; Loggerhead turtle with a seriously injured back leg; Parrotfish and ornate wrasse; Diver in a cave. Photos: © Oceana/Carlos Minguell





Gillnets hang vertically in the water, sometimes stretching for miles across the ocean. They are very good at catching commercial seafood species like cod. Unfortunately, they're also good at catching – and killing – dolphins and porpoises. Bottom trawlers are excellent at kicking up flounder and shrimp. They also kill sea turtles. Longlines snag sharks alongside seafood species.

# BATTLING BYCATCH

BY SUZANNAH EVANS

Marine mammals, sharks, birds, sea turtles or untargeted fish species are often caught in this way. This is what's known as bycatch. It's a technical term that has deadly

meaning for the creatures whose survival is needed for healthy and abundant oceans.

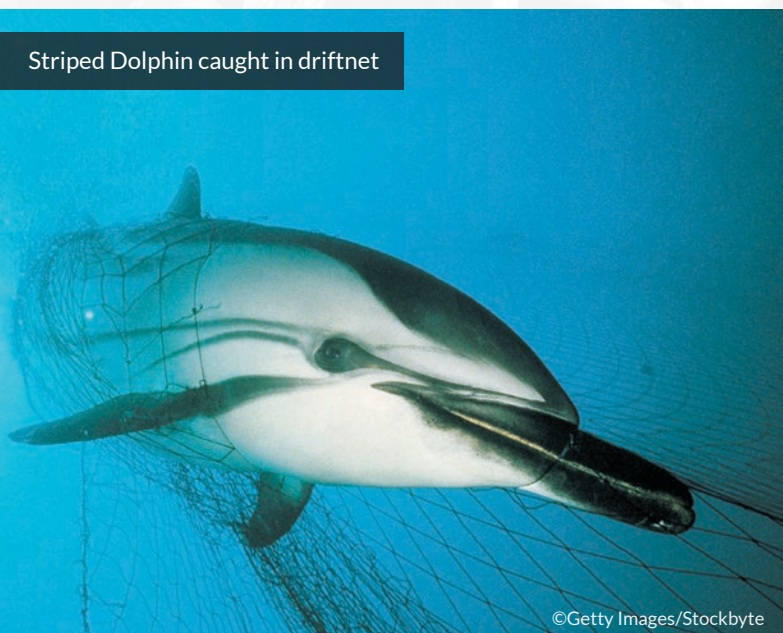
Studies have estimated that bycatch may amount to 40 percent of the world's total marine catch. That's 63 billion pounds a year. And the worst part? We may not even know how bad it really is. >>



In 2005, the last year for which data is available, less than half of the world's fishing nations recorded landings and bycatch. Only about one in 100 fishing trips are overseen by official fishery observers in the U.S., where the best estimates say that up to 22 percent of marine catch is thrown away.

Bycatch is widely considered to be one of the biggest problems facing many commercial fisheries in terms of their ability to fish while also ensuring that the marine ecosystems can continue to thrive – which, in turn, ensures that the fishery can sustain itself, too.

Here's the good news.



"We know how to solve the bycatch problem," said Gib Brogan, Oceana's fisheries campaign manager. "By implementing some proven, commonsense measures, we can save marine wildlife as well as reduce the waste of commercially important seafood species that are dumped overboard at alarming rates."

## VICTORIES FOR MARINE MAMMALS AND SEA TURTLES

In New England, over 900 porpoises and dolphins and 2,300 seals were caught and killed every year by the gillnet fishery that targeted groundfish like cod and flounder.

The fishery was named one of the U.S.'s most wasteful fisheries in Oceana's 2014 report, *Wasted Catch: Unsolved Problems in U.S. Fisheries*. Most of the dolphin and porpoise deaths came from a small area of the Gulf of Maine.

In May, after Oceana drew attention to the marine mammals' deaths, the National Marine Fisheries Service implemented regulations that reduce the use of vertical gillnets in the Gulf of Maine by 66 percent. This new rule protects cod, which are still recovering from overfishing, and will drastically reduce the number of porpoises, dolphins and seals killed every year.



"Cutting the use of vertical gillnets, which are famous for causing bycatch, will save some 800 dolphins and porpoises every year, plus around 1,500 seals," Brogan said. "That's a positive result from just one targeted new rule."

Reducing the use of some especially wasteful gear is one approach to cutting bycatch. Gillnets pale in comparison to bottom trawls, which are responsible for an estimated 78% of all discarded fish and marine wildlife. Bottom trawls scrape the seafloor, essentially mowing down anything in their paths. Sea turtles are often the victims of bottom trawls as they're caught up in the weighted nets and drowned.

Despite the fact that all six species of sea turtles that swim in U.S. waters are listed as threatened or endangered under the Endangered Species Act, commercial fisheries are allowed by the federal government to kill tens of thousands of sea turtles every year.

Installing a simple trawl modification – the Turtle Excluder Device (TED), a trapdoor that allows sea turtles to escape – can reduce sea turtle mortality by as much as 97 percent. In 2003, Oceana and its partners successfully lobbied for the federal government to require larger TEDs so that adult sea turtles could escape shrimp trawls. But in 2011, an Oceana investigation showed that just 21 percent of Gulf of Mexico

shrimp trawlers were using TEDs correctly. This calls for better enforcement outreach to the fishing industry to make sure TEDs are installed and used correctly.

Remarkably, the state of Louisiana did not enforce the federal requirement to use TEDs at all – until now. In June, Governor Bobby Jindal signed a bill that would finally require the enforcement of TEDs after campaigning by Oceana.

"The best part is that we got shrimp fishermen on board," Brogan said. The Louisiana Shrimp Task Force, the group

representing the state shrimping industry, voted in favor of enforcing TEDs in April.

## SAVING THE OCEANS TO FEED THE WORLD

Reducing bycatch, the wasteful killing of marine wildlife and discard of commercial seafood species because a boat has reached its quota or was targeting another species, is a key element

### OCEANA'S BYCATCH CAMPAIGN: HOW DOES IT WORK?

The campaign to reduce bycatch was one of Oceana's earliest. It was started not long after Oceana's founding in 2001. Oceana's approach to reducing bycatch is simple. First, Oceana draws attention to bycatch, often an overlooked or hidden problem, through original reports such as 2014's *Wasted Catch: Unsolved Problems in U.S. Fisheries*, which named the nine most wasteful U.S. fisheries. Then, through advocacy and news media attention, Oceana's scientists and advocates work with fisheries managers, including the National Marine Fisheries Service, to adopt better monitoring systems, count everything that is caught, establish science-based bycatch limits and require clean gear that doesn't trap untargeted fish and wildlife.

in Oceana's mission to save the oceans to feed the world. Seafood is the world's cheapest, healthiest and ecologically-friendly form of animal protein – but not if fishing for it is also responsible for the overall degradation of our oceans.

"Reducing bycatch ultimately means we'll have more sustainable seafood at the market and more marine wildlife thriving," Brogan said. "I call that a win-win."



**I**f you could guess which countries haul in the most seafood from the world's ocean by weight every year, you might come up with a couple of the heaviest hitters, like China and the United States. But you might miss one of the lesser-known, and yet most important, fisheries in the world: Peru's enormous bounty of anchoveta, the modest silvery fish that comprises one of the planet's greatest marine resources.

Thanks to the anchoveta fishery, Peru catches the world's second-largest haul of fish by weight, between China, the world leader, and the United States. This is an incredible amount, especially considering that Peru's population is 30 million people; it's a tenth of the United States' and just 2 percent of China's. And if you look at the figures on who eats the world's seafood, China and the United States still rank high – but Peru is outside the top 20 fish-eating countries per capita. Despite the marine bounty at their coast, Peruvians don't eat much seafood.

So the question arises: Where does Peru's anchoveta go once it's caught?

Rather than being eaten directly by people, the vast majority of Peru's anchoveta is "reduced," the industry term for grinding the fish up into meal or oil. The reduced anchovetas are exported around the world to feed farmed salmon, pigs, chicken and other livestock, making up a third of the global fishmeal industry.

Dr. Patricia Majluf wants to do something about that. The Peruvian marine scientist is the vice president of Oceana's new office in Peru. This is the third Oceana office in South America after Brazil and Chile, which also boasts its own impressive anchoveta fishery.

Majluf wants to get people to see anchoveta as more than just a fish to be ground up into feed for livestock. >>



# INTO PERU: Introducing Anchoveta, the Little Fish that Could

by Suzannah Evans

Inca terns hunting for young  
anchoveta in Punta San Juan, Peru





## INTRODUCING DR. PATRICIA MAJLUF

With her decades of work to protect Peru's oceans and citizens' access to healthy, abundant seafood through science-oriented sustainable fishing policy, Dr. Patricia Majluf is a natural choice for Oceana's leader in Peru. A native of Peru, Majluf earned a Ph.D. in zoology from the University of Cambridge. Prior to joining Oceana, she directed the Center for Environmental Sustainability at Universidad Peruana Ceyetano Heredia in Lima, in addition to working as a scientist at the Wildlife Conservation Society for two decades. She also served as Peru's Vice Minister of Fisheries.

Majluf may be best known as one of the leaders in the movement to encourage people inside and outside Peru to view anchovetas as more than a source of feed for chickens and pigs. She has worked tirelessly with chefs, fishery managers and the international sustainable seafood movement to elevate the anchoveta to what it really is: a healthy, protein-rich food source for both people and marine wildlife.

©OCEANA

Anchovetas are packed with healthy omega-3 fatty acids and are gaining a following amongst chefs. And she knows that we must change our thinking about anchoveta if Peru is going to count on the fishery for its bounty in coming years.

"We can't take anchoveta for granted," Majluf said. "Oceana is coming to Peru at just the right time, just as we're seeing the anchoveta populations facing great fishing pressure at the worse possible time, when the biggest El Niño in history is happening. We have to act now if we want to protect this very important source of healthy seafood."

## A DRAMATIC FISHERY

If you look at the catch history of anchovetas over the last sixty years, a rollercoaster pattern emerges: A rapid ascent in the 1960s peaking in the early 1970s with official catches around 13 million tonnes followed by

a dramatic crash in the 1980s to one million tonnes or less, then another rocketing ascent that hits its peak in the late 1990s and another short term crash in 1998.

Part of the anchoveta catch's volatility is due to El Niño events that bring warm waters across the Pacific, invading the usually cold and very productive coasts of Peru and Chile. Plankton and anchovetas don't thrive in warm waters. Also, anchovetas tend to seek refuge in shallow waters where they are easily caught. If fishing is not stopped in time, the fishing fleet can catch them all and crashes like the one in the 1980s can occur.

"Unfortunately, Peru has a history of poor management of the anchoveta fishery," Majluf said. "We don't even have reliable numbers to know just how much pressure the fishery faces."

Overcapacity in the fishery – too many boats – complemented by unselective fishing gear, massive discards of

juvenile fish, illegal fishing activity and a government that tends to protect the reduction industry add up to threaten the viability of the anchoveta population. And until Majluf opened Oceana's campaign office in Lima this summer, few conservation groups were working on Peru's marine sector.

"We face a lot of challenges in Peru to get better management of anchoveta, but there are a lot of opportunities, too," Majluf said. "This is one of the most important fishing countries in the world. Oceana's scientific approach to better fishery policy is poised to make an enormous contribution toward making a sustainable anchoveta fishery for both people and marine wildlife."

With the addition of its Peru office, Oceana now has campaigns in countries that catch close to 40 percent of the entire world's wild ocean fish. Oceana Peru was made possible by a \$10 million grant from the Wyss Foundation.

## Why is there so much anchoveta in Peru, and why should we eat it instead of turning it into fishmeal?

Peru may lie just south of the equator, but its Pacific waters run cold thanks to Humboldt Current, which shuttles cold Antarctic waters up the South American coast. Chilly waters are perfect for plankton, the microscopic organisms that serve as a food source for many species of fish and marine wildlife. Huge anchoveta schools feed on plankton usually within 50 miles of the Peruvian coast.

This is the world's largest single-species fishery, producing 4 to 8 million tonnes of catch per year. It has been one of the most heavily-exploited fisheries in the world since the 1970s.

The Peruvian anchoveta is a small, silvery fish that measures around seven or eight inches in length. Yet even in this small size it packs a nourishing punch: the fish, a member of the anchovy

family, provides lean protein, vitamins, minerals and high quantities of omega-3 fatty acids, the fat in seafood that is recommended by nutritionists around the world for its health benefits. Eating anchoveta rather than consuming it indirectly through farmed salmon or livestock is healthier and more ecologically-friendly. It's also delicious.

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# NORWEGIAN HERRING

The little Norwegian herring doesn't look like much: just a silvery-blue fish that can fit in your hand, just like many other varieties of herring around the world. But this herring is no ordinary fish. Thanks to careful management over the last decade, Norwegian herring – the ones that spawn in early spring along Norway's Northern Atlantic coast – has been harvested successfully, and sustainably, for years.

In the 1960s, things didn't look quite so good. Herring numbers plummeted and the population collapsed. Fortunately, smart fishery managers realized that the same thing would happen again without

better, more sustainable fishing practices such as setting minimum sizes to protect against catching sexually immature fish and establishing an international management plan. As a result, Norwegian herring catches have been relatively stable. The fishery is also known for its low level of bycatch, making this a fairly "clean" fishery.

In Norway, this fatty fish is traditionally served pickled or in a stew. But humans aren't the only consumers of herring, which are one of the species known as forage fish, acting as a food source for many other species, such as cod, sea birds and whales.

**SPECIES**

*Clupea harengus*

**LOCATION**

Northeast Atlantic

**GEAR TYPE**

Purse seine in coastal areas; pelagic (mid-water) trawl

**THE END RESULT?**

A big fishery for a little fish, properly managed so both people and marine wildlife have plenty to eat.



Daniel Pauly is a Professor of Fisheries at the Fisheries Centre of the University of British Columbia, the Principal Investigator of the Sea Around Us Project, and a member of the Board of Oceana.

## What are 'catch reconstructions'?

Fishing must generate a catch, whether it is practiced by West African artisanal fishers supplying a teeming rural market, by huge trawler fleets in Alaska supplying international seafood markets, by women gleaning on a reef flat in the Philippines to feed their families or by an Australian recreational fisher bragging about it in a bar. Indeed, the catch of a fishery and its monetary value both define that fishery and provide the metric by which to assess its importance relative to other fisheries, and other sectors of the overall economy. Hence, changes in the magnitude and species composition of catches obviously can and should be used – along with other information (e.g., on the growth, mortality, etc. of the fish that are exploited) – for inferences on the status of fisheries.

The key role of catch data in evaluating fisheries is the reason why the Food and Agriculture Organization of the United Nations (FAO) proceeded, soon after it was founded in 1945, to issue occasional compendia of the world's fishery statistics. These compendia turned, in 1950, into the much-appreciated FAO Yearbook of Fisheries Catch and Landings. It was based on annual data submissions by its member countries and vetted and harmonized by FAO staff.

However, detailed analysis of the statistics reported since 1950 by FAO member countries suggests that these catches

(with the exception of domestic catches by China and a few other countries with exceptionally dodgy statistics), are massively under-reported. We know this because The Sea Around Us, the research project I lead at the University of British Columbia, has performed "catch reconstructions" for all maritime countries of the world. In other words, we re-estimated the total catch of all their sea fisheries from 1950 to 2010 (see [www.searoundus.org](http://www.searoundus.org)).

This was done separately for industrial fisheries (including their discarded bycatch) and for artisanal, subsistence and recreational fisheries, with the higher values for the reconstructed catch due to FAO member countries reporting mainly industrial landings (i.e., omitting the discards that industrial fisheries generate). Also, the FAO statistics generally ignore small-scale fisheries (artisanal, subsistence and recreational fisheries), although they can be substantial in many countries.

Over the 12 years required by our global catch reconstructions, the key obstacle was psychological. It was necessary to convince our national research partners to overcome the notion that "no information is available." We encouraged them to realize that fisheries are social activities, bound to throw large shadows onto the societies in which they are conducted. Hence, online or hard copy records usually exist that document some aspects of these fisheries.

All that is required is to find them and to judiciously interpret the data they contain.

Important sources for such an undertaking include old files of their fisheries department, peer-reviewed journal articles, theses, scientific and travel reports, records from harbor masters and other maritime authorities with information on number of fishing crafts (small boats by type; large boats by length class and/or engine power), records from the cooperative or private sectors (companies exporting fisheries products, processing plants, importers of fishing gear, etc.), old aerial photos from geographic or other surveys (to estimate numbers of boats on beaches and along piers) and last but not least, interviews with old fishers.

Overall, our reconstructed catches exceed FAO reported (or "official") catches by about 30 to 50 percent in developed countries, and 100 to 300 percent in developing countries. This is good news. It suggests that the ocean contributes even more than we thought to the (sea-)food security of people. However, the trend in global catches, i.e., the sum of all the country catch reconstructions, shows a rapid decline in the last two decades, which is worrying. It will require that, throughout the world, the example of the few countries – notably the US – that are rebuilding their fish stocks be followed.



# NAUTICA OCEANA BEACH HOUSE

Nautica, a partner since 2009, helped Oceana kicked off summer with a pair of star-studded events to celebrate Oceana’s recent successes. The third annual Nautica Oceana Beach House, hosted by Reid Scott (*Veep*) and Jenna Ushkowitz (*Glee*), once again enjoyed support from *LA Confidential* magazine and took place at the Annenberg Community Beach House in Santa Monica on May 8. Guests like Kristin Bauer van Straten (*True Blood*), Sam Trammell (*True Blood*) and Kevin McHale (*Glee*) enjoyed remarks from Oceana Board Members Valarie Van Cleave and Beto Bedolfe, a musical performance from Max Schneider, drinks from Lagunitas Brewing Company, Truvee Wines and Stellina di Notte Prosecco and a special appearance by the unwitting star of Katy Perry’s Superbowl halftime show, Left Shark.



Top row: Sam Trammell; hosts Jenna Ushkowitz and Reid Scott; Bottom row: Katy Perry’s Left Shark with Brianna Evigan and guest; board members Herbert Bedolfe and Valarie Van Cleave | Photos: ©Tom Vickers

## SEACHANGE 2015

Oceana’s 8th annual SeaChange Summer Party was held on August 1 on the magnificent shores of Dana Point, California. Marine ecologist and National Geographic Explorer-in-Residence Dr. Enric Sala was honored for his work to identify, explore, survey and, ultimately, protect the ocean’s last-remaining wild places. Dr. Sala has led several joint expeditions with Oceana, including near Salas y Gomez Island in the Pacific, which contributed to the establishment of the world’s fourth-largest no-take area. He is now helping Oceana protect an area twice that size, a truly expansive and highly biodiverse marine territory off the Desventuradas Islands in Chile.

The gala was joined by special guest Jon Hamm, Oceana Ambassador January Jones, Aimee Teegarden, Olympic swimmer Aaron Peirsol and Oceana Board of Directors members Keith Addis, Herbert M. Bedolfe, III, and Sam Waterson. The evening’s theme, Mad About the Oceans, was a nod to the award-winning TV series *Mad Men*. Approximately 400 guests were in attendance and over \$1 million was raised for the oceans. Oceana extends a special thanks to all who supported the benefit and heartfelt gratitude to board member and co-chair Valarie Van Cleave and co-chair Eve Ruffato for their tireless efforts in making the benefit a great success.



Left to right: Alexandra Cousteau and Cobie Smulders; Guillaume Vrai with guest; Miguelina Gambaccini; Sasheer Zamata

## NAUTICA OCEANA CITY AND SEA PARTY

On June 24, Cobie Smulders (*The Avengers*) and Alexandra Cousteau, Oceana’s senior science advisor, hosted the first annual Nautica Oceana City & Sea Party on the sundeck of the *Gansevoort Park Avenue*. Guests like Sasheer Zamata (*Saturday Night Live*), Oceana board member Loic Gouzer and designer Miguelina Gambaccini joined media sponsors The Discovery Channel and *Manhattan* magazine to enjoy a DJ set by Guillaume Vrai, specialty cocktails from elit by Stolichnaya and treats from New York City’s boozy cupcakery, Prohibition Bakery.

Top: Co-chairs Valarie Van Cleave and Eve Ruffato; CEO Andrew Sharpless, Jon Hamm, Dr. Enric Sala; Janet and Carl Nolet; Middle: January Jones; Bottom: board members Keith Addis with wife Keri Selig and Sam Waterston; Jon Hamm with Michael and Tricia Berns; Anton and Jennifer Segerstrom, Elizabeth An, Gordon Clune



# HONORING MICHAEL KING

In June, hundreds of people gathered in Los Angeles to celebrate the life of Michael King, a longtime supporter of Oceana and a true Ocean Hero. Mr. King, a renowned television executive, shaped American culture with King World Productions' syndication of *The Oprah Winfrey Show*, *Wheel of Fortune* and *Jeopardy*, among many others. He was also the founder and CEO of King Sports Worldwide. Michael passed away in May.

Michael and his wife, Jena, have been longstanding philanthropists and leading supporters of environmental causes. They avidly supported Oceana and hosted three Partners Award Galas at their elegant home. Bill Clinton, Al Gore and Sting were among the honorees. The Partners Award Gala is Oceana's long-running annual fundraising event, raising millions of dollars for Oceana's campaigns and drawing celebrities and philanthropists into the ocean conservation fold. Michael and Jena hosted these events because of their deep commitment to Oceana's mission to conserve healthy, productive oceans for future generations.

"Michael's support was so important," said Oceana CEO Andy Sharpless. "His and Jena's stewardship investment in Oceana helped grow our organization into what it is today."

We were a young organization when we first reached out to Michael for his help," said Oceana Board President



Keith Addis. "Michael and Jena supported us without hesitation and with great passion. They believed in us and our mission when it really mattered. They've been invaluable partners, and have permanently enhanced Oceana's presence and stature in Los Angeles."

Oceana board member Ted Danson, a longtime friend, remembered King's outsized personality and warmth at a memorial service. "I really felt Michael got to experience the joy of what it means to be human," he said. "He got to love and be loved."

"Michael was gregarious, had a quick and deep sense of humor, and was so

passionate about life. I also remember how humble he was," said Jim Simon, Oceana President. "He would always downplay his and Jena's investments in Oceana's work, saying, 'You are the true heroes. You're the ones doing the hard work to make our world better. You shouldn't thank me. Jena and I thank you.'"

*In photo from left to right: Sting, Trudie Styler, Mary Steenburgen, Ted Danson, and hosts Jena and Michael King pose at Oceana's 2008 Partners Award Gala held at a private residence on October 18, 2008 in Pacific Palisades, California. (Photo by Vince Bucci/Getty Images)*



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Grant Achatz is one of America's most acclaimed chefs, with a James Beard award and three Michelin stars for his Chicago restaurant, Alinea, under his belt. A childhood spent fishing for walleye on the St. Clair River in Michigan sparked his interest in sustainable seafood from a young age. Achatz has worked to ensure that Alinea hews to a high standards for seafood because of his personal belief in a chef's responsibility to do right for his customers now and in the future.

"At Alinea, we work closely with our purveyors to convey our desire to be responsible in what seafood we use," Achatz said. "Along with that we educate our team so the knowledge of ocean sustainability will be carried on outside the restaurant and into the future."

## INGREDIENTS

### BLACK COD

1 ea fillet of black cod, also known as sablefish, trimmed into a uniform 100g piece  
10 g grapeseed oil  
3 g salt  
1 g black pepper, ground fine

### NASTURTIUM LEAF SOUP

500 g water  
250 g Yukon Gold potatoes  
500 g half and half  
12 g Kosher salt  
150 g nasturtium leaves  
150 g ice cubes

## DIRECTIONS

On a hot grill, grill black cod for 3 minutes on each side until lightly charred and beginning to flake. Remove from the grill, allow to cool slightly. Gently flake the fish.

Fill large bowl with ice water and set smaller bowl inside it. In medium saucepan, bring water, potatoes, half and half and salt to a simmer over medium heat. Cook liquid in blender and blend on high speed for 3 minutes, or until smooth. With blender running, add nasturtium leaves and blend until incorporated. Then blend for 2 minutes longer. With blender running, add ice cubes and blend until melted. Strain through chinois into bowl set over ice water. Stir occasionally while cooking. Cover and refrigerate. Serve the cod with a side of nasturtium leaf soup.

## GRANT ACHATZ'S BLACKENED COD





Couple from Caleta Huemul in the region of Los Ríos (located in Southern Chile) in a local fish market.



1350 Connecticut Ave. NW, 5th Floor  
Washington, D.C. 20036 USA  
phone: +1.202.833.3900  
toll-free: 1.877.7.OCEANA

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El Bergantín, Cabo de Gata  
Coastal Reserve, Almería, Spain.

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Oceana's accomplishments wouldn't be possible without the support of its members.

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