



# OCEANA

FALL 2011 | [oceana.org](http://oceana.org)

## A NEW ROLE

Diane Lane at Oceana's  
SeaChange Summer  
Party: 'I was inspired to  
fight back against apathy'

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## PLUS

SAVING BELIZE'S REEFS FROM DRILLING

MAJOR NEW PROTECTIONS FOR SHARKS

EXPLORING THE PACIFIC



Oceana is the largest international advocacy group working solely to protect the world's oceans. Oceana wins policy victories for the oceans using science-based campaigns. Since 2001, we have protected over 1.2 million square miles of ocean and innumerable sea turtles, sharks, dolphins and other sea creatures. More than 500,000 members and e-activists support Oceana. Global in scope, Oceana has offices in North, South and Central America and Europe. To learn more, please visit [www.oceana.org](http://www.oceana.org)

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Oceana uncovered sea turtle deaths in the Gulf of Mexico, thanks to lax protections by the shrimper fleet.

## FALL 2011 CONTENTS

### 6 Shrimp's Dirty Little Secret

An investigation by Oceana reveals that the Gulf of Mexico shrimp fishery hasn't abided by its legal obligation to protect sea turtles from drowning in its nets.

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8

Belize's incredible marine ecosystem, home to rare whale sharks, is under threat from potential offshore oil drilling.



10

Oceana's divers and scientists explored the West Coast of the U.S. this summer.

## FEATURES

### 8 Protecting Belize

Oceana's latest campaign aims to stop offshore drilling in Belize before it starts. Thousands of Belizeans have spoken up against drilling, which would threaten the country's stunning coral reef system.

### 10 Exploring the West Coast

Summer expeditions took Oceana scientists up and down the U.S. West Coast, encountering everything from orcas to octopi.



#### On the Cover

Actress Diane Lane

© Greg Gorman

## DEPARTMENTS

### 1 CEO's Note

Andy Sharpless on the scourge of seafood fraud.

### 2 Making Waves

Important new victories for sharks, safer seafood and more.

### 4 News & Notes

Oceana events and news from around the globe.

### 5 Q & A

Actress Diane Lane speaks up for oceans.

### 14 Events

The SeaChange Summer Party and other events for Oceana.

### 17 Donor Profile

Sydney Davis brings a variety of experience to conservation.

### 18 Chef's Corner

Jamie Oliver knows sustainability can be healthy and delicious.

### 19 In Memoriam

Caleb Pungowiyi, 1941-2011.



# Give Today

Oceana's accomplishments wouldn't be possible without the support of its members. You can help Oceana fight to restore our oceans with your financial contribution.

Call us today at 1.877.7.OCEANA, visit [www.oceana.org/give](http://www.oceana.org/give) or use the envelope provided in this magazine to make a donation. Please contact us if you are interested in planned giving that could support Oceana's work and also provide you with income and potential tax benefits. Oceana is a 501(c)(3) organization and contributions are tax deductible.



**OCEANA**

Protecting the  
World's Oceans



## Rampant seafood fraud is another blunt indicator of ocean collapse.

"On the Menu, But Not on Your Plate," is the three-column headline on the front page of the Boston Globe. In a recent series of reports titled Fishy Business, the paper's five-month investigation uncovered widespread fraud in the seafood business.

Earlier this year, Oceana also tested fish sold in supermarket chains in the Boston area and found 18 percent of the species identified by DNA analysis were mislabeled. Using genetic tests like those employed by Oceana, the Boston Globe "found fish bought at restaurants across the region was mislabeled about half the time. Sometimes it was innocent error, but often the switch was deliberate, driven by profits."

In the end, only 46 percent of the fish tested by the Globe was correctly labeled.

Rampant seafood fraud is another blunt indicator of ocean collapse. As described in our report released earlier this year, *Bait and Switch: How Seafood Fraud Hurts our Oceans, Our Wallets and Our Health*, popular species become expensive and rare as they are fished out. Suppliers respond by substituting available species, and don't always alert the customer to the change.

As a supporter of Oceana, you know that we campaign to restore and protect abundant oceans so that they will feed future generations.

One of the ways we are doing that is by campaigning for traceability standards for seafood sold in the U.S. Traceability like

that required in Europe will assure that what you're eating is what you paid for.

It will also minimize the chances that you are eating illegally sourced seafood. Fish caught above allowed quota, with illegal gear, or in protected zones of the ocean are examples of illegal commercial fishing practices. And illegal, unregulated or unreported commercial fishing is big business. Estimates have it at more than 20 percent of all commercial fishing, worth an estimated \$10-20 billion.

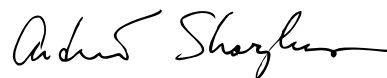
Since the U.S. imports more than 80 percent of its seafood, if you're an American, you can be certain that some of that illegally sourced fish ends up on your plate. At the same time, the U.S.'s position as a big consumer of the world's fish gives it huge leverage on the conduct of commercial fishing fleets around the globe. If the American government requires traceability, then it will be very difficult for illegally sourced fish to enter our supply chain. That is good news not only for American seafood lovers, but also for the long-term health of the oceans.

Our food supply is overseen by the Food and Drug Administration. The FDA has authority to do the job for seafood. It's time they got to work.

Thank you for your support of Oceana. As we head into the final months of 2011, I hope that you will make a generous year end gift to support our campaigns. Oceana's record of success is driven by

the generosity you and other donors show us year after year. Thank you for your loyalty.

For the oceans,



Andy Sharpless  
CEO  
Oceana



Oceana is grateful for the grants, contributions, and support it has received from dozens of foundations and companies and thousands of individuals. Oceana wishes to thank all of its supporters, especially its founding funders as well as foundations and individuals that in 2010 awarded Oceana grants totaling at least \$500,000: Arcadia Fund, Gordon and Betty Moore Foundation, Oak Foundation, The David and Lucile Packard Foundation, Robertson Foundation, Rockefeller Brothers Fund, Sandler Foundation, Zennström Philanthropies and Ricardo Cisneros. For more information, please see Oceana's annual reports at [www.oceana.org/annualreport](http://www.oceana.org/annualreport).

## Full West Coast Ban On Shark Fins Achieved



After months of work by Oceana along with Wildaid, the Monterey Bay Aquarium and the Humane Society, California Governor Jerry Brown signed legislation banning the sale, possession and trade of shark fins. This monumental law allows California to join Washington, Oregon and Hawaii in protecting sharks, all of which passed similar laws in the last year.

The law essentially means that shark fin soup will no longer be sold on the U.S. West Coast. It complements legislation passed in 2010 that ended shark finning in U.S. national waters.

Each year, tens of millions of sharks are killed for their fins, mostly to make shark fin soup, a Chinese delicacy. Shark finning is a shocking practice in which

a shark's fins are sliced off at sea and the animal is thrown back in the water to bleed to death or drown.

According to government data, approximately 85 percent of dried shark fin imports to the United States came through California last year, making California the hub of the U.S. shark fin market.

Sharks have been on the planet for more than 400 million years, but populations around the world are crashing. They play a vital role in maintaining the health of ocean ecosystems, but due to their slow growth rate and low level of reproduction, sharks are especially vulnerable to fishing pressure.

## New Report Uncovers €3.3 Billion in E.U. Government Subsidies For Overfishing

An Oceana report released in September revealed that the European Union's fishing fleet received €3.3 billion (\$4.5 million) in government subsidies in 2009, more than three times the European Commission's official estimates.

In the report, "The European Union and Fishing Subsidies," Oceana showed that 13 European countries pay more in subsidies than the value of the seafood caught.

The enormous, taxpayer-supported subsidies prop up a fishing fleet that is two to three times the size needed in order to fish sustainably, resulting in overfishing that is neither economical nor ecological. Subsidies to pay for fuel to travel to far-flung countries to search for fish account for almost half of the subsidies paid to European countries, the report found. Spain, France, Denmark, the United Kingdom and Italy paid out the most in subsidies.



## Belize's Local Fisheries Protected From Damaging Gillnets

Following campaigning by Oceana, the Belizean fisheries ministry established bans on gillnets in all of Belize's rivers, most importantly at the head of Belize's rivers, as well as a partial ban and new regulations on the use and size of gillnets in Belize's ocean.

Gillnet is the general term used for nets that catch fish by catching their gills in small openings. The excessive and improper use of gillnets, particularly at the heads of rivers, harms Belize's fish and sea life. Oceana will continue to push for greater control of gillnets and other forms of destructive fishing gear.



Official government statistics show that antibiotic use in Chilean farmed salmon has dropped 19 percent between 2007 and 2010 – a direct result of Oceana's successful campaign to reduce antibiotic use.

## Harmful Antibiotic Use Curbed In Chile

In addition, the use of quinolones, a powerful class of antibiotic that is banned in agriculture and aquaculture in the U.S., dropped by 96 percent in the same time period, despite the lack of an official ban on these drugs.

Salmon farms in Chile used antibiotics in huge amounts prior to Oceana's campaign, up to 300 times more than used in Norway, the only country that produces more farmed salmon.

Antibiotics were needed because the salmon were raised in crowded pens that fostered disease.

By reducing the allowed antibiotics, Oceana ensured that the salmon farming industry would have to keep salmon in cleaner, less dense pens, leading to healthier seafood for consumers and less damage to the natural environment surrounding the farms.

## U.S. Court Rules That Fishing Industry Must Count Bycatch



After a long battle, Oceana succeeded in compelling the U.S. government to develop a binding system to reliably measure bycatch on the East Coast. Bycatch is the fish and

wildlife that is thrown overboard, dead or dying, in the process of catching seafood.

The U.S. National Marine Fisheries Service is required by law to establish a system to accurately and precisely count and report bycatch, but until Oceana's legal victory, its Northeast region found excuses not to do so. After the decision by the U.S. Court of Appeals for the District of Columbia, the federal government has been directed to establish a system for reporting bycatch that it will actually follow, including determining

how many observers are needed on board commercial fishing vessels in New England and the Mid Atlantic.

Bycatch is one of the greatest problems facing the oceans today. It damages marine ecosystems by needlessly killing fish and wildlife, and it contributes to overfishing, further threatening our wild seafood supply. Worldwide, 16 billion pounds of bycatch are thrown overboard every year. The government needs to know the extent of bycatch in order to control it.

# 1

**The National Aquarium** and Oceana teamed up in August to release three endangered Kemp's ridley sea turtles into the Chesapeake Bay, several months after they had been stranded in Massachusetts. One of the three turtles – named Oceana, Prancer and Vixen – was outfitted with a satellite tracker donated by Oceana. Kemp's ridleys are the smallest and most endangered sea turtle species.

# 2



Oceana partnered with the Discovery Channel during **Shark Week**, the channel's popular annual tradition. The Discovery Channel aired Oceana's PSAs featuring actress January Jones calling for shark conservation.

# 3

In September, Chilean actress and Oceana supporter **Leonor Varela** filmed a PSA while scuba diving near Easter Island as part of Oceana's efforts to expand protected areas near the island. Oceana worked with the Chilean government and the Rapa Nui people to establish the world's fourth-largest no-take reserve near Easter Island in 2010.



# 4



**Kristin Bauer**, who plays the vampire Pam on HBO's "True Blood," has sunk her teeth into Oceana's campaign to protect sharks. At the end of 2010, she penned an op-ed about the Shark Conservation Act for the Huffington Post, and in August of this year she took an active role in Oceana's effort to ban the sale of shark fins in her home state of California. Not only did Kristin write for Oceana's blog, The Beacon, she also wrote letters of support for A.B. 376, the legislation to end shark fin trade in the state. Kristin joins Oceana's growing cadre of shark supporters, including January Jones, who also penned op-eds with Oceana CEO Andy Sharpless in support of California's shark fin trade ban.

# 5



On August 7, thousands of athletes plunged into the Hudson River, cycled up and down the West Side Highway and ran the hilly pathways through Central Park for the **11th Annual Nautica New York City Triathlon**. Among the thousands racing were a group of dedicated ocean conservationists who raced on behalf of Oceana and Nautica, raising nearly \$8,500 for Oceana. In 2012, Oceana and Nautica will team up for triathlons in South Beach and Malibu. Visit [www.oceana.org/tri](http://www.oceana.org/tri) to learn more.

# 6



Oceana board member Ted Danson's book, **"Oceana: Our Endangered Oceans and What We Can Do to Save Them,"** co-written with journalist Michael D'Orso, is now available on Amazon Kindle. Visit [www.amazon.com](http://www.amazon.com) to learn more.



# Diane Lane

Diane Lane is best known for her roles in films like “Under the Tuscan Sun” and “Secretariat,” but she’s also a passionate supporter of Oceana’s mission. In 2011, she and her husband, Academy Award nominee Josh Brolin, were special guests at Oceana’s SeaChange Summer Party. She spoke with Oceana about her love for the oceans.



## What inspired you to support ocean conservation?

I’ve been a supporter of Oceana’s for several years, but it was reading the book “Oceana: Our Endangered Oceans and What We Can Do to Save Them,” by Ted Danson, that brought me to a new level of awareness. It’s a life-changing read. The scales fell from my eyes, and it hurt. The truth is so scary that it can produce a sense of panic. And yet I am grateful for that because it motivates change, and we need lots of that.

Each chapter ends with a list of actions we all can and must take. The book deserves an award for its thoroughness.

## Did the actions offered in the book help you combat your feelings of panic?

As Ted so eloquently once said in an interview, “If you are not an optimist, then you are a pain in the ass, and get out of the way.” I agree. I joined Oceana because I was inspired to fight back against apathy and feeling overwhelmed. I am energized and hopeful, despite the odds, because we have awakened from our sleep and denial about our planet’s predicament.

## Did you grow up near the ocean?

I grew up in New York City, and my urban refuge was Jones Beach. Jumping in

those waves are my happiest memories of childhood. In my fantasy life I am a surfer and related to Jacques Cousteau! But when I go back home I still take comfort in the familiar smell of the East River. I’d heard stories of how fish used to be so plentiful in my hometown’s harbor that the surface of the water was roiling with them. Not in my lifetime. Where there used to be fertility, there is now a manmade barrenness.

**As Ted [Danson] so eloquently once said in an interview, “If you are not an optimist, then you are a pain in the ass, and get out of the way.” I agree. I joined Oceana because I was inspired to fight back against apathy and feeling overwhelmed.**

I understood by age 10 that as an adult I, and my generation, would be facing a doomsday scenario of overpopulation and our own thoughtlessness.

## What do you think are the greatest threats facing the ocean?

The list of our sins against the ocean is long. It includes overfishing, our addiction to oil and its poisonous “accidents,” rapacious bottom trawling which is not fishing at all, but plundering, our collective garbage swept under the rug, government subsidies of fishing, and flouting of the laws under “flags of convenience.” If we fail to save the oceans from ourselves, it would be a defeat on a scale that makes me shudder. It touches us all eventually, from our health to our economy to our soul.

## Do you feel hopeful about the future of the oceans?

Yes. Oceana is where I turn for leadership in the changes that must be made to save our oceans. But it is up to us to be proactive, ambitious and far-reaching in demanding changes in policies, lobbying for tougher laws and making fishing equipment safer, and enforcing these changes with some teeth.

I want to learn more about such hopeful things as land-based, clean, local, sustainable aquaculture. Who knows? I may even pursue becoming a lobbyist, a voice for the oceans in powerful rooms. The oceans need a voice, a guardian, an advocate, a soldier, a parent, a nurse. I want to help.



# shrimp's DIRTY little

## SECRET

By Emily Fisher

**Imagine going for  
a swim in the ocean  
when an enormous  
net drags you under.**

This is the reality for many sea turtles. The waters off the southeast U.S. and Gulf of Mexico are important habitat for loggerhead, Kemp's ridley, leatherback, hawksbill and green sea turtles, all of which are listed as threatened or endangered under the Endangered Species Act. These waters are also important fishing grounds for the U.S. shrimp fishery.

This summer, Oceana released a new report showing that fishing in the Gulf illegally kills thousands of threatened and endangered sea turtles, far more than had originally been estimated and allowed by the U.S. government under the Endangered Species Act.

As a result of a Freedom of Information Act request, Oceana uncovered government documents revealing that

shrimp trawlers often flout the law that requires them to protect sea turtles by using turtle excluder devices (TEDs), which are essentially turtle escape hatches in fishing nets. Without TEDs, shrimp trawls can become sea turtle death traps.

In 2010, more than 600 sea turtles were found either dead or injured in Louisiana, Mississippi and Alabama, which is more than six times the average over the last two decades. And already in 2011, more than 460 have washed up dead or injured in these three states alone. And since only a small portion of dead or injured sea turtles washes up on shore, the real number of dead turtles is much higher.

Fortunately, there's an obvious fix. As Oceana and other environmental

organizations have pointed out, the government must require TEDs in all trawl nets, especially shrimp trawls, and enforce these regulations.

Here's the way it works: Under the Endangered Species Act, the government allows fisheries to injure or kill a specific number of sea turtles, and more than 98 percent of all sea turtle interactions authorized to U.S. fisheries are allotted to the shrimp fishery. The government assumed that TEDs are 97 percent effective at allowing sea turtles to escape, permitting the fishery to kill 1,451 loggerhead sea turtles each year.

But that assumption is fundamentally flawed, according to the data Oceana obtained from the government: 17 percent of the shrimping boats in the Gulf were fishing without TEDs or with





**The bottom otter trawls for shrimp in the Gulf of Mexico are killing more than 4,800 loggerheads and 100 leatherbacks annually.**



the TED escape hatch intentionally blocked. That means that the estimated number of loggerheads killed could be more than 4,800 – a huge number, especially considering that loggerhead nesting in many areas of the Southeast is in decline.

According to Oceana's estimates, the bottom otter trawls fishing for shrimp in the Gulf of Mexico are killing more than 4,800 loggerheads and 100 leatherbacks annually, which is significantly higher than the government-authorized limit for these species for the entire shrimp fishery.



An otter trawl is a cone-shaped net held open in the front by large, heavy panels. Due to the indiscriminate nature of the nets, their relationship with sea turtles has always been fraught. In the 1980s, the National Research Council estimated that shrimp trawls were responsible for more loggerhead and Kemp's ridley sea turtle deaths than any other human activity.



"Sea turtles in the Gulf have enough threats without adding illegal fishing into the mix," said Elizabeth Griffin Wilson, senior manager for marine wildlife at Oceana. "The problem is clear, but there is an even clearer solution: enforce the existing requirement that shrimp trawls use TEDs and go even further to require them in all fisheries that fish with trawl nets. These deaths can and must be stopped." 🐢

Top: NOAA Fisheries gear specialists developed a cost-effective turtle excluder device for trawl nets. Photo: NOAA; Middle: Turtle escaping from net equipped with a TED. Photo: NOAA. Bottom: Kemp's ridley sea turtle. Photo: Oceana/Cory Wilson.

## OCEANA'S CAMPAIGN

Oceana's campaign to save sea turtles is working internationally to reduce the incidental capture of sea turtles in fishing gear and protect key turtle habitat.

In September, Oceana scored a bittersweet victory for sea turtles. In response to two petitions from Oceana, the Center for Biological Diversity and the Turtle Island Restoration Network, the U.S. government announced it would uplist the status of North Pacific loggerheads from "threatened" to "endangered" under the Endangered Species Act, while leaving the Northwest Atlantic population listed as threatened, despite scientific evidence supporting uplisting. The good news for both populations is the decision triggered a process to review stronger protections for their habitat.



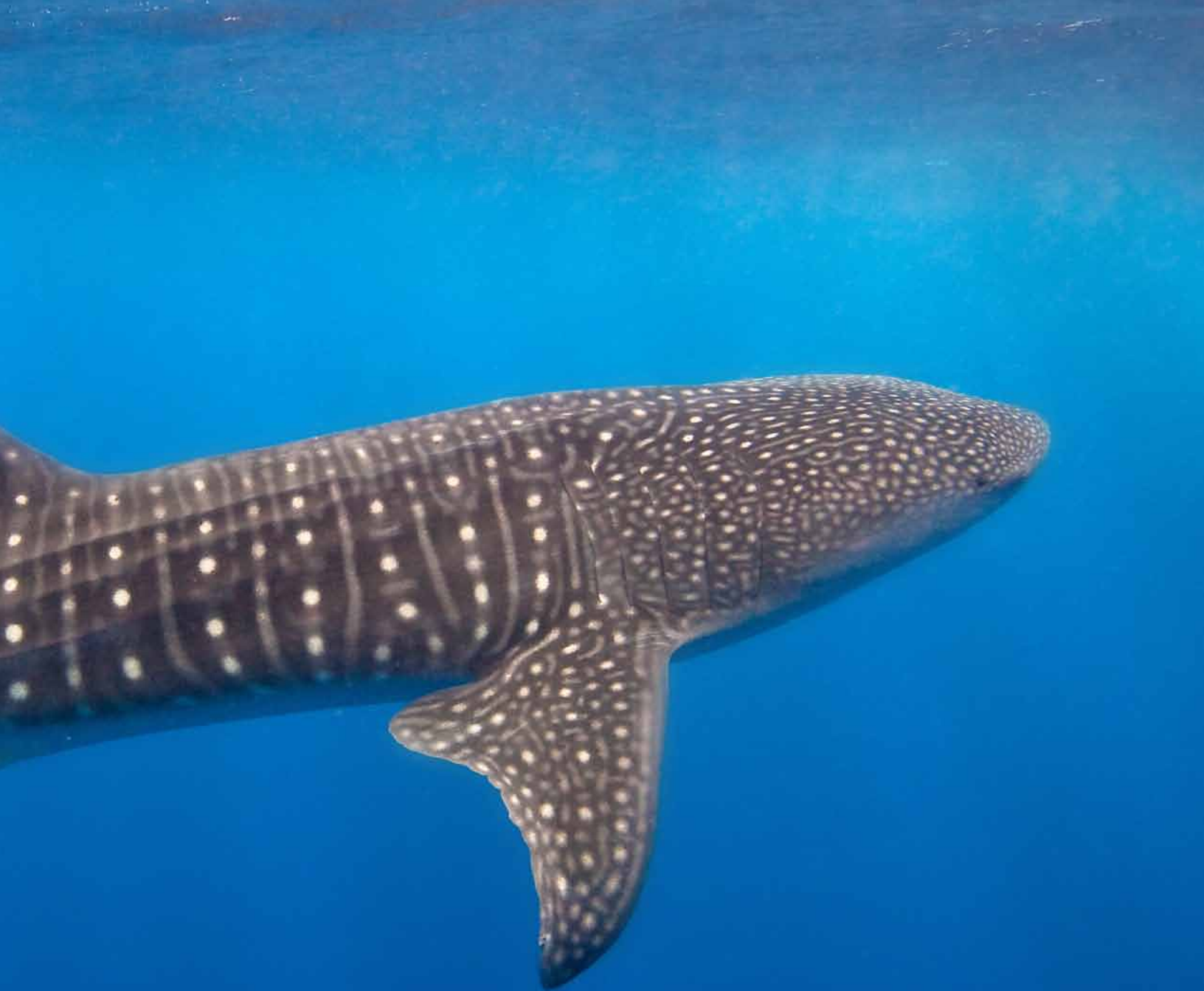
# A Precious Resource at Risk

By Emily Fisher

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Offshore drilling threatens Belize's irreplaceable marine ecosystem, but Oceana has a plan to stop it before it starts.





**J**ust thinking about Belize conjures images of snorkelers lazily paddling in crystal blue waters, white sand beaches and tropical coral reefs surrounded by colorful fish.

There's a reason for that: The Belize Barrier Reef, a UNESCO World Heritage Site, is home to an array of marine life, including dolphins, the largest number of Antillean manatees in the world, many species of sharks and rays, as well as groupers, snappers and other reef fish. According to studies by the Sea Around Us Project at the University of British Columbia, around 600 fish species and more than 2000 varieties of sea life can be found in Belize, representing half of the marine life found in the entire Caribbean.

But Belize's identity, and the health of its marine life and economy, could change forever if oil drilling begins in this small nation.

continued >>



Oceana discovered this year that the Belizean government has granted oil drilling concessions throughout most of the country's offshore waters. In collaboration with the Coalition to Save Our Natural Heritage, Oceana conducted a nationwide campaign this summer, from cities to remote villages, gathering 17,000 signatures to require a national referendum to ban offshore oil exploration and drilling in Belize. The signatures represent more than 10 percent of the 165,000

registered voters in the country. Oceana is the first non-profit organization to gather enough signatures to trigger a national referendum in the country's history.

Now that the signatures have been collected, Oceana will decide the best time to submit them to the government, which will then conduct a national vote.

"There are several ways to influence the government," said Niall Gillett, Oceana's communications officer in Belize. "One is to ask them nicely, but we don't think that will happen. The second way is to have voter influence. We are working with coastal communities and focusing on the tourism sector."

Tourism is Belize's largest economic sector, expected to account for BZ \$565 million (US \$285 million) in 2011.

Although the government has touted offshore oil as an abundant source of revenue and jobs, economists and scientists say otherwise.

This summer, top marine scientists and economists from around the world, including Oceana board member and fisheries biologist Dr. Daniel Pauly, hosted a historic conference in Belize called "Too Precious to Drill: The Marine Biodiversity of Belize." More than 20 international experts discussed their research on Belize's marine biodiversity and the potential impact of drilling in Belizean waters. In a letter to the people of Belize signed at the end of the conference, the scientists urged the government to compare the value of Belize's marine resources to the potential value of oil and called on the people to choose wisely.





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**Although the government has touted offshore oil as an abundant source of revenue and jobs, economists and scientists say otherwise.**

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Among the conference attendees was Dr. Gordon Kirkwood, an independent petroleum engineering and economics consultant in Belize and a former senior advisor at BP. According to Dr. Kirkwood's analysis, the Belize Barrier Reef System is the nation's top foreign exchange earner, as well as a natural disaster shield and food security provider, thus serving as a major source of jobs. Belize's marine system has an estimated monetary value of at least \$231 million a year based on the erosion and storm protection it provides, as well as tourism and fisheries.

While the oil industry argues that projected revenues in Belize would increase as a result of offshore oil, the risky nature of offshore drilling would likely result in a decline in tourism and fisheries, Kirkwood reported.

And marine life would suffer, too. Dolphins, which are a tourist magnet, would be threatened starting with the exploration phase, when oil companies use seismic air guns that can cause auditory damage and decompression sickness in marine mammals. And during drilling and production, dolphins would be vulnerable to the effects of chronic oil pollution from even small spills and leaks.

Offshore drilling in Belize would also likely have a negative effect on jobs. A significant number of people in the tourism and fisheries industries could be left jobless in the event of a spill.

And because offshore drilling jobs require specialized technical skills, they would largely be filled by foreign experts rather than Belizeans. There are currently no top tier oil companies in Belize, and the small oil companies that are in the country have no offshore drilling experience.

"The Belize workforce was never trained in the specialized skills needed in the offshore oil industry," said Audrey Matura-Shepherd, Oceana's vice president for Belize. "And due to the lack of capacity in the regulatory arm of our government, even basic standards for offshore operations could not be adequately monitored."

Many Belizeans who watched the Deepwater Horizon disaster unfold in the Gulf of Mexico in 2010 worry that a similar catastrophe could occur in their marine ecosystem. Shallow coral reefs, seagrass beds and mangroves, all part of the Belizean reef system, are among the most sensitive environments to oil, and it is extremely difficult, if not impossible, to clean them up.

In addition, the reef is already under stress. The most recent report card by the Healthy Reefs Initiative on the health of Belize's reefs showed that 65 percent of the reef is rated as being in poor or critical health, with only 1 percent considered to be in very good health.

"Key to the fight against offshore oil exploration in Belize is the need to educate the masses about an industry which, prior to 2005, never formed part of their economy much less their vocabulary," said Matura-Shepherd. "With this in mind, Oceana in Belize has used every occasion to keep the issue of no offshore oil drilling in Belize at the forefront."

During September, when Belizeans take time off to celebrate the nation's independence and heritage, Oceana carried its message to the streets as active participants in this year's annual street Carnival festivities. Oceana constructed a float for the parade and sponsored a carnival band under the theme "Saving Belize's Atlantis," which featured a sea witch with tentacles dressed in black to represent the threat of oil drilling.

Oceana's carnival entry won in all three categories of the competition, including first place overall. The message from scientists, economists and citizens alike was as clear as the Caribbean sea: Oil rigs don't belong in Belizean waters. 🐬

Photos: Tim Calver; Tony Rath

# EXPLORING THE PACIFIC

By Ashley Blacow and Will Race



A red octopus elegantly glides across the ocean bottom, retracting and uncurling its tentacles like delicate choreography of a water ballet. At one point it tethers its body to a rock, blending into the seascape, and uses its long tentacles to explore the nooks and crannies of nearby boulders. It finally releases and continues its hunt for food among vibrantly colored coral colonies, sea anemones, a wolf eel and copper rockfish.

A dance that would have otherwise gone unseen is now captured forever, thanks to Oceana's underwater cameras.

This footage will help Oceana establish new policies to protect the West Coast's marine ecosystems, many of which are still threatened by destructive bottom trawling.

Oceana used remote-operated vehicles (ROVs) and cameras to explore the ocean off of California, Oregon and Washington this summer. High definition cameras captured surface and underwater footage, documented dozens of areas and supported Oceana's efforts to protect these special places.

"We know that images like this can open minds and change policy," said Susan Murray, Oceana's senior Pacific director.

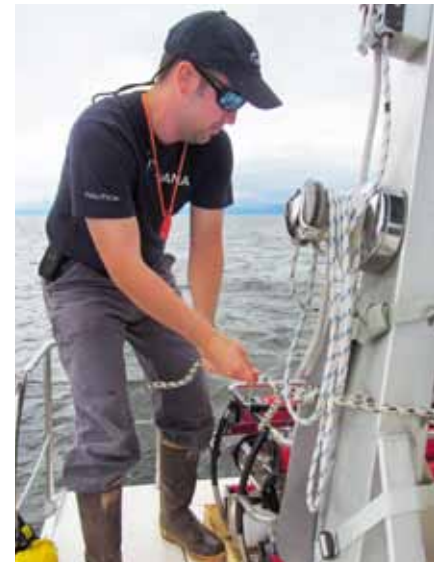
"Many times, ocean surveys are done with trawls or dredges that collect plants, fish and animals, so you know what is there, but not how it all fits together."

The three-part expedition kicked off in Monterey Bay, which is located in the middle of the California Current Large Marine Ecosystem. This area is one of the most productive and diverse temperate marine ecosystems in the world.

Working aboard the research sailboat Derek M. Baylis, Oceana's crew of divers and scientists was welcomed by a pod of orcas for nearly an hour as the orcas breached, allowing Oceana to photograph the animals' distinct fin shapes and markings and to document a family group of three generations of the whales at one time.

Underwater, the ROV documented shale beds, rocky pinnacles, soft bottom and recently-created marine protected areas. The ROV captured pink gorgonian corals, rock walls blanketed in colorful strawberry anemones, sponges and other living habitat, all together home for several species and schools of colorful rockfishes.

"In my ten years of running ROVs, I have never seen this amount of diversity and



abundance of corals and fish species in one place," said Matthias Gorny, science director of Oceana in South America, who came to California to participate in the expedition.

Next, Oceana's crew departed out of Charleston, Oregon to study some of the most remote and rugged areas off Oregon's southern coast. Aboard a converted fishing trawler, the R/V Miss Linda, Oceana documented the large area of rocky reef just south of Cape Arago. This kind of habitat is essential for





‘We know that images like this can open minds and change policy,’ said Susan Murray, Oceana’s senior Pacific director.

abundant fish populations. Once the ROV traveled to the large shale rocky reefs, the camera panned to a massive school of rockfish. The ROV flashed its lights and the deep green ocean shimmered with the silver from the rockfish underbellies. Minutes passed and more fish continued to swim past the camera, but as the ROV flickered once more the school took off in flash and was gone.

The expedition concluded in the San Juan Islands of Puget Sound, WA on the eco-catamaran, Gato Verde. In the swift currents of this area, keeping the ROV steady was difficult, yet Oceana’s crew was able to document the rocky walls and boulders in Andrew’s Bay. The bay is home to yellow branching sponges, large anemones, scallops, copper rockfish, quillback rockfish, kelp greenlings and more.

The ROV also captured images of biogenic reefs. These reefs are unique because they are created by old barnacle shells that have accumulated over long periods of time and in turn create an exceptional



reef structure that becomes fish habitat. The habitat provides shelter for small fish and brings in large predators like sharks. Oceana recorded a school of spiny dogfish sharks swimming back and forth in search of food around such a habitat.

Many of the areas Oceana explored are still open to bottom trawling, and others are threatened with efforts to re-open

the seafloor to this destructive fishing practice. The footage captured will be an integral tool in Oceana’s efforts to protect these special ocean places. 🐟

**For more information, please visit Pacific Hotspots at [www.oceana.org](http://www.oceana.org).**

Opposite page, top: Oceana scientist Geoff Shester deployed the ROV in Oregon; Bottom: Oceana scientist Ben Enticknap reads the ROV in Puget Sound. This page, above: Anemones, hydrocoral and bat star in Monterey Bay. Below: A large shrimp in Oregon. Photos: © OCEANA



## A Brilliant Night At SeaChange



Top: Ted Danson, Diane Lane, Josh Brolin, Eve Kornyei and Valarie Van Cleave. Middle row from left: Tricia and Michael Berns; Ted Danson, Josh Brolin, Junior Ocean Hero Finalist Wyatt Workman, Diane Lane; Aimee Teegarden. Bottom row from left: Harriet Sandhu, Ed Begley, Jr. and Mohindar Sandhu; Oscar Nuñez, Angela Kinsey, Josh Brolin and Julie and Peter Hill. Photos: Michael Munson, Ann Chatillon, Peggy O'Donnell.

On October 1, 400 guests gathered at a spectacular private coastal villa in Laguna Beach for Oceana's 4th annual SeaChange Summer Party. The event, which was hosted by actress Angela Kinsey and Oceana board member Ted Danson, featured passionate speeches from actors Josh Brolin and Diane Lane about the need to protect the world's oceans. Other Oceana supporters in attendance included

Aimee Teegarden, Jeff Goldblum, Ed Begley, Jr., Q'orianka Kilcher, Oscar Nuñez and Austin Stowell.

This year's SeaChange Summer Party raised over \$900,000 for the oceans, thanks in large part to the dedication of co-chairs Eve Kornyei and Oceana board member Valarie Van Cleave, as well as the generosity of partners and underwriters

such as the Harriet E. Pfleger Foundation, David C. Copley, Tricia and Michael Berns, Deborah and Larry Bridges, the Center For Living Peace, Eve Kornyei and Michael J. Ruffatto, Harriet and Sandy Sandhu, South Coast Plaza, Burgess, Wells Fargo, Julie and Peter Hill, Karen and Bruce Cahill and Coast Magazine.



## Breakfast at Tiffany's With Oceana



On October 19, 65 guests endured stormy weather to attend an enlightening breakfast held at the Tiffany & Co. flagship store in midtown Manhattan. The event was hosted by Oceana board member and Ocean Council chair Susan Rockefeller along with Tiffany & Co. chairman Michael Kowalski.

Oceana's CEO Andrew Sharpless and chief scientist Dr. Michael Hirshfield educated guests on "Five Things You Need to Know About the Oceans."



Top row: Andrew Sabin, Sally Fan; Michael Hirshfield, Julie McMahon. Bottom row: Anisa Costa, Sir Thomas Moore and Oceana board member Susan Rockefeller. Right: Oceana CEO Andy Sharpless and Tiffany & Co. chairman Michael Kowalski.

## Welcoming Oceana to Copenhagen

Oceana's staff, funders, board members and supporters gathered in Copenhagen in September for Oceana's fall board meeting. The highlight of this series was a cocktail reception held at Copenhagen's Custom House. The reception was hosted by Kristian Parker, Oceana chairman, to celebrate the official opening of Oceana's newest office in Copenhagen.



Left: Oceana CEO Andrew Sharpless and Board Chairman Kristian Parker. Right: Oceana board member Simon Sidamon Eristoff, Rogier Van Vliet, and Oceana board members Valarie Van Cleave and Kristian Parker.

# Make every day **EARTH DAY**

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



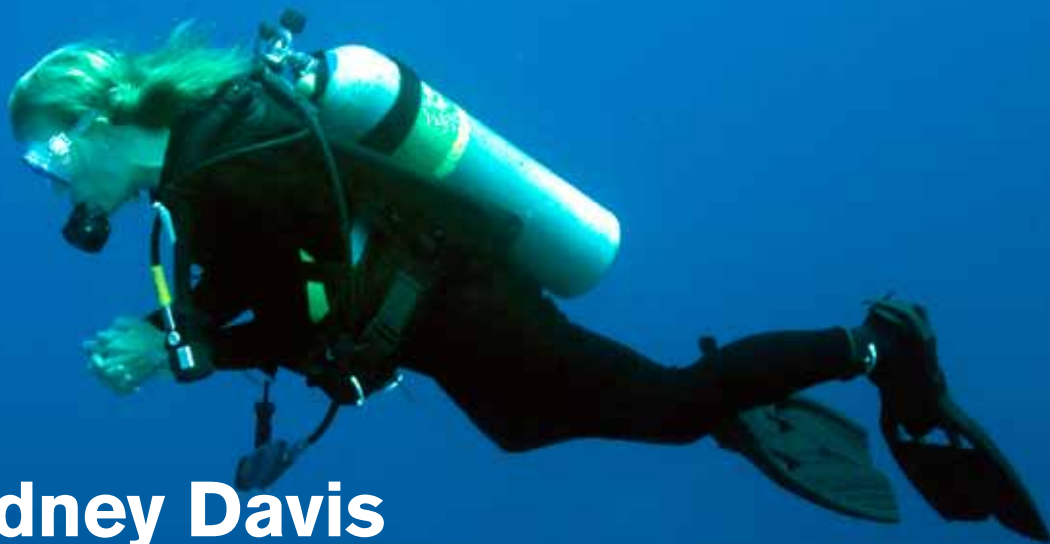
EarthShare's payroll contribution program allows donors to direct their contributions to Oceana; to any combination of EarthShare's members; or to all of them through one general gift to EarthShare! To find out more about how you and your workplace can support Oceana through an EarthShare campaign, please email [info@oceana.org](mailto:info@oceana.org) or visit EarthShare's website at [earthshare.org](http://earthshare.org).



**1% for the Planet** is a growing global movement of over 1,400 member companies – small and large – in 38 countries that donate at least 1% of sales to environmental organizations. As a 1% non-profit partner, Oceana may accept donations from members of the 1% network – a network growing every day. Over 2,100 non-profits worldwide are included in the 1% program, and over \$50 million has been funneled toward nonprofit partners to date.







## Sydney Davis

**With a background in finance, arts and philanthropy, Sydney Davis brings a range of experience to her new role as an Oceana board member. Now, she's focused on preserving healthy oceans so future generations will enjoy abundant seafood and beautiful, healthy beaches.**

### **How did you first get involved with Oceana?**

My husband Andrew and I were motivated to look into ocean conservation as we are avid scuba divers who have witnessed the decline in the health of the oceans over the years. We found Oceana and were quickly impressed with Oceana's mission and approach to save our seas and the life within them.

### **What ocean experiences are meaningful to you?**

Andrew and I enjoy scuba diving with our children. At ages 14 and 11, they have had the opportunity to see underwater life firsthand. I firmly believe that if everyone could see under the oceans' surface to view the beautiful creatures, both big and small, there would be an international cry for protection.

### **Have you personally witnessed the impact of overfishing?**

Yes. I recall a trip to view the migration of the hammerhead sharks off the coast

of Mexico. Once there, we found a few playful seals in the deep waters, but no hammerheads. We learned that the entire area had been commercially overfished to such an extent that most of the fish life was gone.

**I firmly believe that if everyone could see under the oceans' surface to view the beautiful creatures, both big and small, there would be an international cry for protection.**

We saw the negative economic impact that unsustainable practices had on the local fisherman whose families had fished for generations in more sustainable ways.

### **Is there a particular Oceana campaign that has personal meaning to you?**

The more that I learn from my involvement with Oceana, the more I realize that all of their campaigns are important. I have to admit, though, that Oceana's work to ban shark finning means a lot to me. But I also realize that it is as important to ensure that the world's children have the opportunity to eat healthy protein from the ocean, as well as swim and surf in the waves and play on clean beaches.

### **Tell us about a special experience with the oceans.**

My family and I had the most incredible luck to witness a hatching of green sea turtles one afternoon a few years ago. They were so small, so driven, and in such danger from the birds above. My husband and daughter raced back to our hotel room to get his underwater camera rig and we then had the great fortune of following one baby turtle from its sandy birth all the way to the ocean, some 30 yards away. An extraordinary day for me, my husband, and especially our children.



Jamie Oliver is one of the world's most famous chefs. He's well known for his cookbooks, TV shows and for his efforts to make school lunches healthier in the United Kingdom and the United States. Less well known is his recent, successful

# Jamie Oliver

The world-famous chef has made healthy eating a priority. Now, he turns his attention to making it sustainable, too.

work to make bycatch, or the accidental killing of untargeted fish and wildlife by the fishing industry, a household name in the U.K.

Oliver joined fellow celebrity chef Hugh Fearnley-Whittingstall and helped get over 750,000 people to sign a letter to the European Union calling for greater control of discards or bycatch. As part of this effort, Fearnley-Whittingstall, Oliver and other chefs encouraged people to actually eat species often considered as bycatch. Here's a recipe from Oliver for one of

these species, called coley, which is also known as saithe and coalfish.

"Looks-wise, coley is more of an ivory color than the snow white you're used to, but it's beautiful, absolutely delicious, sweet, meaty and melts in the mouth," Oliver said. "Funnily enough, cats have been enjoying it for years – lucky things – and sadly a lot of it is thrown overboard as bycatch. Coley is really versatile, and literally half the price of cod so you can feed twice as many people, or just save yourself loads of money."

## Coley korma with fluffy rice

Jamie Oliver says: "Normally you'd start cooking a fillet of fish skin-side down, but I've gone flesh-side down here to really encrust the fish and get those flavors going. Korma is mild enough for kids to eat too, and when something tastes this good, you'd be mad not to try it."

### For the coley (serves four)

**2 heaped tablespoons Patak's korma paste**  
**4 x 180g coley fillets, skin on, scaled and pin-boned olive oil**  
**4 spring onions, trimmed and finely sliced**  
**½ x 400ml tin low-fat coconut milk**  
**A few sprigs of fresh coriander, leaves picked, stalks finely chopped**  
**½-1 fresh red chili, finely sliced**  
**1 lemon, cut into wedges**

### For the rice

**1 cup basmati rice**  
**Sea salt**

Add the rice to a small pan with 2 cups of boiling water and a pinch of salt. Bring to the boil on a high heat then turn the heat down to low, cover and leave for 7 to 8 minutes.

Put a large frying pan on a medium heat. Use the back of a spoon to spread 1 heaped tablespoon of the korma paste all over the flesh side of the fish fillets. Add a lug of olive oil to the hot pan, then add the coley, flesh-side down. Cook for about 10 minutes, turning halfway when you've got some colour.


Check your rice – all of the water should have been absorbed by now so fluff it up with a fork and take it off the heat. Pop the lid back on so it stays warm.

Turn the heat under the fish up to high and throw in the greener half of your sliced spring onions. Stir in the remaining korma paste, coconut milk, coriander stalks and most of the fresh chili. Let it bubble away for a couple of minutes until the fish is starting to flake apart.

Taste your sauce and add a squeeze of lemon juice if it needs it.

Divide the rice between your plates then top each portion with a piece of coley. Pour the sauce over the top then scatter over the reserved spring onions, chili and coriander leaves. Serve with lemon wedges on the side for squeezing over.



A photograph of Caleb Pungowiyi, an older man with grey hair, wearing a blue button-down shirt and jeans, dancing on a wooden stage. He is wearing blue and white patterned gloves and has his arms raised. In the background, a man in a red shirt sits on a stool holding a large drum, and a woman in a colorful floral dress stands to the right. American and Alaskan flags are visible in the background.

As Oceana's Rural Liaison and Senior Advisor, Caleb Pungowiyi was a mentor, educator, guide, role model and dear friend. Caleb was an advocate for subsistence and protection of the Arctic, and his humble nature, deep passion for subsistence, gentle smile and contagious laugh will be greatly missed.

*We have many words for the sea, the waves, and ice. Ice is beautiful with its creaks, groans, whistles, and the great crashing of Ivu. It can also be very peaceful on a calm warm spring day when you can hear for miles and seals bask in the sun. I was very hesitant at first to work for Oceana, as Arctic indigenous people are very leery of how environmental activities might affect their traditional lifestyle. I became fully committed to working with Oceana on the protection of Arctic resources and environment. — Caleb Pungowiyi, 1941-2011*





# OCEANA

Protecting the  
World's Oceans

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

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European flounder (*Platichthys flesus*)  
photographed in Sweden during Oceana's  
2011 Hanse Explorer Baltic Sea expedition.

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

You can help Oceana fight to restore our oceans with your financial contribution. Call us today at 1.877.7.OCEANA, go to our website [www.oceana.org/give](http://www.oceana.org/give) and click on "give today" or use the envelope provided in this newsletter. You can also invest in the future of our oceans by remembering Oceana in your will. Please contact us to find out how. All contributions to Oceana are tax deductible. Oceana is a 501(c)(3) organization as designated by the Internal Revenue Service.