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GLOBAL FISHING WATCH LAUNCHES

Oceana, SkyTruth and Google's new online platform, highlighted by Leonardo DiCaprio at the 2016 Our Ocean Conference, allows anyone to monitor and track fishing activity worldwide.

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Cover photo: © Franz Mahr

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Some Good News for You About the Oceans

The world's annual marine fish catch is measured in the millions of tons. The official number from the Food and Agriculture Organization of the United Nations flirts just short of 100 million metric tons. Including unreported catches, it certainly exceeds that number. Convert that tonnage to individual fish, and its massive scale is even more vivid. Author Jonathan Balcombe estimated it at 157 billion fishes, candidly acknowledging the uncertainty in the estimate by saying "however you slice it, it's a lot of fishes." In short, our marine fisheries are a fundamental resource for the people of the world, capable, if well managed, of feeding a billion people a healthy seafood meal every day, forever.

Oceana's goal is to win policies that will make and keep the oceans abundant. An ocean full of fish is a healthy ocean, good for the creatures thriving there. And it's one that can feed enormous numbers of families who do not now have enough to eat. Since the biggest driver of biodiversity loss on the land is agriculture, feeding people from an abundant ocean is an effective way to protect terrestrial creatures threatened by extinction. And if you're concerned about climate change—who wouldn't be?—you should know that fish, unlike livestock, do not produce gases that warm our planet.

The practical person will now ask whether the task is achievable. What do we need to do to save the oceans, and how can we measure our progress?

The simplest definition of Oceana's mission is stopping overfishing. If we do that and rebuild our ocean fisheries, we give the 9 billion people crowding the mid-21st-century earth a robust and

sustainable supply of seafood. Getting that job done involves three immediate tasks: strict application of science in the setting of catch limits; protection of key nursery and spawning areas; and reduction of bycatch. Each of these is measurable, and the very good news is that we see tangible progress in the countries where Oceana's teams are leading campaigns to win these sensible policies. We are also supported by a generous grant from Bloomberg Philanthropies, together with academic fishery scientists who are developing tools for estimating our impact in countries where national fishery data is poor. The September launch of Global Fishing Watch—a tool Oceana developed in partnership with SkyTruth and Google—gives everyone in the world a view of the activities of 35,000 of the world's largest fishing vessels, in near-real time, everywhere in the world. You can even zoom in and find the name and flag of a specific vessel, as well as track its voyages all the way back to 2012 (check it out at www.globalfishingwatch.org). So, if you are of a "show me the money" frame of mind, you can now see for yourself whether the world's marine protected areas are indeed being protected from commercial fishing.

And the other very good news is that you have some new, and very big, protected areas to check up on. You'll remember that Chile created the largest fully protected (no fishing allowed) marine park in the Americas in October of last year with the designation of the Nazca-Desventuradas Marine Park, an area the size of Italy in the southern Pacific. This year, President Obama dramatically expanded a marine park around the Northwest Hawaiian Islands first created by President George W. Bush. It is called

the Papahānaumokuākea Marine National Monument and is the largest in the world. (It will allow limited recreational fishing.) And just last week, 24 countries and the European Union agreed to create a 1.6 million-square-kilometer protected area (limited commercial fishing allowed in some zones) in the Ross Sea off the coast of Antarctica.

As a loyal supporter of Oceana, you've invested your contributions in the promise that effective ocean conservation is achievable. You've rejected the idea that because the ocean is vast, it must be ungovernable. You know that just 30 countries control more than 90 percent of the world's wild ocean fish catch by weight, and if they will, in their own self-interest, manage their fisheries well, we can rebuild ocean abundance. Fish are resilient creatures. They include some of the most fertile creatures on the planet—a single ocean sunfish carries 300 million eggs (!)—and given a little bit of help, they will respond.

Please enjoy this latest edition of *Oceana* magazine. Thank you for your loyalty to Oceana.

Sincerely,



Andrew Sharpless
CEO
Oceana



ATLANTIC OCEAN’S FIRST NATIONAL MARINE MONUMENT FORMED

President Obama announced the creation of the Atlantic Ocean’s first national marine monument during the 2016 Our Ocean Conference in Washington, D.C. The Northeast Canyons and Seamounts Marine National Monument protects nearly 5,000 square miles off the coast of New England, including underwater mountains and canyons that surpass the depth of the Grand Canyon.

For more than 10 years, Oceana has called for the protection of these canyons and seamounts, vital to safeguarding vibrant, ancient coral—which provides food and shelter for a variety of species—from drilling and destructive fishing methods.

“Dangerous changes in our climate, caused mainly by human activity; dead zones in our ocean, caused mainly by pollution that we create here on land; unsustainable fishing practices; unprotected marine areas, in which rare species and entire ecosystems are at risk—all those things are happening now,” President Obama said during his address at the conference. “They’ve been happening for a long time. So if we’re going to leave our children with oceans like the ones that were left to us then we’re going to have to act. And we’re going to have to act boldly.”

An octopus, a basket star, bivalves and dozens of cup corals share the same overhang on a canyon wall.

Image courtesy of Deepwater Canyons 2013-Pathways to the Abyss, NOAA-OER/BOEM/USGS.

OBAMA ADMINISTRATION PLEDGES TO ISSUE NEW RULE TO SAVE ENDANGERED SEA TURTLES

Thanks to an Oceana lawsuit filed last year, the Obama administration pledged in September to develop a new rule to protect endangered and threatened sea turtles from shrimp trawl nets in the United States. In the lawsuit, Oceana alleged that the government violated the Endangered Species Act by failing to determine if shrimp fishing in the Southeast puts sea turtles at risk of extinction, by neglecting to monitor fishing’s impact on these vulnerable species, and by not setting a limit on the number of sea turtles that can be caught and killed. It is estimated that 53,000 sea turtles are killed by shrimp trawl nets in the U.S. every year.

In order to protect sea turtles, turtle excluder devices (TEDs)—metal grates positioned inside the openings of shrimp nets to allow turtles to escape—have been required in some types of shrimp trawls since the 1980s. At least 2,400 skimmer trawls, however, are allowed to operate without TEDs in the Southeast.

The administration will propose the new protections by mid-December. Oceana has urged the government to enact the strongest possible conservation and management measures and to require all U.S. shrimp trawls to include TEDs, which are 97 percent effective at allowing turtles to escape when they are accidentally caught in a trawl’s net.

EUROPEAN UNION MOVES TO PROTECT DEEP-SEA ECOSYSTEMS FROM DESTRUCTIVE FISHING PRACTICE

After campaigning by Oceana and our allies, the European Union took a significant stride toward defending the ocean’s deepest ecosystems from bottom trawling, a commercial fishing practice that involves dragging a weighted net across the ocean’s floor, devastating everything in the net’s path.

This summer, EU governing officials announced an agreement that prohibits bottom trawling in ocean depths below 800 meters in a large swath of the Northeast Atlantic and puts a stop to bottom fishing at depths greater than 400 meters when vulnerable ecosystems are deemed present.

The regulation will protect deep-sea habitats and species such as sharks along 4.9 million square kilometers of ocean floor—an area larger than the European Union—and sets a promising precedent for the protection of these imperiled environments.

OREGON’S TINY FISH WIN BIG

Oregon’s tiniest fish struck it big when the Oregon Fish and Wildlife Commission unanimously voted in September to adopt a forage fish management plan protecting small schooling fish in waters within three miles of the state’s shoreline. Forage or ‘bait’ fish—which are part of a group of species increasingly in demand globally to produce fishmeal for aquaculture and agriculture industries—are critical for the health of Oregon’s ocean ecosystems as a food source for many marine mammals, sea birds and commercially important fish.

This new management plan closely aligns with actions the Pacific Fishery Management Council and the National Marine Fisheries Service have taken, after campaigning by Oceana and its allies, to protect seven groups of forage fish from new commercial development, which saves hundreds of species of fish. The Oregon plan, effective Jan. 1, 2017, will prevent new commercial fisheries from exploiting forage fish without first carefully considering and analyzing the effects on the ocean ecosystem and existing fisheries.

CHILE TACKLES UNSANITARY SALMON FARMING CONDITIONS

The Chilean government, after campaigning by Oceana and its allies, announced a density reduction plan for the country’s salmon farming industry that would address the unsanitary conditions that result from many thousands of fish crowded in nets the size of a few football fields. Overpopulated pens increase the likelihood of sicknesses and parasites, which in turn leads to an overuse of antibiotics that can foster the development of drug-resistant disease strains.



Followed by a shoal of fish, a loggerhead turtle swims near the sea’s surface off the southwest coast of Sardinia, Italy.

©Oceana/Juan Cuetos

Salmon farms with a history of poor sanitation and high rates of disease will be instructed to reduce their density by half, and, if the plan is implemented as expected, the total density of farmed salmon in the country will be reduced by 20 percent by the end of the year.

PERU ENDS ANCHOVETA SEASON EARLY BASED ON SCIENTIFIC REPORTS

Since last year, Oceana has campaigned for science-based management of the Peruvian anchoveta, the world’s largest single-species fishery. This prolific but tiny species has suffered as of late, due to conditions brought on by the recent record-breaking El Niño, which reduced the anchoveta’s food supply and caused them to cluster together, making them easier to catch. Despite these dangerous pressures, the Peruvian anchoveta industry sought to try to continue fishing as if El Niño had not occurred and curtailed the numbers of these vital fish.

Following campaigning by Oceana, improvements were made in decision-making transparency through the publication of science and policy reports. In addition, better management decisions have been made, such as the Peruvian Ministry of Production ending the fishery’s season in July before completing the fishing quota of 1.8 million metric tons. This ruling followed a recommendation from the Marine Institute of Peru (IMARPE), which found that the anchoveta’s spawning season had begun and advised that fishing cease early to protect the reproducing fish.



United States government finalizes safety and prevention rules for Arctic Ocean exploration drilling.

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Alexandra Cousteau visits the Philippines.

©Oceana/Daniel Ocampo



International seafood fraud report

©Oceana

New rules for oil and gas exploration in the U.S. Arctic Ocean, finalized in July by the Bureau of Ocean Energy Management and the Bureau of Safety and Environmental Enforcement, include long overdue improvements to safety and oil spill prevention requirements. Oceana worked to have these new protections implemented and applauds the new rules as an important starting point for broader reforms needed to combat the threats posed by offshore drilling.

Oceana Senior Advisor Alexandra Cousteau spent two weeks visiting the Philippines in August and September to raise awareness about sustainable fisheries management and the global fight against illegal fishing practices. Meeting with national and local leaders along the way, Cousteau explored Tañon Strait, the country’s largest marine protected area, went diving to observe sardine shoals and spoke about Oceana’s “Save the Oceans, Feed the World” campaign at two universities. She also taught her five-year-old daughter Clementine to snorkel in El Nido, Palawan, which Alexandra’s grandfather Jacques Cousteau visited in the 1990s in his ship “Calypso.”

In a September report detailing the global scale of seafood fraud, Oceana revealed that, on average, one in five of more than 25,000 seafood samples tested worldwide were mislabeled. The report reviewed more than 200 published studies from 55 countries and found that seafood fraud was present in every investigation but one and that seafood mislabeling persists in each sector of the seafood supply chain.

The Brazilian Minister of Agriculture signed an ordinance in September appointing representatives to the Southern Pelagic Fisheries Management Council, one of the nine such committees being implemented in the country, due to Oceana’s advocacy. These representatives—including Dr. Monica Peres, the vice president of Oceana Brazil—hail from the federal government, state agencies and civil society organizations. According to Peres, these committees are extremely important discussion spaces and “the best way to guarantee transparency and find solutions to seemingly unsolvable problems.”

As part of a grassroots campaign launched by Oceana and its allies, more than 1,000 East Coast businesses have formally opposed offshore drilling and seismic airgun blasting. Now Oceana has joined forces with the South Carolina Small Business Chamber of Commerce and others to launch the Business Alliance to Protect the Atlantic Coast (BAPAC).

In September, representatives of more than 7,000 businesses met in North Myrtle Beach to form BAPAC, with the express mission of building opposition to seismic airgun blasting in the Atlantic Ocean. In November, BAPAC wrote to President Obama, strongly opposing seismic testing and offshore drilling. According to the letter, “seismic airgun testing threatens our vibrant local coastal economies and is the first step toward dangerous offshore drilling.” The group is calling on the Obama administration to protect their ocean resources from unnecessary harm by denying all current and future oil and gas permits off the East Coast.



Joshua Jackson out with Oceana



Southern Resident killer whale family
©Monika Wieland/Shutterstock.com



Jackson kayaking near the San Juan Islands



Jackson in the Pacific Northwest

Photographs are ©Oceana/Melissa Forsyth unless otherwise noted

Q&A: JOSHUA JACKSON

Joshua Jackson has landed scores of beloved acting roles throughout his career, but there’s another role he takes very seriously that doesn’t get as much attention—environmental activist. This November, he explored the impacts of climate change on the ocean in episode six of the second season of National Geographic’s Emmy award-winning documentary series *Years of Living Dangerously*. This year, Joshua also ventured with Oceana to the Pacific Northwest to observe Southern Resident orcas—some of which have been identified and tracked for decades—and to learn more about the threats facing these iconic animals, including an increasingly diminished supply of Chinook salmon, which can make up more than 80 percent of the whales’ diet. He recently took a moment to speak with us about his love for the ocean and the orcas he encountered this summer.

What drew you to ocean conservation?

The oceans were an ever-present part of my childhood in Vancouver. Plus, the culture of the city is geared towards environmentalism and conservation; it just seemed natural to want to preserve the beauty we were surrounded with.

salmon stocks, and the whales will have enough food to thrive. I think Oceana can be key in bringing together all the stakeholders to remove the dams that are negatively impacting the salmon spawn.

You joined Oceana in San Juan Island this summer to watch the Southern Resident killer whales. What about the orcas particularly resonated with you?

I remember seeing orcas in the waters of the Georgia Strait (the Canadian side of the San Juan Islands), and these specific orcas are likely part of some of my best childhood memories. As I learned more about the Southern Residents, I was struck by just how delicate and interconnected even seemingly vast ecosystems are. And how profound the unintended consequences of tinkering with any link in that chain can be.

What’s your favorite ocean memory?

Since we’re on the topic of orcas—watching an orca breach about 50 yards off the bow of a boat I was working on just after the crack of dawn. It took my breath away to see the power and the grace that these animals have.

The Southern Resident killer whales, with their decreasing food supply, are in trouble. What gives you hope that Oceana and others who love the world’s oceans can improve conditions for them?

For the Southern Residents in particular, because their food supply is so specific, the solution is obvious. Bring back healthy

The average person might only rarely glimpse the amazing world under the waves. What is one thing you would encourage our readers to do to connect more deeply with the vibrant species and habitats of our world’s oceans?

If you don’t have access to the water, there are so many amazing documentaries that can give you a glimpse into that world. Start there just to spark your imagination. If you do have access to the water, snorkeling is a good start. And if you’re willing to spend a little time and money, I highly recommend scuba diving. Even in shallow waters you will be transformed by the experience of entering into a different world that has existed right before your eyes.

OCEANA, SKYTRUTH AND GOOGLE LAUNCH GLOBAL FISHING WATCH

New tech platform highlighted by Leonardo DiCaprio at Our Ocean Conference

By Laura Lacy

Photos by Franz Mahr



Secretary of State John Kerry with actor and ocean advocate Leonardo DiCaprio highlighting Global Fishing Watch at the 2016 Our Ocean Conference

On New Year’s Day 2015, the Phoenix Islands of Kiribati, an island nation in the Pacific, went dark.

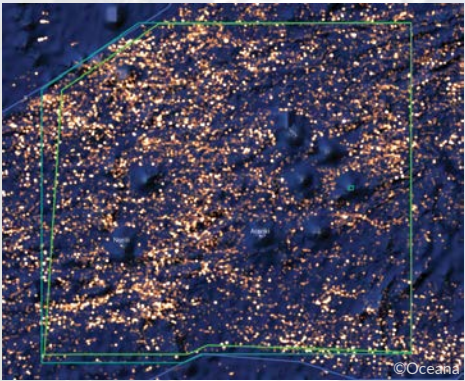
Or, more accurately, the waters surrounding the islands went dark on Global Fishing Watch as fishing activity suddenly ceased. Global Fishing Watch is the game-changing product of a partnership between Oceana, SkyTruth and Google—released to the public in September 2016—that allows anyone connected to the internet to track the movement of commercial fishing vessels in near real-time.

Kiribati first announced the creation of the Phoenix Islands Protected Area (PIPA) in 2006 and regulations were formally adopted in 2008. From 2008 to 2014, commercial fishing was only banned in 12 percent of PIPA. However, on June 16, 2014, Kiribati President Anote Tong announced that PIPA would become a no-take reserve starting Jan. 1, 2015.

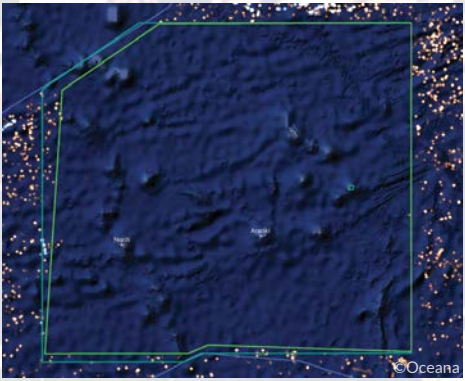
An early version of Global Fishing Watch gave Oceana a front row seat as the ban took effect.

“We were able to watch what happened on January 1st, and we can demonstrate not only the tremendous amount of fishing that was happening at the end of 2014, but that the fishing essentially stopped on January 1st of 2015,” said Jacqueline Savitz, vice president for the United States and Global Fishing Watch at Oceana. “Before Global Fishing Watch, a president could say, I’m making this into a marine protected area. Nobody can fish there,’ but if people were still fishing there, few people, if anyone, would’ve known. Now we can see that fishing has essentially stopped.”

That wasn’t all Global Fishing Watch showed in the waters of PIPA, however. In June 2015, a vessel was seen fishing in the protected area. Kiribati authorities, who had also seen the vessel and apprehended it, had only limited information on the ship’s activities, data that was not robust enough to elicit a fine from the owners of the ship. A map made from Global Fishing Watch’s data, however, clearly and incontrovertibly showed what the vessel had been up to. This



Vessels fishing around the Phoenix Islands from January to October 2014



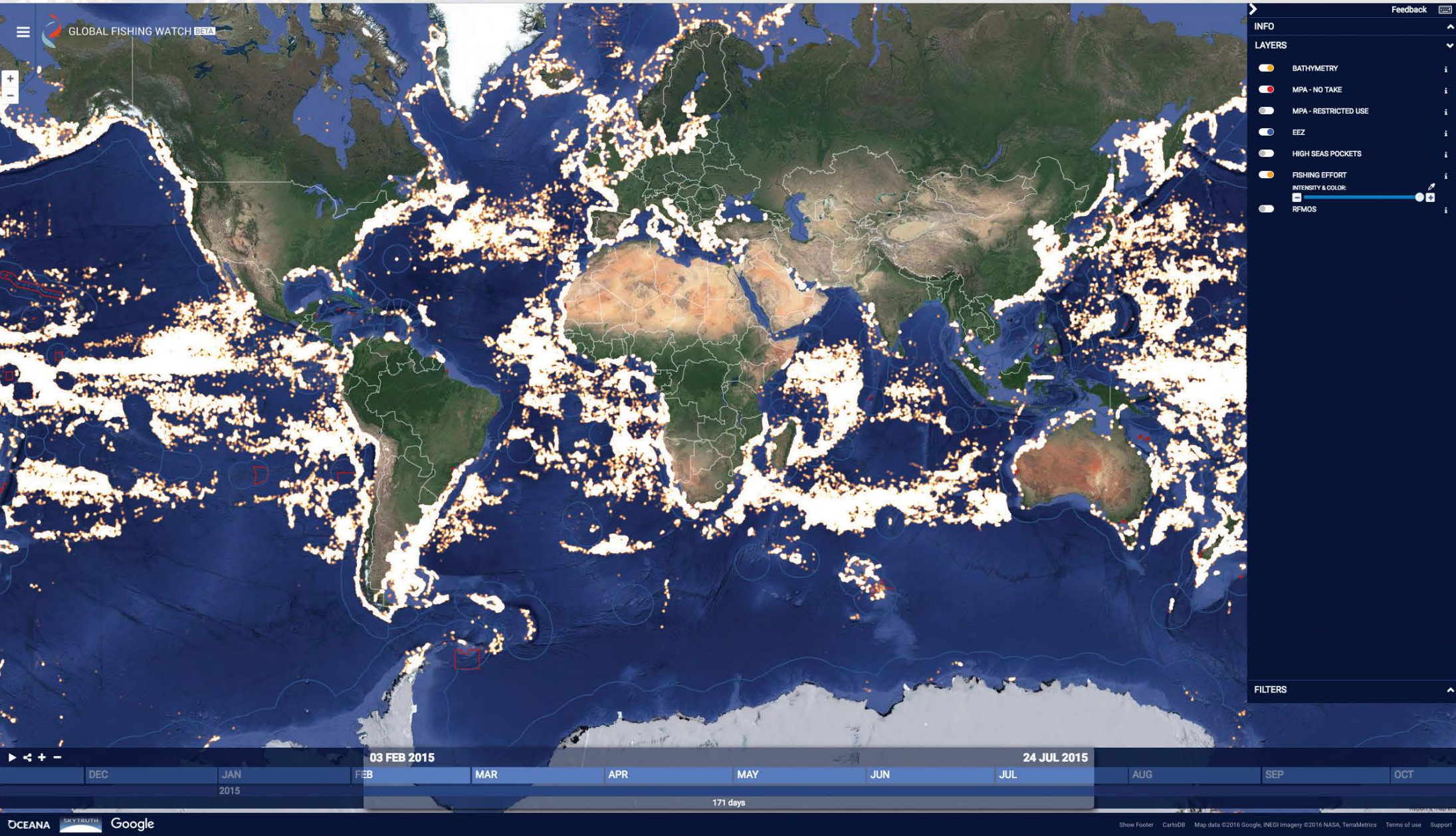
The waters surrounding the Phoenix Islands go dark in 2015 after PIPA becomes a no-take reserve.

ultimately led to a \$1 million fine for illegal fishing. The company also made a “goodwill arrangement” with the government, agreeing to pay an additional \$1 million in the form of a grant.

“Two million dollars later, Global Fishing Watch had helped to extract the equivalent of 1 percent of Kiribati’s GDP in the form of a fine from a vessel that was otherwise about to get away scot-free,” Savitz said.

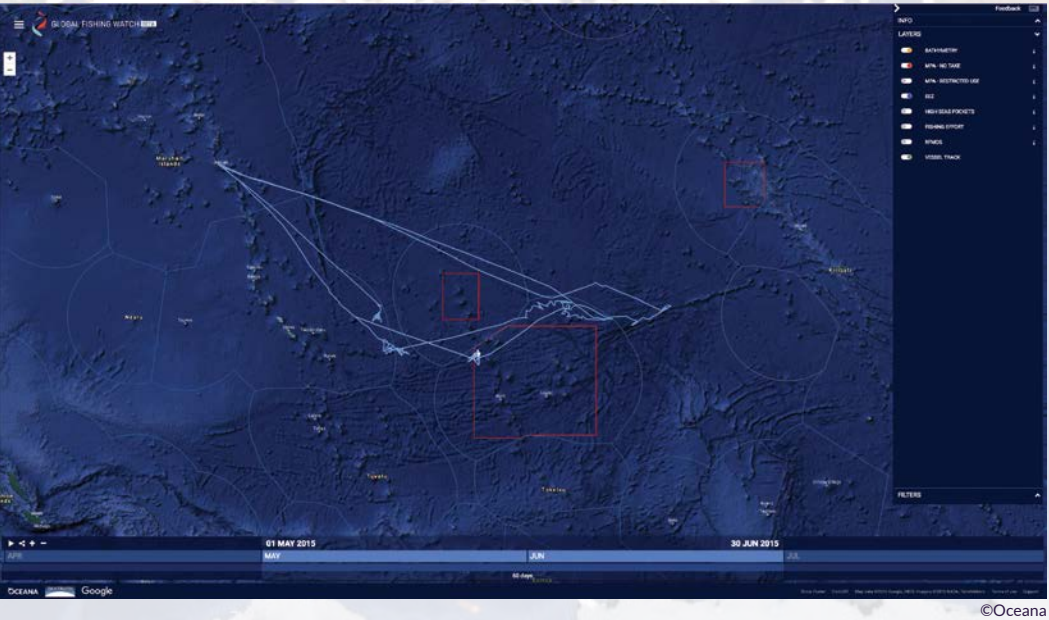
BRINGING OCEAN ACTIVITIES ONLINE

Oceana’s involvement in Global Fishing Watch was inspired by one employee on one computer. This employee would use a vessel’s Automatic Identification System (AIS) data, which transmits information about the ship such as identity, position and speed, and track the vessel’s course from one hour to the next in order to spot potentially problematic fishing practices. According to Savitz, the employee soon realized the ships were “essentially creating a footprint that demonstrated when they were fishing versus when they weren’t.”



While this process was time consuming and only yielded insight into one vessel at a time, it got the Oceana team thinking—what if a computer program could use current and historical AIS data for any ship at any time everywhere in the world?

Enter SkyTruth and Google. Together, the three organizations have built the first free, public, web-based tech platform to monitor global commercial fishing activity. Google has provided the data storage and analytical capacity necessary for these complex sets of data. SkyTruth created the bulk of the programming, helping to develop algorithms and machine learning operations that enable Global Fishing Watch to interpret the more than 20 million daily AIS data



The above map shows Global Fishing Watch illuminated with commercial fishing activity worldwide between Feb. 3, 2015 and July 24, 2015. The sidebar displays different layer options that can be turned on or off, allowing viewers to tailor the information visualized on the map.

To the left, the path (represented by the lighter lines) of the vessel that fished illegally in the Phoenix Islands Protected Area of Kiribati (the area inside the red square) is shown.

Maps: ©Global Fishing Watch



Norway's Minister of Foreign Affairs Børge Brende, U.S. Secretary of State John Kerry, Google Senior Program Manager Brian Sullivan, SkyTruth President and Founder John Amos, Oceana Board Member Loïc Gouzer and Oceana CEO Andrew Sharpless at the Global Fishing Watch booth at the 2016 Our Ocean Conference



Actor, ocean advocate and Oceana Board Member Ted Danson, Indonesia's Minister of Maritime Affairs and Fisheries Susi Pudjiastuti, Secretary of State John Kerry, Google Senior Program Manager Brian Sullivan, SkyTruth President and Founder John Amos and Oceana Senior Vice President Jacqueline Savitz at the Global Fishing Watch preview reception



Oceana Data and Fishery Analyst Wessley Merten at the Global Fishing Watch booth at the 2016 Our Ocean Conference



Secretary of State John Kerry speaks at the Global Fishing Watch preview reception

OCEAN ADVOCATES ON GLOBAL FISHING WATCH

"Global Fishing Watch is going to be transformative. It will really change the way we manage fisheries because we can see what's happening instead of just trying to envision what's out there on the water. We will know, and therefore, we can make smarter decisions... Right now commercial fishers know that no one can actually see where they are and what they're doing. And while many of them abide by the rules, many of them do not. Global Fishing Watch is going to change that, because now somebody can be watching, purely and simply. We can see what they are doing and that's going to make a big difference."

- Dr. Jane Lubchenco, Distinguished University Professor, Oregon State University; the first U.S. Science Envoy for the Ocean, U.S. Department of State; former Administrator of the National Oceanic and Atmospheric Administration

"Global Fishing Watch will be a groundbreaking tool to help ensure that fishers are following the rules that govern where and when they can fish. As a result, every scientist, government and ocean advocate will be well equipped with information to help reverse current trends and rebuild ocean abundance."

- Dr. Daniel Pauly, Professor, Institute for the Oceans and Fisheries & Department of Zoology, The University of British Columbia; Principal Investigator, Sea Around Us

"By connecting Trace Register with the Global Fishing Watch platform, fishing events can be validated and directly linked to the seafood that was produced from those activities. Harvesters will be able to use Global Fishing Watch data to provide assurances they operate in a legal and responsible manner and seafood processors, distributors, retailers, foodservice providers, and ultimately the consumer can verify their seafood was legally and responsibly produced."

- Phil Werdal, CEO, Trace Register, LLC

"Prior to Global Fishing Watch, the location of fishing vessels was largely a mystery to the science and conservation community and only available as cryptic historical data. 'Revolutionized' is an appropriate word when it comes to the open access, synthesis and user-friendly platform Global Fishing Watch has provided...It is an innovation that should be appreciated by responsible fishermen and conservationists alike."

- Dr. Greg Stone, Executive Vice President for Conservation International's Betty and Gordon Moore Center for Science and Oceans; Marine Biologist

points in order to create a map that users can view to determine which vessels are fishing, based on factors such as their patterns of movement. The result? A display of more than 35,000 fishing vessels that can be tracked and monitored by anyone. The project was also championed by several funding partners, including the Leonardo DiCaprio Foundation, Marisla Foundation, Bloomberg Philanthropies, The Wyss Foundation, The Waterloo Foundation and Adessium Foundation.

Oceana's role has been to do what it does best—find ways to use this data to inform science-backed advocacy for the oceans. "The data from Global Fishing Watch is an invaluable resource in Oceana's mission to see responsible fishing policies implemented in countries across the world," Oceana CEO Andy Sharpless said. "After almost two years of development, we're excited to introduce this platform and eager to use it to benefit the ocean and everyone who depends on it."

Global Fishing Watch was released to the public in September at the Our Ocean Conference in Washington, D.C. Activist and actor Leonardo DiCaprio highlighted the launch, describing it as a technology that "will empower citizens across the globe to become powerful advocates for our oceans" while providing more information that can be used at the intersection of government, industry and science to "rebuild fisheries and protect critical marine habitats."

Since the launch, the project has been met with excitement. More than 20,000 people from more than 200 countries have registered and viewed what's happening on the world's oceans. "It's not just about what Oceana can do with Global Fishing Watch," Savitz said. "It's about what everybody can do with it, and that's where we're really going to get a massive impact."

BIG DATA, EVEN BIGGER RESULTS

Global Fishing Watch has come at a moment when that impact is desperately needed.

"We know that our fisheries are collapsing," Savitz said, "which is unfortunate because it's happening at a time when our population is growing, and our need for food security is even more important."

For years, Oceana has advocated for policies that restore ocean abundance, to great success. Victory after victory in countries around the world have resulted in new policies to protect

vulnerable marine animals. Yet, as Savitz noted, the estimated \$23 billion-a-year illegal fishing industry—which operates essentially in the dark—has undermined those policies at times.

"Now, we're shining a light on it," Savitz said, "and if we can curtail illegal fishing and allow some of these good fishery management policies to work, we think we can bring back abundance and create a constant source of protein to feed our growing population."

PIPA in Kiribati is one example of how Global Fishing Watch can be used to combat illegal, unreported and unregulated (IUU) fishing. It gives everyone from scientists and government officials to journalists, activists and citizens a way to monitor fisheries and promote improvement. Users can identify ships fishing in marine protected areas as well as unauthorized fishing in waters over which certain countries have jurisdiction.

Even challenges may turn into benefits with the help of the incredible computational power of Global Fishing Watch. For instance, captains can try to elude authorities by turning off or compromising their AIS signals, distorting the data Global Fishing Watch "sees." But improved AIS policies from government and the private sector can help eliminate this problem.

"If a vessel has its AIS on and then turns it off and on again, we can see that because we're seeing it and then all of a sudden it disappears, and then we're seeing it again," Savitz said. "We can identify vessels that seem to have inconsistent AIS transmissions. We can actually identify that behavior and, in some cases, identify specific vessels that are doing it." This could ultimately result in data about suspicious vessels that authorities could use to target their inspection resources when those ships come to port.

The positive changes could soon even extend to individual citizens' day-to-day lives. Oceana has begun to work with the seafood sector to show how Global Fishing Watch can be used to make the seafood supply chain more transparent, providing consumers with better information about where their food came from and if it was sourced responsibly.

"The opportunities and the kinds of questions that we can ask of the data are seemingly endless," Savitz said. "Every time I show Global Fishing Watch to somebody, they come up with another idea of something we could do with it that we hadn't thought of before, which is really cool because we've thought of a lot."

WANT TO SEE WHAT'S HAPPENING AT SEA?
Visit Global Fishing Watch at www.globalfishingwatch.org.



COMMUNITY-LED COLLECTIVES OFFER HOPE FOR MEXICO’S LAGGING FISHERIES

The majority of Mexico’s small-scale fisheries are in bad shape. But a handful of coastal communities are proving that, with science and cooperation, recovery can be swift.

by Allison Guy

Hundreds of scissortail damselfish school above the reef in Cabo Pulmo National Marine Park.

If you head out at the right time of year in the Upper Gulf of California—a sliver of sea that separates the Baja California Peninsula and mainland Mexico—you’ll hear the ocean purring like a well-fed cat. The pungent smell of fish offers a clue about the source of sound. Out of sight in the murky water below, hundreds of thousands of love-struck corvina are serenading potential partners with their trademark croak.

Each spring, more than a million Gulf corvina—nearly every adult of the species—gather to spawn below the now-dry Colorado River Delta. These silvery fish, which grow up 70 centimeters (28 inches) long, draw hundreds of fishers who listen for the male’s characteristic rattle before casting their nets.

The louder the sea, the better the catch. But until recently, a free-for-all fishery meant that the Upper Gulf was in danger of going silent.

LOVE IN THE TIME OF CORVINA
“Very quickly, fishermen figured out that if you drop a net into a spawning aggregation and pick it up 10 minutes later, you can haul up literally a ton of fish,” said Pedro Zapata, Oceana’s senior science and strategy advisor.

At the start of the season, Zapata said, the fish fetched a good price. But as the weeks progressed a market glut sent their value plummeting. By the end, top-quality fish were selling for “less money than people would get for recycled plastic.”

In 2011, Mexico’s Fisheries Commission set a catch quota for corvina that cut annual landings in half—an announcement that came as an unwelcome surprise to Upper Gulf communities. Sensing opportunity in the mounting conflict, several NGOs in the region worked with fishers to set a scientific quota on corvina and fairly portion out shares of the catch.

The town of El Golfo de Santa Clara went a step further. They partnered with buyers in local markets and in Mexico City to agree to a price floor under the condition that the town would not fish above its quota. The deal paid off handsomely: In one year, the average price of corvina in El Golfo de Santa Clara rose by 67 percent.

“The fishers realized they could influence the market,” Zapata explained. “The fact dawned on them that they needed to fish smarter, not harder.”

NEGLECT AND FORGET
Octopus in Yucatan. Abalone in Baja California. Lobster in Quintana Roo. Scattered across Mexico, a handful of cases prove that small cooperatives that fish smarter, not harder, can have a big impact—even when they have limited legal power to create or change national policy.

“A lot of people and organizations who work in the developing world say, ‘Hey, we should do what they do in Mexico,’” said Margot Stiles, Oceana’s chief of strategy. “But within Mexico, it’s very isolated. It would be great if, in addition to taking these successes to other countries, they were expanded in Mexico itself.”

Mexico is the world’s 17th most prolific fishing nation, with a fisheries GDP of nearly \$1.4 billion. But so far, Mexico’s three most valuable fisheries—tuna, shrimp and sardines—have received the lion’s share of management attention and investment dollars, while smaller fisheries have languished.

Poor coastal communities have borne the brunt of this lack of attention and investment. Outside of the more prosperous Gulf of California, the rate of extreme poverty in seaside towns and villages averages 15 percent. This number climbs as high as 30 percent along the coasts of Guerrero, Oaxaca and Chiapas.



A pack of leopard groupers patrols the reef in Cabo Pulmo. Sights like these are rare elsewhere in the Gulf of California.
©Leonardo Gonzalez/Shutterstock.com



A sea turtle rests below an overhang in Cabo Pulmo National Marine Park.
©Leonardo Gonzalez/Shutterstock.com

In 2014, Oceana conducted a six-month study of fisheries management gaps in Mexico. This study confirmed that there is a niche for Oceana to contribute meaningfully to fisheries reform there, using a proven approach demonstrated in other countries. We believe the current state of marine fisheries management in Mexico will remain entrenched unless Oceana pushes for change. Oceana, with its deliberate focus on campaigns targeting federal decision-makers and growing international portfolio, is poised to drive the kind of systemic change that is needed, and can expand future opportunities for marine conservation in Mexico.

These communities rely on small, multi-species fisheries. But Mexico’s fisheries have been on a downward spiral since the 1990s. More than three-quarters of the country’s fish stocks are either overfished or fully exploited.

“Mexico shares a lot of the same problems of overfishing that we see in the U.S.,” Stiles said. “But they have fewer resources dedicated to the science and management that’s needed to rebuild these fisheries.” Many fishers work

on a seasonal or informal basis, Stiles noted, compounding the difficulty of knowing who fishes and how many fish they catch. “There’s definitely a broader need to increase government involvement in fishing.”

A 2011 study estimated that rebuilding Mexico’s over-exploited fisheries could bring in another \$250 million each year in landings—a 16 percent increase. For the poorest communities, even modest gains



Cabo Pulmo is known for its schools of bigeye trevally.
©Gulf Program CMBC

in landings can have an outsize impact on income and food security.

THE WORLD’S AQUARIUM

Tourism is a heavyweight player in Mexico’s economy, accounting for 9 percent of total GDP. Eight out of the country’s 10 major tourist centers are situated on the coast—meaning there’s big money bound up in clean beaches and healthy oceans. In Los Cabos alone, sport fishing generates more than \$1 billion each year and employs 25,000 people.

Despite this, Mexico protects less than 2 percent of its marine territory. But as with fisheries, a few communities have independently stepped up to the conservation plate, recognizing that protecting big animals—sharks, turtles and whales—can also bring in big tourist dollars.

Cabo Pulmo, a village on the southern tip of the Baja California Peninsula, was once called the “world’s aquarium” by Jacques Cousteau, and it’s easy to see why. The region’s 20,000-year-old coral reef—the northernmost in the Western Hemisphere—is a biodiversity hotspot, home to glittering

armies of bigeye trevally and Goliath groupers the size of refrigerators.

On land, sand-sculpted rocks give way to long stretches of beach. The quiet is broken not by jet skis and vendors, but by barking sea lions or, if you’re lucky, the steady swishing of olive ridley turtles excavating nests.

But in the 1990s, the scene in Cabo Pulmo National Marine Park’s was not so Edenic. After decades of uncontrolled sport and subsistence fishing, locals’ nets were coming up empty. Realizing that it was either protect or perish, community leaders petitioned the Mexican government in 1995 to declare a patch of its ocean a new national park.

At first, Cabo Pulmo National Marine Park’s success was far from assured. But starting in 1999, the park’s fish started to multiply at a breakneck clip. By 2009, the biomass of fish—that is, the combined weight of all species—increased by 463 percent, the largest increase ever recorded for a marine reserve. What’s more, big predators like Gulf grouper and tiger

sharks had grown so much in body size and absolute numbers that Cabo Pulmo resembled remote reefs that had never been fished.

“Such examples of ‘full’ recovery are extremely rare,” the authors of a 2011 study noted. “And we could not have expected that it occurred in only 10 years.”

Cabo Pulmo’s success, the authors argued, is due to strong enforcement of conservation rules and wide support in the local community. Thanks to a small but lucrative tourism industry, people there earn well above Mexico’s average income. And fish that “spillover” from the park mean that fishing is better than ever.

According to Stiles, it’s going to take a lot of hard work to help the rest of Mexico catch up with places like Cabo Pulmo. But there are plenty of examples to lead the way. “I think we have a bunch of reasons for optimism in Mexico,” Stiles said. “And that’s because of all the local successes that have already happened.”



Georges Bank haddock
©Solodov Alexey/Shutterstock.com

GEORGES BANK HADDOCK

Haddock—a three-foot-long fish with a distinctive ‘thumbprint’ behind its pectoral fins—is beloved for its rich, slightly sweet taste. But through most of New England’s early history, haddock played second fiddle to cod. In 1853, a report prepared for the U.S. Treasury sniffed that these groundfish were “without reputation” in all but the “huts” of the poor.

In the days before refrigeration, fresh haddock was all but unknown outside of New England. But in the early 20th century, the one-two hit of steam trawlers and new food processing techniques set the stage for an unprecedented surge in demand.

Steam and later diesel engines let boats fish in weather that once defeated wooden schooners. In 1921, Boston fish processors began filleting haddock at port, rather than shipping whole fish. Frozen packages of branded fillets soon followed. What had once been a regional treat quickly became a cheap staple sold nationwide.

Within a decade, these innovations had bulldozed the seemingly infinite supply of Georges Bank groundfish. In 1932, a fisheries official lamented that the precipitous drop in haddock had finally

exposed “the folly of [the] belief in the inexhaustibility of nature.”

From the 1930s through the 1960s, the Great Depression, a World War and limited demand kept catches low but relatively stable. But in the 1960s, foreign-owned ‘fish factories’—industrial vessels that could catch, process and freeze fish at sea—steamed into Georges Bank to ransack its haddock, hake and herring. In response to the outcry from New England fishers, Congress enacted the 1976 Magnuson Act, which declared American sovereignty over the first 200 miles off the U.S. coast.

The act, however, did not limit overall fishing pressure. Spurred by plentiful government subsidies, New England’s growing fleet swapped places with the now-banished foreign trawlers. Haddock catch quotas were replaced with ineffective limits on fishing net mesh size and minimum fish length.

Out-of-control fishing continued until the haddock population reached its lowest level in 1993. By then, 94 percent of haddock had disappeared compared to just a decade prior. In 1994, the National Marine Fisheries Service launched the first effective



Baby haddock
NOAA

measures to protect haddock: permanently closing two areas of Georges Bank to groundfishing, limiting the number of days a vessel was allowed to fish and banning new vessels from entering the fishery.

Haddock grow quickly and can produce up to 1 million eggs at a time. As a result, they responded swiftly to the new management rules. In 1995, the stock began rebuilding at a steady clip. In 2003, a quirk of haddock biology and favorable environmental conditions triggered a massive ‘baby boom’ of 789 million fish, compared to previous years’ average of 22 million youngsters.

In 2004, the commercial catch was seven times greater than its 1993 low, and by 2005, haddock stocks jumped above the government-set target for recovery. By 2014, the ‘spawning biomass’—the combined weight of reproductive-age fish—leapt to nearly 40 percent above target levels.

Once “without reputation,” haddock now have a feel-good claim to fame as one of the most successful comeback stories in U.S. history.



Daniel Pauly is the principal investigator of the Sea Around Us Project at the University of British Columbia’s Institute for the Oceans and Fisheries and a member of the Board of Oceana.

Big Problems with the Way We Use Small Fish

While the cows, pigs and other mammals we process into steaks and schnitzels are generally of similar sizes—a cow or pig is usually about the same size as other cows or pigs—fish in the sea range drastically in size.

For example, bluefin tuna and swordfish can reach lengths of 10 feet and beyond while anchovies do not even grow to 10 inches. Some people prefer to consume bits of large fish (think fish steaks or the slivers of tuna on sushi) while others prefer to eat small fish such as herring, sardines or anchovies. The latter group that tends to incorporate small fish into its diet is making the smarter decision, since small fish contain large quantities of the omega-3

Small fish to try: Herring, sardines, anchovies and yes, even menhaden, are tasty little fish that, when well prepared, can be part of a sumptuous meal.

fatty acids that fish are famous for but none of the pollutants that large fish are infamous for. Big fish such as tuna

or swordfish live much longer than small fish and thus have more opportunities to accumulate heavy metals such as mercury and persistent organic pollutants such as dioxin or polychlorinated biphenyls, which are really nasty.

Small fish are generally abundant, which has led to their use as food for other domestic animals, such as chicken or pigs, or even as

fertilizer. Thus, unsurprisingly, when large fish became so depleted in the wild that it became commercially advantageous to raise them in captivity, those farming fish decided to feed their stock with small fish, notably in the form of pellets made from dried and ground up individuals, or fishmeal.

Farmed salmon are raised this way, as are many other species of carnivorous fish that are farmed. About one quarter of the 120 million metric tons of fish caught per year is sent to reduction plants where they are cooked, pressed, dried and ground up into fishmeal while the precious fish oil is separated out. The fishmeal and fish oil are then used mainly as animal feed and additives, respectively, mostly for salmon and other carnivorous fishes.

Reduction fisheries occur throughout the world; for example, in Peru, they’re based on a local species of anchovy and, in the United States, on two sardine-like species, Atlantic and Gulf menhaden. Business is booming. So all is well?

Not really. The main problem is that small fish can and are eaten directly by people in many parts of the world, mainly in developing countries where they often contribute the only animal protein to which people have access.

Thus, locals sometimes have to compete for a significant part of their food supply. For example, the foreign industrial sardinella fisheries off Northwest Africa, which supply feed fish to salmon and pig farms in well-to-do Europe, compete with local fishers who supply African markets, including in the impoverished interior of the continent where sun-dried sardinella is often the only fish and the only available source of animal protein and its associated micronutrients. For people in West Africa, access to small fish is a question of food security and of equity.

That’s not the only way small fish are misused, however. In the United States and other rich, discerning markets, consumers often choose to eat fish because it is a healthy option. And where do the healthy omega-3 fatty acids you get by eating farmed salmon come from? The fishmeal and fish oil in their diet. And where did that come from? The anchovies or sardines or other fish that were ground up to feed that salmon.

So why not get those health benefits straight from the source and eat the small fish instead?

Further reading: Check out *The Perfect Protein* by Oceana CEO Andy Sharpless.

FISHERY JOBS

Oceana works tirelessly to save the oceans in order to secure a critical food source for the world's growing population as well as to protect vibrant underwater ecosystems across the globe. But productive oceans benefit those of us on land in another way—healthy fisheries mean stronger economies. Read on to see how the fishing industry impacts jobs in countries Oceana campaigns in worldwide.

Data sourced from Oceana

22%

of the working population in Belize rely on fishing for employment.

>90%

of the 57,000 fishers in Chile are small-scale fishers.

10%

of the Philippines' population works in the fishing industry.

1,000,000+

Number of fishers in Brazil

1.4 MILLION

Fishing jobs in the United States

79,000

Canadians who are directly or indirectly employed by Canada's fishing industry

5.46

Number of jobs each metric ton of fish caught in Peru impacts

SUPPORTER SPOTLIGHT: JOSH OPHIR

by Alayna Alvarez

Josh Ophir is a rebellious teenager—but not at all in the way you'd expect. The 15-year-old from Geneva, Switzerland celebrated his bar mitzvah last year and rebelled against the idea that he needed to buy anything for himself with the money he received as a gift. Instead, he chose to donate it all to Oceana after hearing about Global Fishing Watch, a web-based platform resulting from a partnership between Oceana, SkyTruth and Google that allows anyone with an internet connection to monitor fishing activity worldwide. His generosity caught the attention of Oceana leaders, who invited Josh to an event this fall overlooking Lake Geneva, where he was recognized for his incredible donation and widely embraced with resounding cheers and applause from the crowd. Josh recently took time from traveling with his family in Africa to discuss his love for all things ocean.

What inspired you to make this incredible donation to Oceana?

From a young age, I have always had a special something for the ocean. As I travel with my family to places near the sea, I am constantly motivated to either jump right in or sit back and learn more. But the older I've become, the more I hear about the deteriorating state of the oceans—especially as it relates to illegal fishing. So, when my father told me about Oceana and the launch of Global Fishing Watch, I knew it was the organization I wanted to give to. I would do anything to help the ocean.

What is your favorite activity to do in the ocean?

I started surfing when I was seven years old, and it's been my ultimate favorite activity ever since. To be out there, where it is only you and the sea, is an incredible feeling mixed with both excitement and fear. But that moment when you take a wave, stand up and surf—that's a feeling that just can't compare to anything else.

If you could be any ocean animal, which would you be and why?

I think I would be an orca whale—I really do love the orca. I have adored the *Free Willy* trilogy since I was young and still watch it to this day. I think this explains why I love the orca as much as I do. I also see myself in a few of its traits. For example, the orca is often hunting; I can relate to this because I am constantly on a quest for learning new things and ideas, constantly "hunting" for the betterment of myself.

Why is it important for young people, like you, to care about the health of our oceans and marine life?

The oceans are one of the most important resources to mankind. It is vital that people my age have this awareness because we are the future—the world will depend on our generation. If we ignore the problems the oceans and nature itself are facing, they will continue to deteriorate. However, if people like me become aware and take action, it is never too late to make a positive change.



Google Senior Program Manager Brian Sullivan and Josh Ophir

©Oceana/Miguel Bueno



Executive Director of Oceana in Europe Lasse Gustavsson and Josh Ophir

©Oceana/Miguel Bueno



Ted Danson, Seth MacFarlane and Sam Waterston



Britt Meyer and Valarie Van Cleave



Mike and Eve Ruffatto



The Cahill family

SEACHANGE SUMMER PARTY

On July 30, Oceana held its 9th annual SeaChange summer party in Laguna Beach, California. The event honored the multi-talented Seth MacFarlane for his longtime support of Oceana and work as an advocate for the oceans. Eve and Mike Ruffatto were recognized as 2016 Ocean Champions for their dedication to ocean conservation and generous support of Oceana. The benefit raised more than \$1.4 million.

The sold-out event was held at a private coastal villa with more than 400 guests in attendance, including Ted Danson, Colin Egglesfield, Jeff Goldblum, Angela Kinsey, Seth MacFarlane, Olympic swimmer Aaron Peirsol, Sally Pressman, Leonor Varela, and Sam Waterston.

Award-winning actor and longtime Oceana Board Member Ted Danson mingled with guests and led the night as master of ceremonies. Jeff Goldblum and the Mildred Snitzer Orchestra captivated guests with a special jazz performance to bring the program to a close. Party-goers then spent time dancing in the ocean breeze to Mark Verabian and his band at the Post-Party Lounge.

“SeaChange is a truly remarkable event. The Orange County SeaChange community’s passion and commitment to protecting the seas has enabled Oceana’s work off the coast of California and around the world,” said Ted Danson. “It’s important that we take the time to celebrate the successes and the supporters who make Oceana’s victories possible.”

The evening’s special guest, Seth MacFarlane, took the stage to share his support for ocean conservation and the work that Oceana does to secure healthier oceans around the world: “Oceana has won over 100 meaningful victories in this fight, and as an organization that is both globally present and science-based, they represent the essence of what we want more of in our planet’s future. The oceans of tomorrow can be healthier, stronger, and more productive than they are today if we all get involved—either financially or in a boots-on-the-ground way, or both—with groups like Oceana.”

SeaChange guests were treated to specialty Nolet cocktails and a delicious dinner. Guests were invited to raise their paddles to support Oceana’s campaigns to protect majestic sea creatures like whales and promote healthy, vibrant marine ecosystems. Highlights of the evening’s auction included the lively bidding for a limited-edition Protonic Red BMW i8 donated by SeaChange Presenting Sponsor

BMWi and the Orange County BMW Centers, and an exclusive six-day voyage aboard the Hemisphere – the world’s largest luxury catamaran – donated by the owner and Burgess, the world’s superyacht specialist.

Oceana CEO Andrew Sharpless spoke about Oceana’s work and recent victories for the ocean. He highlighted Oceana’s “Save the Ocean, Feed the World” campaign, which aims to restore the biodiversity and abundance of the world’s oceans to support a growing global population. With the right policies in place, a fully productive ocean could provide a seafood meal a day for a billion people forever.

SeaChange was co-chaired by Oceana Board Vice Chair Valarie Van Cleave and Britt Meyer. “Over the past nine years, SeaChange and its supporters have raised over \$12 million for Oceana and its work restoring oceans around the globe,” said Valarie Van Cleave. “Together, we are working to ensure that every child inherits a healthier ocean.”

For a full list of underwriters and partners, host committee members, auction items and more information about SeaChange, visit: <http://seachangesummerparty.org>.



Carl and Janet Nolet



Jeff Goldblum and the Mildred Snitzer Orchestra



Tricia and Michael Berns



Anton and Jennifer Segerstrom



Angela Kinsey and Zach Hanna



Keri Selig and Keith Addis



BMW: SeaChange Presenting Sponsor



Shiva Rose and Leonor Varela



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STING UNDER THE STARS

On July 19 Oceana held a benefit concert featuring Sting and his band at the beautiful home of event host and Oceana Board President Keith Addis and Keri Selig. Exclusive event attendees included Rosanna Arquette, Ted Danson, Charlie Day, Brooklyn Decker, Mary Elizabeth Ellis, Jeff Goldblum, Anthony LaPaglia, Kelly Lynch , Dean Norris, June Diane Raphael, Andy Roddick, Paul Scheer, Mary Steenburgen, Baron Vaughn and Sam Waterston.

The event raised \$750,000 for Oceana’s “Save the Ocean, Feed the World” campaign to restore ocean biodiversity and abundance for a growing global population.

Sting, a longtime supporter of Oceana and a dedicated oceans advocate, gave an intimate performance featuring many of his greatest hits. He and his world-class band opened with the iconic “Message in a Bottle.” The following hour was filled with hit after hit including “Every Little Thing She Does is Magic” and “Fields of Gold.” As dancing guests gathered at the front of the stage, Sting closed with The Police’s number-one hit “Every Breath You Take.”

“Tonight was a truly special event. It is wonderful to have the opportunity to enjoy the music of a world-class musician like Sting while supporting Oceana,” said Oceana Board Member Ted Danson. “Oceana is winning significant policy victories for our oceans, and tonight we came together to celebrate that work and support their continued efforts.”

Guests also received an exclusive preview of Global Fishing Watch, an interactive digital platform built by Oceana in partnership with SkyTruth and Google that uses satellite data to visualize the history of commercial vessels’ fishing activities worldwide. The platform is available to anyone in the world with internet access following its public launch in September.

“With Global Fishing Watch, we will let anyone see where and when fishing is taking place around the world in near-real time,” said Oceana President Jim Simon. “This platform will deter illegal fishing and advance sustainable fishing. Scientists, governments, other nonprofits, fishing companies, fish buyers and interested members of the public will be able to ask and answer their own questions about what is happening on the oceans that belong to all of us.”

“On behalf of Oceana, I want to thank Sting and everyone who attended,” said Oceana Board President Keith Addis. “Because of our supporters, Oceana will continue to win important victories that protect the oceans, the amazing creatures that call them home and the people who depend on them for sustenance and survival.”

Panerai watches provided generous sponsorship support. Throughout the night, guests were treated to specialty cocktails provided by Nolet’s Silver Dry Gin, Ketel One and St. Raphael Aperitif.



Sting performs a private concert for Oceana supporters.



Keith Addis, Keri Selig, Mary Steenburgen and Ted Danson



Valarie Van Cleave, Elizabeth Segerstrom and Anne Earhart



Panerai U.S. President Giovanni Carestia and Ted Danson



Charlie Day, June Diane Raphael, Paul Scheer, Baron Vaughn



Todd Morgan and Rosanna Arquette



Keri Selig, Sting, Jerry Moss and Keith Addis



Sting performs a private concert for Oceana supporters



Emilie Livingston, Jeff Goldblum, and Tony Thomopoulos



Leslie and Roger Birnbaum with Jerry Moss



Roger and Leslie Birnbaum

SAVE THE LAST SHARKS

Shark lovers and environmentalists gathered at The Surf Lodge in Montauk, New York on Aug. 25 for the Save the Last Sharks event, a special evening to raise awareness and funds for Oceana’s new Shark Campaign.

Oceana Board Member, Loic Gouzer and Oceana supporter Mikey DeTemple hosted the evening. Liev Schreiber, Naomi Watts, Georgina Bloomberg, Colby Jordan and Alberto Mugrabi, Xin Li, Kevin Ulrich, Bill Powers and others enjoyed specialty cocktails and a family style dinner overlooking the beach.

Guests learned that several sharks and their relatives are under threat. A major cause is the demand for shark fins. Every year, fins from as many as 73 million sharks end up in the global fin trade. Oceana’s Shark Campaign is the first step in a global effort to help save these majestic, vital animals from the recklessness of irresponsible shark fishing.

The event’s silent auction raised nearly \$300,000 to help Oceana protect sharks around the world.

Photographs: ©Guest of a Guest



Loic Gouzer, Mikey DeTemple, Kevin Ulrich



Justin Burkle, Mica Marder, Kalie Burkle, James Katsipis and Bella Ornaf



Xin Li



Ami Masuda and Naomi Watts

AN EVENING ON LAKE GENEVA

In Geneva, Switzerland this September, Oceana Board Members Loic Gouzer and Kristian Parker introduced 75 enthusiastic guests to Global Fishing Watch, a new tech platform allowing anyone with an internet connection to track fishing activity worldwide.

The evening began on the terrace of yacht club Société Nautique, where guests enjoyed the sunset over Lake Geneva, and continued with a thoughtful welcome from Philippe and Loic Gouzer. Swiss writer Joël Dicker addressed the guests, reflecting on the oceans’ significance. During dinner, Kristian Parker and Lasse Gustavsson spoke about Oceana. Google’s Brian Sullivan presented Global Fishing Watch, the result of a partnership between Oceana, SkyTruth and Google.

The warmest response was given to 15-year-old Josh Ophir, who donated his bar mitzvah money to Oceana, citing the importance of Global Fishing Watch.

[Read more about Josh Ophir's generous donation on page 19.](#)



Executive Director of Oceana in Europe Lasse Gustavsson



Joël Dicker and Philippe Gouzer



Google Senior Program Manager Brian Sullivan

Photographs: ©Oceana/Miguel Bueno

RICK MOONEN’S CIOPPINO FRA DIAVALO

Serves 6

INGREDIENTS:

BASE

- 1/4 cup olive oil
- 2 chopped onions
- 2 chopped celery ribs
- Handful parsley stalks
- Tied in a square of cheesecloth: 3-4 thyme sprigs, 1 small bay leaf, 1 teaspoon dried oregano, 1 teaspoon white peppercorn
- 5-6 chopped garlic cloves
- 1 cup chopped leeks (white and light green parts)
- 3/4 pound sliced mushrooms
- 1 cup dry white wine
- 1 cup canned tomatoes (Pomi preferred)
- Coarse salt and ground white pepper to taste
- 4 cups fumet (See following fumet instructions)

FUMET

- 1 large onion, thinly sliced
- 2 large shallots, thinly sliced
- 2 celery ribs, thinly sliced
- Stalks and fronds from 1 fennel bulb, thinly sliced (optional)
- 2 tablespoons olive oil (optional)
- 3 pounds fish frames and heads
- 1 cup dry white wine
- 3 cups water
- Coarse salt to taste

SHELLFISH

- 12 Littleneck clams, scrubbed
- 1/2 pound sea scallops, remove tough bits
- 1/2 pound medium (31-35) shrimp, shelled, tails on and deveined
- 1 pound mussels, scrubbed and debearded
- 1 pound lump crabmeat
- 1/2 cup chopped fresh parsley

ADDITIONAL

- 1 pound linguine

DIRECTIONS:

FOR THE BASE:

Heat a large, heavy pot over medium-high heat, pour in the oil and add the onions, celery and herb bouquet. Sauté, stirring often, until

the onions start to soften, about 5 minutes. Add the garlic and leeks and sauté until the garlic is fragrant, about 30 seconds. Add the mushrooms, season with salt and white pepper and sauté until the mushrooms have softened and are starting to release their juices, 3 to 4 minutes. Pour in the wine and bring to a boil. Boil for 2 minutes, to cook off most of the alcohol. Add the tomatoes and fumet and bring to a boil. Reduce the heat and simmer for 15 minutes. Turn off the heat and let rest for 30 minutes to 1 hour before proceeding, or make the base a day ahead and refrigerate. Either way, take the bouquet out after it’s cooled.

FOR THE FUMET:

Layer the onion, shallots, celery and fennel in a wide stockpot. Drizzle with olive oil. Take out your heaviest knife and chop into the spine of the fish frames, on both sides, in about 2-inch intervals. Wash the heads and frames thoroughly under cold water. Season the frames and heads with salt and set them on top of the vegetables.

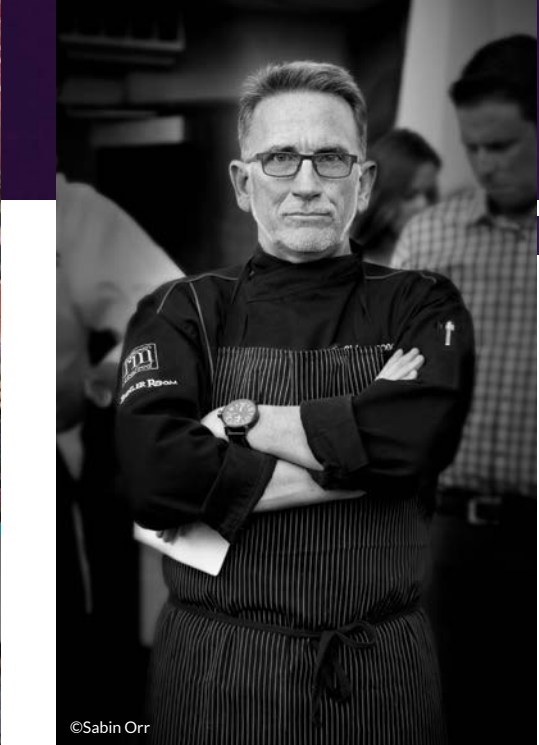
Cover the pot and set it over medium-low heat. Sweat the aromatics and bones for about 15 minutes, until the bones are just opaque. Add the wine and water—the liquid should barely cover the bones—and bring to a simmer. This will take about 12 minutes. When you have a slow simmer, set the timer for 15 minutes.

Cover the pot and take it off the heat. Let it sit for at least 1 hour. Strain, pushing down on the solids to get all the liquid out of them. Makes about 4 cups.

FOR THE SHELLFISH:

Bring the base back to an active simmer over medium-high heat. Add clams and simmer for 2 minutes. Add scallops and shrimp, bring back to a simmer and cook for 1 minute. Stir in the mussels and cook until the mussels open, another minute or so. Stir in the crabmeat and parsley. Meanwhile, boil a large pot of salted water and cook the linguine until al dente.

Drain pasta and divide among six soup plates. Ladle the cioppino on top and serve right away.



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Chef Rick Moonen is renowned both for award-winning cuisine at rm seafood and Rx Boiler Room, his two Las Vegas restaurants, and his reputation as the “Godfather of Sustainability.” He generously shared with Oceana his recipe for Cioppino Fra Diavolo—a “hearty main course” stew, he said—a dish that combines his passions for gastronomy and responsibly sourced seafood.



Courtesy of Rick Moonen

CHOOSING FISH FOR THE FUMET

The best fish for fumet are snapper, grouper, sole, flounder, turbot, halibut, striped bass, black sea bass, mahi mahi or rouget. Chef Moonen recommends snapper, but advises caution when choosing the fish.

“American red snapper, even wild caught, is on the Monterey Bay Aquarium Seafood Watch list of fish to avoid. But there are other options, like black snapper or Pacific snapper.”



School of blue tangs, South Water Caye, Belize

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Seal spotted in the port of Thyboron,
Jutland Bank, Denmark

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