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OCEANA is the largest international advocacy organization focused solely on ocean conservation. We run science-based campaigns and seek to win policy victories that can restore ocean biodiversity and ensure that the oceans are abundant and can feed hundreds of millions of people. Oceana victories have already helped to create policies that could increase fish populations in its countries by as much as 40 percent and that have protected more than 1 million square miles of ocean. We have campaign offices in the countries that control close to 40 percent of the world's wild fish catch, including in North, South and Central America, Asia, and Europe. To learn more, please visit www.oceana.org.

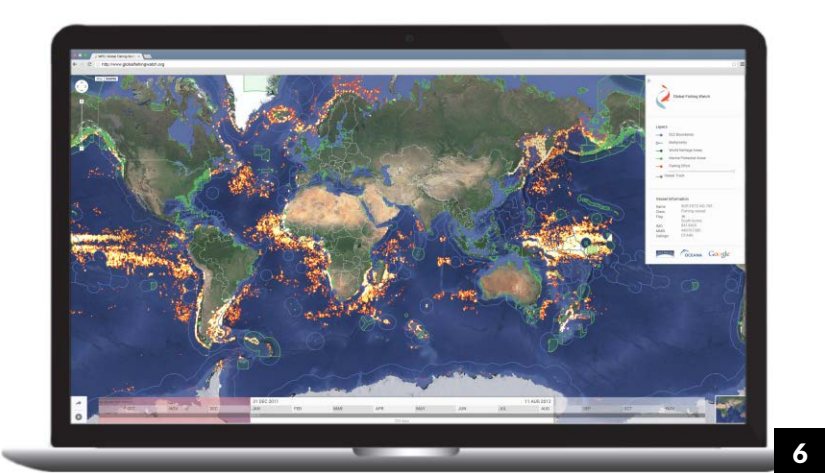
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ON THE COVER:

Nineteen of the world's top chefs gather to save the oceans, feed the world.

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OCEANA Protecting the
World's Oceans

Welcome Global Fishing Watch

Dear Friend:

In 2010, a U.S. fishing boat using a drift gillnet to catch swordfish in the waters off southern California caught two sperm whales. In one day. Sperm whales are an endangered species. One was dead and the other was released but not likely to survive the physical trauma of being captured in a submerged net. Meanwhile, the fishery continued and fourteen more sperm whales were estimated to have been killed that year. In fact, the estimated number of whales killed exceeded what biologists thought the endangered population could handle, but nonetheless the fishery season progressed along without any special management action.

Only the federal fishing agency and the drift gillnetters knew this was going on. It wasn't until two years later that the National Marine Fisheries Service publicly released a report which disclosed the whale kills by the drift gillnet fishery. When the feds finally released the bycatch data, Oceana mapped it and provided it to the public.

This sad story of holding back fishery information from the public is not unique or unusual. On July 17, 2014 fishing boats using gillnets in the waters off the northeastern U.S. caught four common dolphins and four sea turtles. In one day.

Once again, despite the fact that an official U.S. government fishery

observer was on the vessel, it is impossible for the public to know how or why this happened. This is because the majority of information collected about commercial fishing in the U.S. is kept confidential, even though there may be a government employee on the boat and the information is submitted to the U.S. government. The only reason we know this is because interactions with turtles and marine mammals are reported, in aggregate and redacted form, through obscure government websites (that Oceana staff scour to ensure we have the best information available to influence responsible management).

This is appalling. Fisheries and the oceans are a public resource and we have a right to know what is happening. We need more transparency in the management and administration of our oceans.

Without information, it is hard to describe problems and even harder to develop solutions. A U.S. Supreme Court justice once noted that sunlight is the best disinfectant. It's time that basic information on commercial fishing is broadly and freely disclosed to the public.

Global Fishing Watch, a joint project of Google, SkyTruth and Oceana, is a path-breaking example of this satellite information concept. Our prototype proves that it's possible for everyone in the world with an Internet connection to have near real time information on

the activities of many of the world's largest and most aggressive commercial fishing vessels. Google, Oceana and SkyTruth demonstrated this tool at the World's Parks Congress in Australia late last year. You can learn more about it in this issue of Oceana and by visiting globalfishingwatch.org. We are now seeking the funds necessary to present this information to everyone in the world, for free.

For the oceans,

Andrew Sharkey



OBAMA ANNOUNCES SEAFOOD FRAUD RECOMMENDATIONS

In March, President Obama's Task Force on Combating Illegal, Unreported, and Unregulated Fishing and Seafood Fraud released its recommendations for combating seafood fraud and pirate fishing. Seafood fraud, which refers to any number of issues in the seafood supply chain such as substituting one seafood species for another or misrepresenting species by replacing wild-caught fish with farmed, directly threatens ocean ecosystems and can cause health issues for people. The plan calls for international and domestic measures to ensure that all seafood sold in the United States is legally caught and honestly labeled including better enforcement, more collaboration among government agencies, more transparency and greater traceability of our seafood.

Oceana has led the charge on stopping seafood fraud. A 2013 nationwide Oceana study found that 33 percent of more than 1,200 fish samples were mislabeled, and a similar 2014 Oceana study found that shrimp was misrepresented in 30 percent of 143 tested samples purchased in the Gulf of Mexico, Washington, D.C., New York City and Portland, Oregon. The reports led to public outcry about lax regulations on imported seafood and increased pressure on the federal government to address the problem.

Oceana provided official comments to the President's Task Force as it was developing its recommendations and submitted comments on the draft recommendations in January.





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Chile Bans Bottom Trawling on Seamounts

In February, Chile became the first country to protect all seamounts in its waters by implementing a permanent bottom trawling ban. This is the final step of a process that began in 2009 when Oceana proposed to amend the Chilean Fisheries Law to protect all vulnerable marine ecosystems in Chile, including the immediate and precautionary closure of all seamounts to fishing gear that may have irreversible or long-term impacts on the seabed. The bill drafted by Oceana and

sponsored by five senators was passed by National Congress in 2013. After two years, the Undersecretary of Fisheries issued the necessary regulation to implement this protection, which maps all seamounts and bans bottom trawling on seamounts forever.

Chile has a total of 117 seamounts in its national waters. Four of them are located inside the Motu Motiro Hiva marine park, a fully protected no-take zone of 150,000 square kilometers that was established in 2010 following a proposal by Oceana and National Geographic.

EU Adopts Protections for Deep-Sea Sharks and Habitat

The European Union's Council of Fisheries Ministers has voted in favor of adopting a zero total allowable catch for 20 vulnerable deep-sea shark species in the Canary Islands and Madeira waters, where deep-sea sharks are still being fished. Oceana works to protect

shark species around the world.

In addition, 10 new deep-sea habitats, like glass sponges, gorgonian gardens, cold-water coral reefs communities and more, were added to a list of vulnerable marine ecosystems in the Northeast Atlantic. With this, Oceana reached its goal to add 10 new deep-sea habitats to vulnerable marine ecosystem lists.

Western Atlantic Bluefin Tuna Protected

Atlantic bluefin tuna, among the most valuable and threatened seafood species, have gained new protections under a U.S. federal rule amendment that was supported by Oceana. The amendment closes off part of the Gulf of Mexico and Atlantic waters off North Carolina from longline fishing during the spring spawning season. In addition, the rule places strict limits on bluefin tuna bycatch

and requires video cameras aboard longline fishing vessels to improve data collection and monitoring.

A favorite sushi fish as well as an important top predator in the marine ecosystem, the Atlantic bluefin tuna population has declined by more than 80 percent in recent decades due to overfishing, including as bycatch on longlines set to catch swordfish. Oceana has worked to end overfishing and reduce bycatch for over a decade.

Spain's Chella Bank Protected

Oceana conducted three scientific expeditions to Chella Bank, a seamount located in the Alboran Sea 19 kilometers from the coast of Spain. Following campaigning by Oceana, the Spanish government decided to create a marine protected area to preserve the seamount in late 2014. The seamount and its surrounding area are now part of the Natura 2000 Network, the system of terrestrial and marine protected areas throughout Europe.

Chella Bank is a biodiversity hotspot. It's home to more than 40 protected species, such as cetaceans, gorgonians, corals and sponges, together with several species listed as threatened by the International Union for the Conservation of Nature, including the angular roughshark and the gulper shark, among others. In addition, the seamount is an important nursery for commercial species like the common hake. During their expeditions aboard the Oceana Ranger, Oceana's scientists documented sensitive and vulnerable habitats and discovered a new species of glass sponge (*Sympagella delauzei*).

President of the Philippines Strengthens Fisheries Law

In early 2015, the president of the Philippines Benigno Simeon Aquino III allowed amendments to the Philippine Fisheries Code to become law. The action averted sanctions by the European Union that would have banned fisheries imports from the Philippines due to illegal fishing activity. The updated regulation increases financial penalties for violating fishing laws, such as illegal fishing within the 15-kilometer municipal waters reserved for smaller-scale fishermen, damaging habitat and using unlicensed gear. The amended Fisheries Code also calls for vessel monitoring systems to help officials identify commercial fishing boats that are operating illegally.

In 2014, the European Union — the Philippines' biggest export market — issued a "yellow card" warning to the Philippines for not meeting standards on fishing practices and not fighting illegal, unreported, and unregulated fishing.

OCEANA Protecting the World's Oceans

1 OCEANA LAUNCHED A NEW LOGO AND WEBSITE, including the addition of an international site, in early 2015. The website reflects Oceana's increasing international presence and highlights Oceana's campaigns to save the oceans and feed the world.

2

SIMON SIDAMON-ERISTOFF WAS ELECTED CHAIRMAN

of Oceana's board of directors, replacing Dr. Kristian Parker. Sidamon-Eristoff is a lawyer with Kalbian Hagerty LLP in Washington, D.C., and served as secretary of the board since 2008. Valarie Van Cleave was elected vice chair of Oceana's board after serving as treasurer since 2010. María Eugenia Girón replaces Van Cleave as treasurer of the board; James Sandler, a founding board member of Oceana, moves into the role of secretary; and Keith Addis remains as president of Oceana's board of directors.



3

OCEANA BEGAN A NEW CAMPAIGN to halt Puerto Azul, a proposed luxury resort in Belize that would involve developing a Formula One-style racetrack, an international airport on the reef, golf course, hospital and more within the Lighthouse Reef Atoll. Lighthouse Reef is home to the Great Blue Hole, a World Heritage Site, and is a part of the Mesoamerican Barrier Reef System, the largest barrier reef in the western hemisphere.

4

THROUGH A FREEDOM OF INFORMATION ACT REQUEST, Oceana uncovered a letter from Shell oil company to the U.S. government seeking more time to drill exploration wells in the U.S. Arctic Ocean. Despite a disastrous recent history of attempting to drill in the Arctic, Shell requested that the government bend its own rules and extend the company's leases in the Arctic Ocean.

5

OCEANA OFFICIALLY LAUNCHED IN THE PHILIPPINES in November 2014 and kicked off operations with a fisheries-focused conference, "The Road to Sustainable Fisheries Governance." It was the first time ever that government, academia, business, NGOs, fishers and citizens convened to discuss the state of fisheries in the Philippines. In early 2015, Oceana launched its campaign to end illegal fishing in the Tañon Strait, the largest protected area in the country.

Q&A:

LASSE GUSTAVSSON

In 2014, Oceana welcomed Lasse Gustavsson as the new senior vice president and executive director for Oceana in Europe. Gustavsson's enthusiasm for oceans shows in his ambitious goals for European oceans and seas.



© Norman Lleses

You've had a lifelong commitment to conservation, working for WWF and Greenpeace before coming to Oceana. How does it feel to be working exclusively on oceans after spending a long time on lots of different campaigns?

It feels great! Just like Oceana I am obsessed with impact at scale and after many years as an executive in big NGOs I wanted to get closer to where the action is. Oceana has a sharp focus and a convincing strategy. I was born in a small town on the Swedish west coast and I spend my childhood in the harbours and on the beaches. I am an oceans guy. The last 10 years I have said many times, if I can only work on one conservation challenge it's fisheries for two reasons: It is where my heart is — I love the oceans and I love fish and seafood — and it can be done!

What have you learned about oceans that you didn't know

before you started working for Oceana?

I was blown away by a number when I read Andy's "The Perfect Protein." The fact that we can provide an additional 250 million seafood meals from the oceans per day by conserving the most productive parts of the world's ocean is amazing.

What do you think are the biggest challenges for Europe's oceans and seas?

European seas are seriously mismanaged. The European economy is not doing great and European politicians therefore have a very aggressive jobs and growth agenda. I think the only successful way forward for Oceana will require our conservation proposals and solutions, not only benefitting the marine environment, but they also need to be pro-people, pro-jobs and pro-fishing. The good news is that in the oceans well designed protection benefits production so there is no conflict between

conservation and sustainable fisheries. After all, we want more biodiversity in the sea and more fish on people's plates.

Tell us about your plan to make Europe a net exporter of fish by 2020.

Historical data from the North Sea indicates that we could potentially double the harvest once we have protected important habitats and recovered the fish stocks. Sustainable fisheries at maximum sustainable yields would increase not only the catches, but also the number of jobs in the fishing industry and associated industries.

Picture yourself on the Oceana Ranger. What's the one sight you want to see?

I love seals more than any other marine mammal and I have never seen a monk seal. A monk seal sighting would make me very happy!



PROTECTING THE OCEAN

In the Philippines, a commercial fishing ship illegally fishes in coastal waters designated for local subsistence fishermen.

In Peru, a ship with a revoked license is out on the water again.

And in Canada, a captain who falsified his ship's digital identifying information is fishing underneath the radar.

Hundreds of thousands of commercial fishing ships dot our oceans, and lack of accessible information about their

activity has impeded our ability to regulate what really happens out on the open sea and to protect vulnerable fish populations and the people who depend upon healthy marine ecosystems to feed their families. But now, big data, that hallmark of the digital age, could help to finally bring transparency to global fishing and to shine a light on all of these illegal commercial fishing actions.

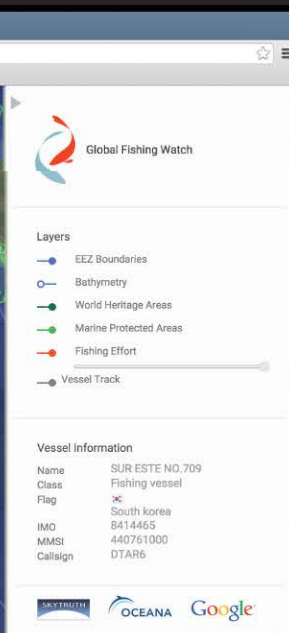
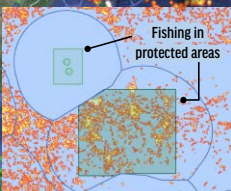
Oceana has partnered with SkyTruth and Google to produce Global Fishing Watch, an unprecedented, online, open-access fishing data clearinghouse that will make it possible for governments, fishery managers,

WATERS

what foreign fishing are complying with to monitor fishing (EEZ). EEZs varies for individual fishing laws. Ships cases – subject to citizens to ob- the ocean bound-

WATCH OVER PROTECTED AREAS

With GFW, the public can advocate to protect important marine habitats they care about. While fishing is legally restricted within the Phoenix Island Protected Area (PIPA) of Republic of Kiribati, GFW reveals that fishing activity inside the protected area is occurring at a high level and is, in fact, indistinguishable from fishing activity outside the area. GFW allows citizens to demand that their governments enforce the laws and stop illegal fishing activity in marine protected areas like PIPA, demanding enforcement of fishery policy while promoting accountability among regulators.



TRACK INDIVIDUAL VESSELS

Using AIS, GFW can track a fishing vessel anywhere it goes. The tool also provides identifying information about each mapped vessel, including name, type and home country. For example, GFW can identify a Korean vessel fishing off the coast of New Zealand. New Zealand citizens can track this vessel and other foreign vessels in their MPAs and EEZs and put pressure on policymakers to manage access to national waters appropriately. GFW also allows the public to monitor the activity of "black-listed" vessels, so that users can help confirm whether frequent violators are fishing legally or illegally.

MEANS WITH BIG DATA

by Suzannah Evans

activists and citizens to identify and report illegal, unregulated and unreported (IUU) fishing. Oceana and its partners demonstrated a prototype of Global Fishing Watch in 2014. The final version, with near real-time data tracking fishing ships around the world, is slated to be launched as soon as funding is secured.

"Global Fishing Watch is a real breakthrough for protecting the oceans. For so long illegal fishing was 'out of sight and out of mind' because of the massive size of the oceans and our limited ability to see over the horizon," said Jackie Savitz, vice president for U.S.

oceans for Oceana.

HOW DOES IT WORK?

Commercial fishing ships use the Automatic Identification System (AIS) network primarily for safety reasons. Like a GPS system, AIS tracks a ship's location to help prevent ship collisions. Global Fishing Watch uses the AIS information to determine its speed and trajectory. Then it uses an algorithm to predict whether a ship is fishing. The prototype version using 2012-2013 data initially comprised 3.7 billion data points and >>

“We know that Global Fishing Watch is going to be an effective tool in our ocean-protection toolkit in coming years,” Savitz said. “This is just the beginning.”

covered the movements of 111,374 vessels. To focus in on known fishing vessels, the team narrowed that enormous data set to 3,125 vessels that it confirmed to be fishing ships, still leaving 35 million data points to work with. Those were shown in the prototype’s unique user interface as bright yellow flashpoints stretching across the planet.

The public version of Global Fishing Watch will improve upon the prototype in a number of ways. First, it will offer near-real-time tracking, showing fishing ship information that is updated to less than a week of the current time. It will offer more satellite coverage, too, as the number of satellites tracking AIS data will increase from two in 2012 to 14 or more by the end of 2015. Vessels using AIS release location data up to 30 times a minute, and by the end of 2016, all of that data should be captured by satellite.

In other words: “We will be able to verify whether or not a vessel is accurately reporting the location of its catch — a requirement for traceability and for certification programs, for example,” said Savitz.

But the system is not perfect. Fishermen may try to cheat the system by using fake identification data or shutting down AIS altogether. Savitz isn’t too worried. “The beauty of Global Fishing Watch is that it can detect abnormal behavior. Plus, increasing traceability requirements can help determine whether catch documentation

is accurate — a reason for fishermen to keep their AIS turned on. And no matter what, shining a light on illegal fishing is going to have an effect that’s positive for the oceans,” she said.

Global Fishing Watch represents a major step forward in worldwide fishery management, said Savitz. Everyday citizens will be able to watch a ship on Global Fishing Watch and know if it’s passing into a protected area or appears to be fishing in another country’s exclusive zone. SkyTruth, Oceana’s partner organization along with Google, has made its mission to use publicly available satellite data to uncover environmental damage including documenting the extent of the 2010 BP oil spill in the Gulf of Mexico.

“We know that Global Fishing Watch is going to be an effective tool in our ocean-protection toolkit in coming years,” Savitz said. “This is just the beginning.”

TO LEARN MORE ABOUT GLOBAL FISHING WATCH, VISIT WWW.GLOBAL-FISHINGWATCH.ORG OR READ OCEANA’S REPORT, WWW.OCEANA.ORG: FREE WORLDWIDE INFORMATION FOR CITIZENS SEEKING EFFECTIVE ENFORCEMENT OF OCEAN CONSERVATION LAWS, AT WWW.OCEANA.ORG.

WHO CAN USE GLOBAL FISHING WATCH?

Citizens who want to hold their government fishing agencies accountable for managing an abundant ocean

Regional Fishery Management Organizations who want to identify which fishing vessels are engaged in suspicious activity

Independent Fishery Certification Organizations who want help in validating claims by commercial fishing fleets that they are complying with fishing rules or certification standards

Scientists who want to monitor and track changes in fishing pressure, both globally and in areas of special biological or commercial interest or vulnerability

Advocacy organizations who seek to determine whether changes in fishery laws and/or rules are necessary to assure responsible and sustainable fishing by the world’s commercial ocean fishing fleets

Sustainable seafood distributors and retailers seeking to assure that their suppliers are indeed conducting themselves honestly and in compliance to fish responsibly

Governments wanting help in identifying potentially illegal fishing activity by specific vessels

Fishery agencies seeking to identify areas of the world’s oceans that are good candidates for increased protection

WHY DOES ILLEGAL, UNREPORTED AND UNREGULATED (IUU) FISHING MATTER?

The oceans are vital as a source of both food and livelihoods. Over 90 percent of the world's fisheries are fully exploited or overfished, meaning that they could collapse under increased fishing pressure.

IUU fishing is an additional strain on already overtaxed fish populations. Fishing in protected areas, ignoring quotas, catching prohibited species or falsifying catch reports results in an estimated 11 to 26 million tons of fish caught every year worth up to \$23 billion in economic losses. Oceana has campaigned against IUU fishing for years, including fighting for additional fishery observers and reporting IUU fishing documented from the Ranger, Oceana's research vessel. Global Fishing Watch provides an opportunity to vastly scale up the fight against IUU fishing.



© Gavin Parsons

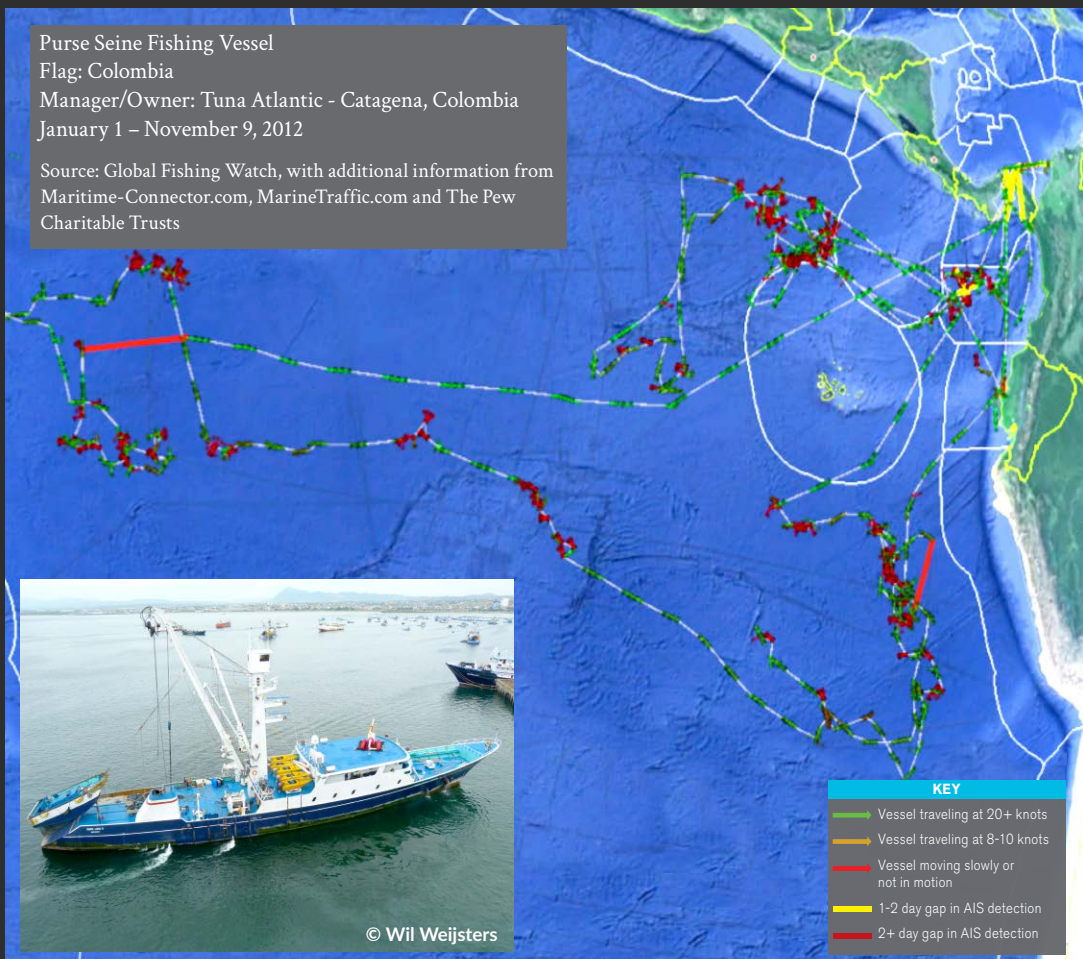
THE STORY OF THE MARTA LUCIA R

The Marta Lucia R is a Colombian fishing ship that uses purse seine nets, or weighted dragnets that hang vertically in the water and can be drawn closed with a line running through rings at the water's surface. Seiners like the Marta Lucia R were infamous in the last century for catching dolphins along with schooling tuna. These days, seiners are restricted on where and what they can catch.

The Marta Lucia R has been blacklisted for illegal tuna fishing in closed seasons by multiple fishery regulatory organizations since 2006. The Colombian government has requested its removal from blacklists, promising that the vessel would comply with regulations. The government also claimed that the vessel was in port in Cartagena while Global Fishing Watch data suggested that it was actually in Ecuadorian waters over 100 miles away. Data like these can be used to pressure governments to keep better watch over fishing vessels in violation of international agreements.

Purse Seine Fishing Vessel
Flag: Colombia
Manager/Owner: Tuna Atlantic - Catagena, Colombia
January 1 – November 9, 2012

Source: Global Fishing Watch, with additional information from Maritime-Connector.com, MarineTraffic.com and The Pew Charitable Trusts



© Wil Weijsters



CANADA: A NATION BUILT ON FISH

by Suzannah Evans

Few countries have histories as closely tied to the oceans as Canada. The northern nation has the world's longest coastline traversing three of the world's five oceans: the Atlantic, the Pacific and the Arctic. And its history brims with moments that are defined by its relationship to the oceans. The centuries-long search for the Northwest Passage brought many of the first European explorers to Canada's shores. The abundance of marine life, too, was a key factor in the age of exploration; the first English settlement in Newfoundland at Cuper's Cove in the early 1600s survived largely on the abundance of cod. Indeed, these bottom-dwelling fish would support one of Canada's earliest and longest-running industries. Fisheries like this helped to build modern Canada. Canada also has a large indigenous population including many for whom marine resources remain an integral part of their economy and culture.

Today, Canada has one of the world's biggest fishing economies. The commercial fishing industry employs 80,000 people and generates nearly \$7 billion (CAN) for the nation in both wild capture and aquaculture fisheries. Recreational fishing, too, is a major economic force, contributing nearly \$9 billion to the Canadian economy each year.

But Canada's recent fishing history has been marked by one of the most famous fishery collapses in modern times. In 1992, the cod population on Canada's northeast coast collapsed under fierce fishing pressure to less than one percent of its historic high. A 500-year-old industry that supported the colonizing and thriving of Canada as a nation was gone in what seemed like a blink of an eye, though warning signs and partial collapses had been evident for decades. More than 20 years later, northern cod have not returned to healthy levels. It is one of the famous cautionary tales taught to marine resource managers and ocean conservation advocates.

Canada faces other fishery management challenges. Atlantic salmon populations have dropped to precipitously low numbers. Many Pacific salmon stocks are also under stress, and the addition of salmon farms in British Columbia has added another potential source of ocean pollution and threats to the native habitat. Less than one percent of Canada's oceans are protected through officially designated marine protected areas. >>



Coastline in Tofino, British Columbia

© iStock.com | Dan Bannister



Given Canada's historic ties to fisheries and oceans, however, Josh Laughren is optimistic about turning Canada into a leader on ocean conservation. The native of northern Ontario was selected this year to become the executive director of Oceana Canada. Before joining Oceana, Laughren worked for WWF-Canada on fishery and climate change campaigns since 1997.

"Canada has all the raw materials to restore the health of our oceans," Laughren said. "We have vibrant coastal communities, a sophisticated fishing industry, a dedicated community of activists, world class scientists and a shared understanding of both the importance of the oceans and the cost of mismanagement. That's what you need. So let's grab that. That's what I see as the opportunity with Oceana coming to Canada."

Canada's cold waters are also home to some of the world's most magnificent marine wildlife. Orca, beluga, humpback, minke and blue whales share the ocean with giant octopi that can have arm spans up to 30 feet, three species of sea turtle and more than 400 species of fish. Polar bears wander the northern coastlines alongside walruses and gray seals.

But as Laughren noted, while much has been learned from past collapses, much remains to be done. "We don't have comprehensive marine planning to make sure we're protecting those unique areas: biodiversity hotspots, nursery areas for fisheries, important areas for whales and seabirds," Laughren said. "Many policies to reduce bycatch or protect habitat remain either unimplemented or in draft form." And perhaps most importantly for those who rely on fisheries, Laughren points to the lack of recovery targets for stocks that remain well below their potential: "More than 20 years after the collapse of cod and groundfish stocks off the Atlantic coast, we still don't have a recovery plan."

Oceana officially launches in Canada this summer. Canada joins Oceana's cohort that now include the European Union, the United States, Chile, Spain, Denmark, Belize, the Philippines, Brazil and also new in 2015, Peru.



MEET JOSH LAUGHREN

Canadian native Josh Laughren has a long record of marine conservation in the country with the world's longest coastline. In 1997, he joined WWF-Canada and led development of the organization's marine program. During the ten years he worked on Canadian oceans, Laughren and his team racked up an impressive series of victories including protecting endangered right whales from cargo ships and supporting new legislation to protect wildlife from the illegal dumping of bilge oil. In recent years, Laughren also worked as WWF-Canada's director of communications and director of the organization's climate and energy program.





HOPE FOR THE PHILIPPINES

An island nation aims for sustainable fisheries

by Suzannah Evans

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A conference room decked in soothing earth tones in Quezon City, the largest city in the Philippines and part of the bustling metropolis of greater Manila, couldn't seem farther from the thousands of crescent beaches and shallow coral reefs where more than 1.3 million Filipinos work as small-scale fishers. Yet in this conference room, last November, a landmark event took place. For the first time in the country's history, a group of people met who could make a lasting change in the lives of the Philippines' subsistence fisher families at Oceana's Road to Sustainability Fisheries Governance conference.

In that room were government representatives, fisheries regulators, fishers, law enforcement officers, scientists and representatives of the justice system and the business community who had convened to talk about national fishery issues in the Philippines. They were brought together by Gloria Estenzo Ramos, the executive director of Oceana's newly launched campaigns in the Philippines, and the conference doubled as a launch event for Oceana Philippines.

"I really believe in partnership, in collaboration, with the various actors," said Ramos,

an environmental lawyer. "It was a great launch because everybody was together."

The Philippines is home to some of the world's most biodiverse oceans, and its more than 7,000 islands are ringed with once-productive coral reefs. But overfishing has taken its toll. More than 75 percent of Philippine fisheries are depleted, which could have disastrous effects for the 8 million citizens who depend on fisheries for their livelihoods. A major obstacle for restoring healthy oceans in the country is a lack of enforcement of fishing laws, said Ramos. >>



“Even our national fisheries agency has said that 10 of the 13 major fishing grounds are overfished,” she said. “We know why. We have very good laws, we have fisheries codes, but because of weak enforcement due largely to intervention by politicians, overlapping of functions by various government agencies, and also lack of awareness of the people, it’s almost like the fisheries will collapse if we allow things to continue.”

Ramos senses that Oceana’s arrival in the Philippines comes at a fortuitous time. Last year, the county received a yellow card from the European Union because of its failure to fight illegal fishing. The rebuke by the E.U. has led to the political willpower to strengthen the country’s fisheries code.

This political willpower is essential, Ramos said, because “the culture of impunity is so strong they forget there is a law.” In her years as an environmental lawyer for the Philippines Earth Justice Center, Ramos

witnessed how creating a framework for enforcement is key. “When we file cases and use the beautiful laws we have, the government is forced to settle and promise to do something about it,” she said. “Right now I can see we’re making headway. They know we’re serious.”

Ramos has big plans for Oceana Philippines. Enforcement of existing fisheries law and the amendment to the fisheries code is at the top of her agenda, and was one of the reasons why law enforcement officials were essential participants in the Road to Sustainability Fisheries Governance. She plans to work with the national fisheries agency to expand protected areas for sardines, an important food fish, in both northern and southern regions of the country.

Expanding on Oceana’s work in other countries, like Belize, Ramos wants to ban destructive bottom trawlers that tear up

marine habitats, as well as improve enforcement of the ban on dynamite fishing by working with companies that sell the powdered ammonia nitrate that is used in the dynamite. She’s also considering launching a scientific expedition in a part of Luzon, the northernmost region in the country, with 90 percent coral coverage that should be legally protected.

An ambitious agenda? Sure. But Ramos isn’t daunted. She’s encouraged by the strong response to the Road to Sustainability Fisheries Governance conference and in early 2015, the successful convening of the first ever Tañon Strait Protected Area Management Board, as well as a collaborative relationship with leadership in the national fisheries agency.

“These are our big projects and we are confident that some big steps can be taken to stop all of these very destructive practices that are happening in the country,” she said.



THE PHILIPPINES HAS 7000+ ISLANDS

HOME TO 1.3 MILLION SMALL-SCALE FISHERMEN

8 MILLION RELY ON OCEANS FOR THEIR LIVELIHOODS

75 PERCENT OF FILIPINO FISHING GROUNDS ARE DEPLETED

© OCEANA | Jenn Hueting

“Even our national fisheries agency has said that 10 of the 13 major fishing grounds are overfished already,” she said. “We know why. We have very good laws, we have fisheries codes, but because of weak enforcement due largely to intervention by politicians, overlapping of functions by various government agencies, and also lack of awareness of the people, it’s almost like the fisheries would be in a state of collapse if we allowed things to continue.”

INTRODUCING GLORIA ESTENZO RAMOS



© OCEANA | Jenn Hueting

Gloria Estenzo Ramos brings a wealth of experience to her position as the vice president of Oceana for the Philippines. Her years of experience as an environmental lawyer with the Philippines Earth Justice Center means she comes to Oceana already well-versed in the environmental issues facing this country of more than 7,000 islands and 100 million people.

Ramos has worked on ocean issues including the prevention of offshore drilling in the Tañon Strait Protected Seascape, the largest protected marine area in the country. She’s excited to turn her attention to sustainable fisheries, which matter keenly to the many Filipinos who make their living fishing in near-shore waters. What inspires her the most is the Philippines’ strong legal system. “Our laws are great,” she said.

FISH TALE

The feisty snow crab rebounds

Snow crab legs are a favorite in kitchens around the world. Demand for the crabs, which live in cold northern waters from Norway to the Bering Sea and beyond, can bring intense pressure upon the crustaceans. But one local fishery has figured out how to increase snow crab catches and maintain healthy populations at the same time.

In the waters off of the Kyoto Prefecture, on the northern coast of Japan, bottom trawlers have been fishing for snow crabs for decades. In the early 1980s, snow crab populations were on the brink of collapse. Fisheries researchers suggested establishing marine protected areas for spawning crabs and ceasing fishing in the spring and fall. After five years of testing small MPAs and seasonal closures, fishermen began to see the benefits: snow crabs were coming back.

Encouraged, fishers supported the establishment of more MPAs. They also voluntarily increased trawl net sizes and started using crab exclusion systems when fishing for other species, such as brown sole. The result? The average catch per boat rose from 54 kilograms a day in 1982 to 287 kilograms a day in 2005. The quality of the catch grew, too, as more careful exclusion of sexually immature crabs allowed them to grow with undamaged shells. The price per kilogram of the snow crabs increased from under \$5 in 1982 to \$20 in 2005.



© WRMS | Fisheries and Oceans Canada

JAPANESE SNOW CRAB

SPECIES

Chionoecetes opilio

LOCATION

Kyoto, Japan

GEAR TYPE

Bottom trawl



© iStock.com | y-studio

REBUILDING ABUNDANCE

The key to the snow crab's comeback was the collaboration between local fishers and researchers from the Kyoto Institute of Oceanic and Fishery Science. As Mitsutaki Makino, a fisheries scientist with the Japanese federal fisheries agency, wrote in a report on the snow crab recovery: Fishers "take pride in compliance and ... believe that no one would violate rules that they create for themselves. Full compliance with the MPAs is achieved virtually without enforcement by the government."

THE END RESULT?

Healthy snow crab populations and happy fishers.



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.

ASK DR. PAULY

© Juan Cuetos

What is IUU?

IUU is a widely used acronym, at least in the world of fishing; it pertains to Illegal, Unreported and Unregulated fishing or catches. This definition of IUU, however, requires that we also define its three components, as they have particular meanings that are slightly different from their meaning in non-fisheries contexts.

Thus, the illegal part of IUU in fisheries refers largely to international law, especially the United Nations Convention on the Law of the Sea (UNCLOS), which makes it illegal for the vessel of a given country to operate without explicit permission (i.e. an “access agreement”) in the 200-mile Exclusive Economic Zones (EEZ) of another country. Thus, the ‘I’ in IUU does not usually cover the vessels of a given country breaking the rules (i.e., fisheries regulations) in their own country’s EEZ.

Similarly, “unreported” fishing generally refers to fishing in the High Sea (the offshore region beyond the EEZs, covering 60 percent of the Earth’s oceans). High Sea fishing, which is not covered by UNCLOS, is partly governed by a small number of Regional Fisheries Management Organizations (RFMOs). An example of an RFMO is the controversial International Commission for the Conservation of Atlantic Tuna (ICCAT), which has earned a dubious reputation for largely failing in the mission implied in its name. RFMOs attempt to regulate the fisheries of their members, mostly distant-

water fishing countries (Spain, Japan, South Korea, the U.S., etc.) by catch quota, that is by setting overall limits of the species in their remit that their members can catch, and allocating the quota among its members. However, member countries can opt out of these decisions and land catches that are not reported to RFMOs. Their catch, in this case, becomes “unreported” (though not “illegal”) — which takes care of the first ‘U’ of IUU.

The second ‘U’ of IUU refers to “unregulated,” which itself refers to fishing vessels operating in the High Sea area regulated by a given RFMO without obvious flag or flying the flag of a country that is not member of that RFMO, and thus not bound to its rules (remember: this is the High Sea, where almost anything goes!). The operation and catch of these vessels will be “unregulated.”

The acronym IUU is now widely used, often thoughtlessly — notably by staff of environmental NGOs as synonymous of “illegal.” This is misleading, as not reporting catches and fishing without being regulated by an RFMO is not illegal. In fact, using the term “IUU” instead of “illegal” obscures the fact that the Law of the Sea needs further development, such as to cover the High Seas.

The above definitions of the Us of IUU illustrate the primary concerns of industrial tuna fisheries, as practiced by countries with distant-water,

High-Seas fisheries. However, over 90 percent of the world fishery catches occur not on the high seas. They are instead within the EEZs of maritime countries. This catch is underreported by the Food and Agriculture Organization of the United Nations because the majority of its member countries tend to under-report their catch (for reasons that will have to be explained in another column). This is particularly true for the catches of small-scale coastal fisheries, conducted by millions of artisanal and subsistence fishers, which are usually not reported to the statistical office of their country.

Being perceived as nonexistent both by their national governments and the FAO, and the international community, small-scale fisheries are thus largely unregulated, and thus end up overfishing their resource base.

This is, by far, a more important issue for food security and the conservation of marine biodiversity than the supply of industry-caught tuna to a few rich countries. Thus, because it is loaded with too much baggage and usually used imprecisely, I now avoid the use of eye-you-you, and I urge the reader to do the same.



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© OCEANA | Ángeles Sáez

GLOBALLY-ACCLAIMED CHEFS GATHER TO SUPPORT SAVE THE OCEANS, FEED THE WORLD CAMPAIGN

Nineteen of the world's most critically acclaimed chefs gathered at the Basque Culinary Center in picturesque San Sebastian, Spain to support Oceana's Save the Oceans, Feed the World campaign and pledged to serve healthy forage fish to diners on World Oceans Day on June 8, 2015. Oceana CEO Andy Sharpless, Oceana vice president for Peru Patricia Majluf and Oceana senior vice president and executive director of Europe Lasse Gustavsson spoke to chefs about how cooking with small forage fish like sardines and anchovies can be used to help feed millions of people a healthy seafood meal each day. Oceana board member Maria Eugenia Girón organized and emceed the event and arranged for her friend, famed soprano, Pilar Jurado, to sing. The event and related campaign was conceived by the Spanish creative Jorge Martínez.

The chefs were co-hosted by Andoni Luiz Aduriz (Mugaritz, Spain) and Joan Roca (El Celler de Can Roca, Spain). Other chefs supporting the effort and Oceana include: Grant Achatz (Alinea, USA); Gastón Acurio (Astrid

y Gastón, Peru); Ferran Adrià (el Bulli Foundation, Spain); Juan Mari and Elena Arzak (Arzak, Spain); Alex Atala (D.O.M., Brazil); Massimo Bottura (Osteria Francescana, Italy); José Luis González (Gallery Vask, Philippines); Brett Graham (The Ledbury, UK); Rodolfo Guzmán (Boragó, Chile); Daniel Humm (Eleven Madison Park, USA); Normand Laprise (Toqué, Canada); Enrique Olvera (Pujol, Mexico); René Redzepi (Noma, Denmark); Heinz Reitbauer (Steirereck, Austria); Pedro Subijana (Akelare, Spain); Joachim Wissler (Vendôme, Germany); Ashley Palmer-Watts (Dinner by Heston Blumenthal, UK) and more.

The chefs endorsement of Oceana was widely covered in press in Spain and in wire services worldwide — including articles in El País, Associated Press, AFP and more. As a next step, the chefs will work with Oceana's country vice presidents in support of Oceana's policy goals. See perfectprotein.oceana.org to see a documentary featuring the chefs and for more information.



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JUNIOR OCEAN COUNCIL MEETS IN LONDON

The Junior Ocean Council staged Fashions for the Future at Phillips Auction House in London on March 19 for 400 of London's fashionable set. Co-chaired by Stephanie Bilet and Pixie Geldof, the evening successfully linked sustainable fashions to ocean conservation as celebrities and marine conservationists strutted down the catwalk. CEO Andy Sharpless captivated the crowd and emphasized that our future doesn't have to be a grim story: We can save our oceans by making smart choices from the food we eat to the clothes we wear.

Left to Right: Ben Goldsmith wearing sustainable fashion; model wearing sustainable fashion; Co-chairs Stephanie Bilet and Pixie Geldof

“For too long, we have turned our back on the world’s oceans, pushing fisheries — and the communities that depend on them — to the brink. The task of restoring the health of our oceans is immense, but with the right resources and locally-developed, science-based policies, we can bring life back to the oceans for the benefit of current and future generations.” -Hansjörg Wyss



OCEANA HONORS HANSJÖRG WYSS AT NEW YORK CITY GALA

Oceana celebrated the recent commitment by Hansjörg Wyss and the Wyss Foundation to help rebuild fisheries at its annual New York City Gala on April 1. Violaine and John Bernbach, Michael R. Bloomberg, Susan and David Rockefeller, Sam and Lynn Waterston, and Katherine Waterston hosted the festivities. The evening highlighted the Wyss Foundation’s \$10 million grant as a key contribution to Oceana’s campaign to Save the Oceans: Feed the World. The benefit included an exuberant auction led by Susan Rockefeller and Toby Usnik, which took place in the beautiful Pool Room at The Four Seasons Restaurant in New York City.

Well-known as a land conservationist, Wyss’ first grant for the oceans will support scientists and policy experts in Canada and Peru who are working toward rebuilding fisheries in these two key countries that account for close to 14 percent of all the wild ocean fish landed by weight. With the addition of these two international offices, Oceana is now active in countries that control close to 40 percent of the wild fish caught in our oceans.

Top Middle: Katherine Waterston, Sam Waterston, Lynn Waterston
Top Right: Dede McMahon, Julie McMahon, Kay Fernandez, Susan Rockefeller
Middle Left: Violaine Bernbach, Diana Taylor, Michael R. Bloomberg, Susan Rockefeller, Hansjörg Wyss, Andrew Sharpless
Middle Right: Roz Zander, Michael R. Bloomberg, Hansjörg Wyss, Christine Schwarzman
Left, Top: Simon Sidamon-Eristoff, Hansjörg Wyss, David Rockefeller
Left, Bottom: Dustin Yellin and Joanna Fisher

HONORING ALEX ROTHWELL AND HIS LEGACY

by Brianna Elliott

Alex Rothwell fell in love with the oceans at a young age. He showed his love for saltwater as a toddler, dipping his toes into the blue water around St. Martin and happily crawling around in the surf and sand. Growing up with his family in Connecticut near the Long Island Sound, Alex spent his life at the coast, fishing, paddle boarding and engaging in just about any coastal activity that comes to mind.

By the time Alex was a teenager, he had swum in waters ranging from the Mediterranean Sea to the Pacific Ocean. On a family trip to Barbados, Alex, who was just four at the time, eagerly parasailed with his dad; at age 10, Alex had been scuba diving in St. John, telling his mom after the dive that they were “the best three hours” of his life. By the time Alex was 13, he had a New York state recreational boating license and was operating small boats by himself.

Not only was Alex adventurous and passionate about life, but he also showed a keen intelligence for a child of his age. He was reading as a toddler, and then went on to skip a grade, compete in regional spelling bee finals and participate in his first internship as a sixth grader with a cartoonist.

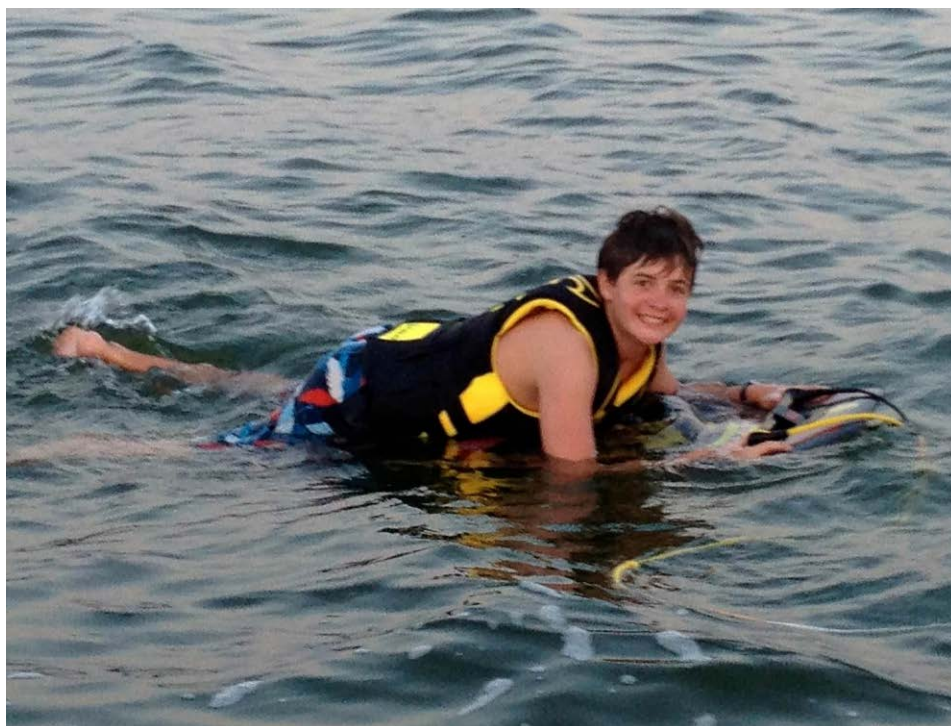
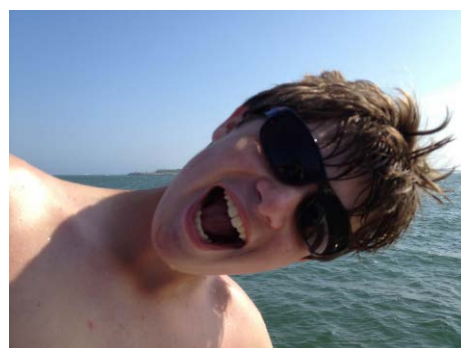
A few years ago, Alex’s parents, Jim and Susan Rothwell, started a tradition where they let Alex and his younger brother, Zach, each choose a charity to donate to each holiday season. Alex, who was just about 10 years old at the time, conducted his own Internet search and chose Oceana.

And so when Alex tragically passed away at the age of 13 in August 2013, the Rothwells requested that all donations be directed to

Oceana, an organization Alex admired and cared about.

“We wanted it to be something that was meaningful to him, that would be something he would care about and would be happy that we were putting resources into. We knew that he loved the ocean and that Oceana was something he believed in,” says Susan Rothwell, Alex’s mother. “If he were still here, he would absolutely be spending time in and on the water.”

Alex’s legacy certainly lives on within Oceana. Since his passing, more than \$20,000 has been donated to Oceana in Alex’s name. Alex is deeply loved and missed by all of those that knew him, and his adventurous nature, sweet soul and passion for life still live on in spirit.



Photos courtesy the Rothwell Family



©Norman Lleses

JOSÉ LUIS GONZÁLEZ'S BURO WITH MAYA-MAYA AND MUSTASA LEAVES

World-renown chef José Luis González, previously of Spain's El Bulli restaurant, now practices his culinary talents in the Philippines, where he incorporates local flair into his dishes at Gallery Vask. González joined 18 other chefs from around the world at Oceana's top chefs event in San Sebastian, Spain this past March, showing his commitment to Oceana's campaign to save the oceans and feed the world by working with local, sustainable seafood. This buro dish incorporates maya-maya, a snapper species, into the recipe.

INGREDIENTS

4/5 cup tinawon rice
 1.5 tbsp rock salt (for fermented rice)
 1 1/3 cup water
 1 tsp white onion (with brunoise knife)
 2/3 tsp ginger (with brunoise knife)
 2/3 tsp garlic (with brunoise knife)
 1 tsp tomato (boiled, peeled and brunoise)
 2 tbsp tomato juice (blended tomato and stained)
 1 tsp buro
 2.2 lbs maya-maya (for fermented maya-maya and crispy skin)
 3.5 tbsp rock salt (for fermented maya-maya and crispy skin)
 2/5 cup mustard leaves
 2 tbsp maya-maya (for pan-seared maya-maya)
 1pc red onion
 2/3 cup/piece salt (for the red onion)
 red onion pickling solution
 2 parts cane vinegar
 1 part water

DIRECTIONS

Cook rice, put on a tray to cool down and season with a lot of salt. Transfer to a container and cover with Japanese paper to avoid insects, and leave outside for three days to ferment. After three days, put in the chiller and set aside. For one portion of buro, sauté first the fish buro, then the rest of the vegetable. Add tomato juice to make it creamy. Season with salt if needed.

Fillet maya-maya and take out skin. Use the skin for garnish, deep fried crispy skin. Set aside in dehydrator. Put the maya-maya fillets in a perforated pan and season with a lot of salt. Put in container where you can cover with Japanese paper and leave outside for three days to ferment. After three days cut with brunoise and set aside.

Use half of mustasa for fresh musta, just cut in the middle and set aside. Put the other half in salt and keep in the chiller. Then, soak in water for an hour on the following day. Set aside in separate containers.

Season maya-maya with salt. Sear in pan until you have a golden brown skin and finish in the oven at 284° Fahrenheit for one minute or until it's cooked at 113° Fahrenheit.

Soak the onion in 10 percent saltwater solution overnight. Drain the cover with salt for eight hours. Wash the onion, then vacuum pack in pickling solution.

Put fermented rice on one side of the plate. Put four pieces of red onion pickle around the rice, then the fish on top of the rice. Put the fresh mustasa and fermented mustasa on the side of the fish. The crispy skin goes on the other side of the fish.



A fisherwoman sustainably harvesting clams at low tide in Caleta San Pedro, northern Chile.



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**Fin whale (*Balaenoptera physalus*)
jumping in Algeciras Bay, Cádiz**



© OCEANA | Carlos Suarez

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