



ANNUAL REPORT



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REPORT
OCEAN

OCEANA 2009 ANNUAL REPORT

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|---------------------|----|
| Letter from the CEO | 1 |
| Oceana Approach | 2 |
| Victories | 6 |
| Reports | 11 |
| Expeditions | 12 |
| Press | 14 |
| Financial Summary | 16 |
| E-Activism | 18 |
| Support Oceana | 19 |
| Donors | 21 |
| Staff | 22 |
| Board of Directors | 24 |
| Ocean Council | 25 |
| Contact Oceana | 25 |



Oceana campaigns to protect and restore the world's oceans. Our teams of marine scientists, economists, lawyers and advocates win specific and concrete policy changes to reduce pollution and to prevent the irreversible collapse of fish populations, marine mammals and other sea life. Oceana has campaigners based in North America, Europe and South and Central America. For more information, please visit www.oceana.org.

A fur seal in the
Juan Fernández
Islands, 2009
expedition.

In the early months of 2009, the global economy was reeling from the collapse of several major banks. 'Collapse' is a metaphor we also use to describe the state of many of the world's fisheries. More than three quarters of the world's commercial fisheries are overfished, fully fished or recovering from overfishing.

Even in these challenging economic times, Oceana has continued to win important policy victories that will help restore and protect our oceans. In fact, this year Oceana expanded our global reach by opening our first Central American office in Belize. This tiny country is home to part of the world's second-largest reef ecosystem, and Oceana is already well-positioned to be the leading non-governmental organization winning ocean protections in Belize.

Oceana's victories over the past year are detailed in this report. As a supporter of Oceana, you fully share in the authorship of these tangible results. As you can see, your contributions, your advice and your support continue to generate a strong return on investment.

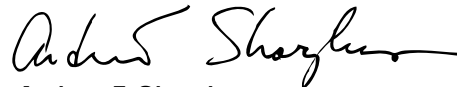
The seas have been the home to countless marvelous creatures since the start of life on our planet. Today the oceans are also a vital source of nutrition for the billion people who turn to seafood as their primary source of animal protein. Two hundred million people rely on the oceans for their livelihoods. And countless wonderful coastal communities are at risk of becoming ghost towns if we permit short-sighted industrial-scale fishing practices to empty the seas of life.

In a year that presented unprecedented challenges for the nonprofit realm, you helped Oceana continue to grow as the leading international organization dedicated solely to protecting the world's oceans. Oceans typically receive less than 1 percent of all conservation donations, so your loyalty makes a huge impact on the scale and impact of our policy campaigns.

Oceana's approach involves focusing on a limited number of policy objectives, and building a science-based campaign that will deliver results within three or four years.

We are practical, efficient and accountable for results, just like a small business would be. We are proud that Charity Navigator, an independent evaluator, gives us its highest rating. This year's annual report again shows that we are converting your generous donations into a healthier and more abundant ocean. Thank you!

For the oceans,



Andrew F. Sharpless
Chief Executive Officer

OCEANS ON THE BRINK

The oceans are vast, but they are not immune to human influence. We have already altered or destroyed many marine ecosystems and driven many species to the edge of extinction. According to a study published in *Science*, less than four percent of the oceans remain unaffected by human activity.





WE ARE TAKING TOO MANY FISH OUT OF THE WATER

In the last few decades, commercial fishing has evolved into a high-tech, heavily subsidized industry that uses cutting-edge electronics, computer systems, huge amounts of fuel and miles of gear to find and catch more fish in remote places formerly out of bounds to fishermen.

According to research by Dr. Daniel Pauly, a leading fisheries scientist and an Oceana board member, global seafood catch peaked in the late 1980s and has been declining ever since. The U.N. Food and Agricultural Organization says that 80 percent of seafood species are overexploited, fully exploited or recovering from depletion. At the same time, marine creatures like dolphins are at risk when they can't find food to eat.

Destructive fishing practices that include diagonal-mesh driftnets, longlines with lethal hooks and bottom trawls are ruining ocean ecosystems by indiscriminately killing fish and other wildlife, including seabirds and marine mammals. Each year, more than 16 billion pounds of unwanted fish and other wildlife are thrown overboard. Bottom trawls drag heavily weighted nets along the ocean floor in search of fish or crustaceans in a practice akin to clearcutting a forest in order to catch a rabbit. Centuries-old habitats such as coral gardens are destroyed in an instant by bottom trawls, pulverized into barren plains.



Meanwhile, offshore fish farming, rather than taking the pressure off wild seafood species, results in increased overfishing to feed the farmed fish as well as the despoiling of seafloor habitat. Tons of concentrated fish waste dropped from the open-water pens blankets the ocean bottom, snuffing out oxygen and life.

WE ARE ACIDIFYING AND WARMING THE OCEANS

Since the Industrial Revolution, the oceans have absorbed 30 percent of the carbon dioxide we put into the atmosphere, moderating and masking its global impact. Now, the oceans take in 11 billion metric tons of carbon dioxide per year, and the amount we release grows 3 percent annually.

Increasing levels of carbon dioxide in our oceans are making it difficult for coral reefs, phytoplankton and shellfish to form their shells. This includes many animals that are the base of the marine food chain and therefore critical to the oceans' overall health. Coral reefs in particular, the nurseries of the seas and home to a quarter of all marine life, could be devastated by acidifying oceans.

This phenomenon, known as ocean acidification, hasn't been seen at this level for at least 800,000 years. It poses a potentially catastrophic threat.



In addition, oceans are warming because of global climate change. Shrinking ice caps give way to warmer ocean water in a vicious cycle of rising temperatures that has resulted in record low sea ice in the Arctic in recent summers. Warming oceans cause sea levels to rise, alter ocean circulation and disrupt entire ocean ecosystems.

WE ARE RISKING A CRITICAL SOURCE OF FOOD AND JOBS

A billion people rely on fish as their primary source of animal protein, and yet we are poisoning seafood with mercury, a toxic pollutant emitted by land-based industrial plants. According to a scientist with the U.S. Environmental Protection Agency (EPA), one in ten American women has enough mercury in her blood to pose a risk of neurological damage to her developing baby.

In addition, the livelihoods of close to 200 million people are tied to the oceans, from fishermen to beach lifeguards.

The oceans are an invaluable resource for humankind – one that we can't afford to squander.

OPPOSITE PAGE: Sea fan in the Canary Islands. **ABOVE LEFT:** Tuna cage, Balearic Islands, Spain. **MarViva Med** Mediterranean expedition. **CENTER:** White gorgonia. **Oceana Ranger** Mediterranean expedition. **RIGHT:** Small artisanal fishing vessels in Menorca.

THE GOOD NEWS

SAVING THE OCEANS IS POSSIBLE IN OUR LIFETIMES.





WE HAVE SOLUTIONS

Many of the most serious threats to the oceans can be addressed with solutions that already exist. New technology has made many kinds of pollution preventable; mercury-cell chlorine plants can eliminate mercury releases entirely by shifting to the newer membrane-cell technology. Gear modifications and changes in fishing behavior can allow commercial fishermen to avoid catching untargeted species; thousands of endangered sea turtles are saved each year when fishermen equip their nets with turtle excluder devices. Changes in fishing practices can protect coral gardens; restricting bottom trawling in areas of dense coral growth can preserve invaluable marine life without harming the fishing industry's viability. Renewable energy like offshore wind power can reduce carbon dioxide emissions, as can requiring large cargo ships to reduce their speed by 10 percent and installing a moratorium on new offshore oil drilling.

THE ECONOMICS ARE WITH US

Unsustainable fishing is fueled by massive government handouts to the commercial fishing industry. The global fishing fleet is capable of catching many more fish than scientists think can sustainably be taken from the ocean. Scientists estimate that global fishing capacity may be as much as two and a half times the sustainable level. As a result, the global fish catch has declined since the late 1980s despite intensified efforts. The global fishing industry receives \$20 billion in harmful government subsidies annually, a figure which represents close to one-fourth of the total dockside value of the global fish catch. Reckless, unsustainable industrial fishing does not make economic sense.

In the U.S. alone, recreational and commercial fisheries combined supply over 2 million jobs. On top of that, coastal tourism provides 28.3 million jobs and annually generates \$54 billion in goods and services.

Ocean-based renewable energy such as offshore wind will generate economic growth. Over the next 20 years, offshore wind construction could represent \$116 billion in economic activity in the United States alone, according to government data.

WE HAVE SUPPORTERS AND ALLIES

Oceana is not alone in this fight. We have 325,000 e-activists and supporters in over 150 countries. We are allied with conservation organizations and foundations, farsighted commercial and recreational fishermen, indigenous peoples, seafood consumers, scuba divers, sailors and ocean enthusiasts of all stripes. There is potential to build even more broad support for initiatives to protect and restore ocean ecosystems.

Oceana works on a limited number of campaigns that focus on the oceans' immediate conservation needs.



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DEFENDING THE OCEANS' MOST VALUABLE ECOSYSTEMS

Oceans cover 71 percent of the planet, and yet scientists know more about the surface of Mars than the ocean floor. What we do know is that oceans are home to some of the world's most vibrant ecosystems, from coastal upwellings that host a cornucopia of wildlife to centuries-old white coral forests a mile below the surface.

Oceana works for preventive measures that protect these ecosystems before they are exploited by industrial fishing or ruined by pollution. These efforts have resulted in 900 million acres of sea protected from trawling and industrial fishing, an area one-and-a-half times the size of Alaska, California and Texas combined. In 2009, Oceana expanded its efforts to secure unprecedented victories for marine ecosystems.

VICTORY: 23,000 SQUARE MILES OF RARE CORALS PROTECTED

After five years of advocacy by Oceana and others in the

environmental community and Oceana-led negotiations with the affected fishing industry, the South Atlantic Fishery Management Council voted to protect more than 23,000 square miles of rare deep-sea coral from North Carolina to Florida from destructive fishing gear. The area will remain open to hook-and-line recreational fishing.

The plan will restrict the use of bottom-tending fishing gear including bottom trawls, which drag the ocean floor and that have destroyed thousand-year-old coral reefs, including the Oculina banks off the east coast of Florida. The Oculina banks were eventually protected by the Council, but not before the corals suffered irreversible damage from trawls and dredges.

The protected deep-sea corals off the southeast coast include hundreds of pinnacles up to 500 feet tall that provide habitat for many species, including sponges that are being tested to develop drugs for the treatment of cancer, heart disease and more.

VICTORY: LARGEST PREVENTIVE MEASURE IN FISHERIES MANAGEMENT HISTORY: NO EXPANSION OF INDUSTRIAL FISHING INTO THE ARCTIC

In December, the U.S. areas of the Arctic Ocean were officially protected from the expansion of industrial fishing. Nearly 200,000 square miles – an area much larger than California – were closed to industrial fishing unless and until there is adequate information to manage fisheries sustainably in the Arctic's fragile ecosystem.

Despite the harsh conditions, the Arctic is home to vibrant communities and ecosystems. It provides vital habitat for polar bears, whales, walrus, fish, birds and other animals. In addition, the U.S. Arctic is home to numerous coastal communities whose food and culture are strongly linked to the health of the marine environment. Unsustainable industrial fishing could threaten opportunities for the subsistence way of life practiced in the Arctic for generations.

The closure is one of the largest preventive measures in U.S. fisheries management history, and is a crucial step for protecting the Arctic in the face of climate change and potential industrialization. The precautionary fisheries closure will ensure that as fish species expand northward and the region continues to warm, no fisheries will be established without science-based management in place to ensure that such activities would not threaten the health of Arctic ecosystems or opportunities for the subsistence way of life.

VICTORY: IRREPLACEABLE DEEPWATER CANYONS SAVED FROM TRAWLING

The U.S. government protected four deepwater canyons off the mid-Atlantic from bottom trawling and dredging, destructive fishing methods that can devastate ecosystems in a single pass.

Oceana successfully worked with the fishing industry to modify large proposed closures to focus protection on canyon habitats while minimizing the effect on fishermen ensuring broad support with lasting benefits.

The four canyons, known as Oceanographer, Lydonia, Veatch and Norfolk, are among the best-documented deepwater habitats in the U.S. The canyons are home to a multitude of marine animals, including sponges, corals, lobsters and unique clay cliffs used by tilefish. This landmark action by the Mid-Atlantic Fishery Management Council, which took effect in November, banned the use of bottom trawls and dredges in the canyon areas year-round. The ban was established as part of the rules for fishing for Atlantic tilefish.

VICTORY: PROTECTING THE NORTHERN HEMISPHERE'S LARGEST REEF ECOSYSTEM FROM FOREIGN FLEETS

News of Jamaican trawlers entering Belize's southern waters in December led to a decisive agreement by the Ministry of Fisheries to halt the issuing of fishing licenses to foreign fishing fleets in Belizean waters, pending consultation with local fishermen. The action will allow

officials to assess the sustainability of the proposed venture and ensure it does not displace local artisanal fishing communities.

Oceana succeeded in getting a public promise from the prime minister of Belize to protect the country's waters from exploitation by Jamaican trawlers, which use more advanced commercial gear than Belize's local fishermen, most of whom fish using traditional, sustainable techniques.

Belize is home to a major section of the Mesoamerican Barrier Reef, the second largest reef system in the world. The deep waters beyond the reef are so pristine scientists don't entirely know what marine wildlife and rare habitats might exist there.

VICTORY: CREATING NEW PROTECTED AREAS IN SPAIN

After Oceana's research catamaran, *Ranger*, spent several summers documenting the sea and its wildlife surrounding Spain, the government formally agreed to create at least ten new marine protected areas by 2012. This is a significant validation of Oceana's on-the-water work, which is critical for producing evidence supporting the protection of marine ecosystems that are otherwise best known by the fishing industry.

The agreement aids Spain's contribution to the U.N. Convention on Biodiversity, which requires at least 10 percent of the global marine environment be protected by 2012.

VICTORY: CHILE CLEANS UP FISH FARMS

Oceana's recommendations to clean up the salmon aquaculture industry in Chile were incorporated into the government of Chile's first official plan to address the overuse of antibiotics by this troubled industry, which had been beset by poor management and disease. Chile, the world's second largest producer of farmed salmon after Norway, uses 600 times the antibiotics of Norway in an attempt to stave off bacterial diseases in salmon pens

packed with fish and waste. Oceana convinced Chile to set limits on the density of salmon pens to ensure healthier fish, ban the preventive use of antibiotics, develop vaccines to replace antibiotics and establish a public information system regarding antibiotic use.

VICTORY: FARMED SALMON ESCAPES PENNED

The Chilean Senate and Chamber of Deputies passed major reforms to the aquaculture legislation that had been promoted by Oceana in order to prevent, report and repair damages caused by farmed salmon escapes, in addition to establishing sanctions. Kept in pens in open water, farmed salmon can spread disease and compete with native wildlife upon escaping. The full Chilean Congress was expected to pass the legislation in early 2010.

VICTORY: OREGON ESTABLISHES FIRST MARINE PROTECTED AREAS IN STATE WATERS

In 2009, the Oregon legislature passed House Bill 3013, implementing two marine reserves and a process for the study and evaluation of four other sites. The bill establishing Oregon's first two marine reserves at Otter Rock and Redfish Rocks is a great step toward protecting the health and biodiversity of Oregon's unique and diverse ocean habitats and wildlife. Over the next two years, Oceana and its partners will continue efforts to build an ecologically significant network of protected areas that maintain and protects Oregon's unique ocean habitats, wildlife, and vibrant coastal communities.

SAVING SEA TURTLES

Sea turtles around the world are threatened by commercial fishing gear. Longlines, trawls, gillnets, dredges and other types of fishing gear kill thousands of turtles and injure even more each year.

Sea turtles are also threatened by coastal development, climate change, vessel strikes, pollution and poaching. This deadly combination has pushed six out of the seven species of sea turtles to the brink of extinction after having survived for more than 100 million years.



Oceana works to reduce sea turtle bycatch in fisheries, protect sea turtle habitat and develop comprehensive legislation to protect sea turtles.

VICTORY: LEATHERBACKS AND LOGGERHEADS SAVED FROM PACIFIC LONGLINES

In April, Oceana's persistent advocacy efforts on the U.S. west coast paid off when the Pacific Fishery Management Council voted to maintain a ban on a high seas longline fishery. The swordfish fishery was expected to incidentally catch and kill loggerhead and leatherback sea turtles, as well as marine mammals, seabirds and fish.

The National Marine Fisheries Service had proposed opening the fishery more than 200 miles off the coast of California and Oregon. Longline gear for catching swordfish has been prohibited within 200 miles from shore in California since the 1970s due to environmental concerns including sea turtle bycatch.

The longline fishery would have deployed fishing lines between nine and 90 miles long with up to 1,300 hooks each, or an estimated 1.8 million hooks per year.

VICTORY: LOGGERHEADS SAVED FROM GULF OF MEXICO LONGLINES

In response to pressure from Oceana and other conservation groups, the National Marine Fisheries

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Service implemented a temporary emergency closure of the reef fish fishery in the eastern Gulf of Mexico, which uses the bottom longline fishing gear that can catch, injure and kill sea turtles.

According to government data, nearly 1,000 sea turtles were caught by bottom longlines in the fishery in just 18 months, which was eight times the federally authorized capture level for the entire fishery. About half of the captured sea turtles died. The vast majority of the captured turtles were loggerheads, a species which is listed as threatened under the Endangered Species Act.

In August, the Gulf of Mexico Fishery Management Council went further by voting to put in place long-term protections including a significant reduction in fishing effort and a ban on all bottom longline fishing in waters shoreward of 35 fathoms (approximately 210 feet), from June to August. This closed an important sea turtle foraging area at a time when large numbers of loggerheads were caught in previous years.

VICTORY: CHILE PROTECTS SEA TURTLES

After months of campaigning by Oceana, Chile ratified the Inter-American Convention for the Protection and Conservation of Sea Turtles in December. The convention, which mandates governments to adopt measures to prevent the capture, retention or incidental death of sea turtles as well as the trade of their eggs or parts, is a crucial step forward in the fight to protect sea turtles in Chilean waters.

PROMOTING RESPONSIBLE FISHING

"We are fighting a war against fish, and we are winning," says scientist Dr. Daniel Pauly in the acclaimed documentary "The End of the Line." Our oceans are under incredible pressure from the fishing industry. Ninety percent of the big fish – sharks, tuna, swordfish – are already gone. Destructive fishing practices like bottom



trawling waste an estimated 16 billion pounds of fish and kill countless marine mammals every year, while obliterating ocean habitat like coral reefs and seamounts that can take decades or centuries to recover.

Oceana works to protect critical habitats and end the use of wasteful fishing gear to ensure that healthy, abundant oceans can thrive.

VICTORY: KRILL, THE FOUNDATION OF THE PACIFIC FOOD WEB, SAVED IN U.S. PACIFIC

In July, the United States banned fishing for krill in the Pacific Ocean, an action that culminates years of advocacy by Oceana and others, including scientists, fishermen, conservationists and local communities.

Krill are an essential source of food for whales, seabirds, salmon and countless other marine animals, and play a critical role in the health of Pacific ocean ecosystems. No krill fishing currently takes place in the U.S. Pacific, which extends from three to 200 miles off the coasts of Washington, Oregon and California. Recognizing the importance of krill to healthy Pacific ecosystems, NOAA Fisheries implemented the new rule to prevent any krill fishing from occurring in the future.

These tiny, shrimp-like crustaceans are found in all the world's oceans, and are heavily pursued by commercial fishing vessels in the Southern Ocean, where more than 100,000 metric tons of krill caught every year, primarily

to feed farmed and aquarium fish. As krill are fished out from the Southern Ocean, the industry will be forced to move into previously untouched waters. Thanks to the new measures, krill in the U.S. Pacific will be protected.

VICTORY: THOUSANDS OF SALMON SAVED FROM INDUSTRIAL FISHING NETS

In April, the North Pacific Fishery Management Council endorsed rules to limit, for the first time, the number of chinook, or king, salmon that the Bering Sea pollock fishery accidentally kills every year. The new rules mandate an annual cap of 60,000 chinook salmon that can be caught by the Bering Sea pollock fishery. A series of letters and public testimony from Oceana, Alaska native entities, salmon fishermen and western Alaska communities contributed to this significant victory to protect declining wild salmon populations. While the regulations will not be formally in place until 2011, the pollock fishery is already modifying its fishing practices.

The pollock fishery in Alaska's Bering Sea comprises one of the world's largest fisheries, where huge factory trawling boats catch billions of pollock every year for frozen fish fillets and fish sticks. In huge nets often dragged for miles through the ocean, the fishery also catches tens of thousands of chinook salmon before they can return to Alaskan and Pacific Northwest rivers to spawn. In recent years, the amount of salmon bycatch in the pollock fishery rose sharply from 46,993 salmon in 2003 to a record high of 121,704 in 2007 at the same time that chinook salmon stocks plummeted throughout the Pacific.

VICTORY: OREGON BANS DEADLY DRIFT GILLNETS AND SAVES MARINE MAMMALS

After hearing testimony from Oceana, the Oregon Fish and Wildlife Commission stopped issuing commercial fishing permits for drift gillnet gear used to catch swordfish and thresher sharks.

Mile-long driftnets are known to ensnare and drown dolphins, sea lions, endangered sea turtles and other animals. This decision means that Oregon will no longer provide necessary state permits to Oregon-based fishermen wishing to use this gear, effectively ending this indiscriminate fishery in ocean waters off Oregon.

VICTORY: INCREASING FUNDING FOR OCEAN WATCHDOGS

In the U.S., Oceana succeeded in securing additional funding for observers, trained scientists who count everything caught by fishing vessels – including wasted, discarded fish, sea turtles and marine mammals. These eyes on the ocean provide data to fishery managers to inform management decisions and monitor whether the fishing industry sticks to their allowed catch. The U.S. Congress appropriated \$41.1 million for observers in 2010, a 25 percent increase over the previous year.

VICTORY: A DECISIVE END TO ILLEGAL 'WALLS OF DEATH' IN THE MEDITERRANEAN

In 2009, Oceana's campaign to end the use of illegal driftnets in Europe saw success in Italy and France, two nations that continued to use the equipment long after it was banned by the E.U. in 2002.

Made from invisible, fine-meshed plastic, driftnets are several dozen feet tall and can stretch for miles. The nets are notorious for indiscriminately catching and killing marine life, including marine mammals, sharks and juvenile fish. In the Mediterranean, driftnets are often used to illegally catch endangered bluefin tuna.

The E.U. Court of Justice ruled against Italy in October, citing the nation's continued use of driftnets even after more than €120 million was spent to convert 700 vessels using the gear to updated equipment that was less deadly to marine wildlife. The ruling came on the heels of Oceana's documentation of 92 Italian boats with driftnets on board.

Meanwhile, the European Court of Justice denounced the use of driftnets by French boats. The country had used a legal loophole which allowed it to continue using the nets after the ban. The ruling confirmed that France will not be able to exploit the loophole in future fishing seasons.

VICTORY: PROTECTING BLUEFIN TUNA, THE TIGER OF THE SEAS

The massive and powerful bluefin tuna is among the most coveted and threatened seafood species in the world. Oceana and other conservation groups have consistently called for a moratorium on fishing Atlantic bluefin until the

population can recover. While the entity that oversees the fishery, the International Commission for the Conservation of Atlantic Tunas, has yet to follow its own scientists' advice on protecting bluefin from extinction, Oceana and its allies have made significant strides to protect these incredible fish.

In 2008 and 2009, Oceana won an early closure of the purse seine fishing fleet, which is responsible for catching the majority of bluefin in the Mediterranean. In addition, Oceana helped win a lowered overall quota, a limited fleet capacity and a freeze on the expansion of tuna ranching facilities in moves that are crucial to pulling bluefin tuna back from the brink of extinction.

VICTORY: ENDING WASTEFUL DISCARD OF UNWANTED FISH

In January, the European Union banned the use of "high grading" in the North Sea, home of one of the world's most-used fisheries. High grading is an opportunistic practice that results in the throwing overboard of seafood species in order to make room for more valuable species. The discarded fish are left dead in the water.

In addition, several European countries including Denmark and Germany agreed to develop a plan to eradicate discards in the Baltic cod fishery in 2010.

SAFEGUARDING SHARKS AND THE TOP OF THE OCEAN FOOD CHAIN

Since the middle of the 20th century, shark populations have plummeted under the strain of intense commercial fishing. Between 50 and 70 million sharks are killed annually, largely for their fins, but also for their meat and as incidental bycatch, and often without respect to species, size or age. Without sharks, the oceans' top predators, marine ecosystems will change irrevocably. Oceana continues to make progress in its fight to protect these graceful predators.



VICTORY: ADVANCING SHARK LEGISLATION IN THE U.S.

In 2009, legislation to protect sharks in U.S. waters made important progress. The House of Representatives passed the Shark Conservation Act of 2009, and the Senate version passed committee, now awaiting action by the full Senate.

The legislation requires all sharks caught in U.S. waters to be landed whole with their fins still attached. This ends shark finning, the wasteful process of cutting off the fins and discarding the carcass at sea.

Landing sharks with their fins still attached allows for better enforcement and data collection for stock assessments and quota monitoring, improving overall shark fishery management. The Shark Conservation Act closes a loophole that allows the transfer of fins at sea as a way to get around current law. Additionally, the bill allows the United States to take action against countries whose shark finning restrictions are not comparable to ours.

VICTORY: SPAIN PROTECTS HAMMERHEADS AND OTHER SHARKS

The Spanish government, after campaigning from Oceana, committed to advancing new shark legislation that would ban the catch of threatened hammerhead and thresher sharks, put in place catch limits for blue sharks and shortfin mako sharks and evaluate the viability of landing sharks "whole" with their fins attached. Spain is one of the largest shark catching and exporting countries in the world.



Oceana's scientific reports lay the groundwork for its policy objectives.

The release of Oceana's "Toxic Legacy," which outlines the effects of offshore oil drilling on wildlife and public health, coincided with the 20th anniversary of the Exxon Valdez oil spill and a renewed discussion of offshore drilling in the United States.

Oceana published the first-ever bluefin tuna larval survey completed by non-governmental organizations. Using research from the 2008 *MarViva Med* expedition, Oceana's report surveyed bluefin spawning areas in the Mediterranean Sea.

Oceana again published its recommendations for bluefin tuna and shark conservation measures prior to the International Commission for the Conservation of Atlantic Tunas (ICCAT) meeting in November.

After Oceana released an ecological study of Cabrera, one of Spain's Balearic Islands, in late 2008, the Balearic government used the report as the scientific basis to expand the marine protected area in the region in March 2009.

Fish in the Els Freus Marine Reserve. *Oceana Ranger* Mediterranean expedition.

REPORTS

Healthier Oceans, Healthier Economies

Toxic Legacy: Long-term Effects of Offshore Oil on Wildlife & Public Health

Hungry Oceans: What Happens When the Prey is Gone

Hidden Costs: Reduced IQ from Chlor-Alkali Plant Mercury Emissions Harms the Economy

Ashta Chemicals Still Emitting Mercury

Major Emitters Among Hardest Hit by Ocean Acidification

U.S. Sea Turtles: A Comprehensive Overview of Six Troubled Species

Ecological Study of Cabrera

Proposal for Marine Areas of Ecological Importance in the South Atlantic and Spanish Mediterranean

Cetaceans in the Gulf of Biscay

Identification of Areas of Ecological Importance in the Mediterranean Sea and Proposals for Their Conservation

Bluefin Tuna Larval Survey

Keeping the Balance: How Environmental Conventions Can Be Used to Protect Sharks and Their Habitats

Adrift! Swordfish and Driftnets in the Mediterranean Sea

Restoration of Underwater Prairies

Marine Protected Areas in the Gulf of Biscay

Save the Bluefin Tuna: Oceana and MarViva Position for 21st ICCAT Commission Meeting

Oceana Position on Shark Proposals to ICCAT



Oceana had a busy year on the water in 2009. *Ranger* sailed to the Canary Islands to make the case for greater protections for the Canaries' unique marine ecosystem by gathering never-before-seen underwater footage. In Chile, Oceana returned to the cold-water fjords of Patagonia to gather evidence for a marine reserve in the region. Oceana's divers, photographers and campaigners also campaigned on behalf of Chile's storied Juan Fernández Archipelago and Punta de Choros, a biodiversity hotspot threatened by the proposed development of coal-fired plants.

RANGER MAKES THE CASE FOR PROTECTING THE CANARY ISLANDS

Oceana's research catamaran, *Ranger*, made it clear why the Canary Islands must be protected in its 2009 expedition. Currently, only 0.15 percent of the islands' sea surface is protected and much of underwater ecosystem was unexplored prior to the *Ranger's* efforts, despite its history as a stopping point for ships to the Americas from the time of Columbus.

The *Ranger* used an underwater robot to gather images almost 2,000 feet below the surface of the sea. It discovered a dozen species never before seen in the waters of the Canaries, including three-foot-tall glass sponges, Venus flytrap anemones and lollipop sponges.

Oceana's video and findings will be used to demonstrate why marine reserves should be established on the Canaries as part of Spain's efforts to meet the U.N. Convention on Biological Diversity goal of protecting at least 10 percent of the global marine environment by 2012.

An Oceana report on the state of the Canary Islands' seabeds will be published in 2010.

CREATING A RESERVE IN THE FJORDS OF PATAGONIA

In the spring of 2009, Oceana took its third and fourth expeditions to the pristine fjords of Tortel, Patagonia, advancing its campaign to establish a protected marine reserve there to protect against the encroachment of the salmon farming industry.

The crew gathered underwater photographs and shot an HD documentary in the remote region of Chile. Using an underwater robot, the crew was able to identify approximately 151 species.

With the strong support of the community of Tortel, Oceana and local authorities formally submitted a proposal to establish a Marine-Coastal Protected Area to Chile's National Environmental Commission.

SAVING RARE PENGUINS AND MORE FROM COAL-FIRED POWER PLANTS

Oceana completed several expeditions to Punta de Choros in northern Chile to document the area's rich biodiversity in order to protect it from the proposed construction of two coal-fired power plants.

The islands include the Choros-Damas Marine Reserve, which hosts the world's largest breeding populations of endangered Humboldt penguins, a colony of resident bottlenose dolphins, sea otters, blue whales and the economically important Chilean abalone.

A coal-burning power plant, which is proposed to be built less than 12 miles from the reserve, would significantly increase carbon dioxide and mercury emissions in Chile, elevating ocean water temperatures in the plant's discharge areas, boiling marine microorganisms and depositing coal dust into the atmosphere and sea.

PROTECTING THE JUAN FERNÁNDEZ ISLANDS FROM BOTTOM TRAWLING

In 1704, sailor Alexander Selkirk became marooned on an island off the coast of Chile and survived there for more than four years, inspiring the classic novel *Robinson Crusoe*.

In early 2009, Oceana carried out its first expeditions to the island and its neighbors, which form Chile's Juan Fernández Archipelago. The region's seamounts are home to endemic species, such as the Juan Fernández fur seal, found nowhere else in the world.

The expedition crew collected underwater videos and photographs and established contacts with the local communities on Robinson Crusoe Island. Local authorities expressed support for Oceana's initiative to close the area's seamounts to the industrial trawling fleet, which operates a mere five miles offshore.

In April, five prominent Chilean senators sponsored a bill to identify vulnerable marine ecosystems and ban bottom



trawling on them. The proposal was based on Oceana's proposal, and if passed by Congress, will result in the immediate closure of 118 seamounts as a precautionary measure. It will also require that all trawlers have scientific observers on board.

A month later, Oceana convinced Chile's Undersecretary of Fisheries to disclose information on the area of the exclusive economic zone impacted by the trawling fleet in Chile, which showed extensive damage on the seamounts near the Juan Fernández Islands.



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OPPOSITE: *Ranger* and its ROV in the Canary Islands in 2009.
TOP: Loggerhead turtle in the Canary Islands.
LEFT: Sea anemones in the Juan Fernández Islands.
RIGHT: The village of Tortel in the fjords of Chilean Patagonia.

Oceana's visibility increased significantly around the world in 2009. Press coverage about the organization's campaigns and victories appeared in major daily newspapers, magazines and websites, as well as on television and radio programs.

NORTH AMERICA

In February, Oceana received a considerable amount of press around its efforts to stop offshore drilling. Ted Danson's testimony before the U.S. House Natural Resources Committee was covered by the *Washington Post*, Associated Press and Thomson Reuters.

When the North Pacific Fishery Management Council made the momentous decision to close U.S. Arctic waters to the expansion of industrial fishing in February, Oceana was mentioned by dozens of media outlets, including *The New York Times*, *Washington Post*, Associated Press, Thomson Reuters and National Public Radio.

In April, "Mad Men" actress January Jones became the spokesperson for Oceana's shark campaign. *Vanity Fair*, *Interview*, *Elle*, as well as People.com and Instyle.com wrote about her trip with Oceana to swim with sharks in

the Bahamas for her "Scared for Sharks" public service announcement campaign.

The United Nations officially declared June 8 to be World Oceans Day. Oceana generated buzz around the day as a partner in the production and promotion of "The End of the Line," a documentary about overfishing that made its U.S. premiere in June. CNN, MSNBC and ABC's Nightline interviewed board member Ted Danson about his role as the narrator of the film.

When the National Oceanic and Atmospheric Administration announced in October that it would consider designating critical habitat for endangered leatherback sea turtles off the California and Oregon coastlines, Oceana was featured in an Associated Press story about the decision. The wire story was picked up by the *Los Angeles Times*, *Baltimore Sun*, MSNBC and many other news outlets.

Actress Kate Walsh ("Private Practice") also became a celebrity spokesperson for Oceana, filming a campaign about sea turtles. *InStyle* wrote about her trip with Oceana to the U.S. Virgin Islands, where she swam with sea turtles.

EUROPE

Oceana's response to the European Commission's European Action Plan for the Conservation and Management of Sharks was referenced by major global media outlets including Agence France Press, Reuters and Agence Europe.

World Oceans Day in Europe attracted attention from press agencies EFE and Europa Press, and Spanish newspapers *El País* and *El Mundo*.

Oceana's reports and experts were quoted heavily in the weeks leading up to the International Commission for the Conservation of Atlantic Tunas (ICCAT) meeting in November. Dozens of media outlets mentioned Oceana's



continued >

< continued

role in bluefin tuna conservation, including the Associated Press, *The New York Times*, *USA Today*, *The China Post*, Fox, CBS and ABC News.

The *Ranger's* 2009 expedition to Spain's Canary Islands garnered substantial press attention, particularly surrounding the 10 species never before seen in the Canaries' waters, and the first-ever filming of the Saharan seamounts. Most Spanish television channels, including TVE, Antena 3, Cuatro, Canal Sur and Telemadrid covered the expedition.

SOUTH AMERICA

For the second time in less than a year, Oceana appeared prominently in a *New York Times* article about the use of antibiotics in Chilean salmon farms. In addition, NBC featured Chile's salmon aquaculture work during its Green Week in April, including an interview with Alex Muñoz on NBC's *Nightly News* with Brian Williams.

Oceana's aquaculture work was also featured in large Chilean newspapers such as *La Tercera*, *El Mercurio* and *La Segunda*. *Qué Pasa*, the most prominent political magazine in Chile, published a profile of Oceana in Chile.

The New York Times

“Chile's economy minister, Hugo Lavados, detailed Chile's use of antibiotics in salmon production in response to a request for information by the environmental group Oceana under the country's new information access law. It was the first time the government had released such figures publically, environmental groups said.”

“Chile's antibiotics use on salmon farms dwarfs top rival's,” July 27, 2009.

The Washington Post

“Courtney Sakai, senior campaign director at the advocacy group Oceana, said the petitions to include those marine species reflect a radical shift in the way they are viewed. ‘Shark fins are today's ivory tusks,’ Sakai said. ‘Like elephants, the world is realizing that sharks are more valuable alive than dead.’”

“Thinking globally to save riches of the sea,” November 29, 2009.

The Economist

“In theory, this problem [over-exploitation of fish] could be sorted out by the World Trade Organisation (WTO) ... Oceana, an environmental pressure group, argues that the subsidy of fisheries should now be ‘decoupled’ from the Doha round.”

“Tricks of the trade,” November 2, 2009.

FINANCIAL SUMMARY

Oceana's board and staff extend our deepest appreciation to our contributors for their continued support and generosity during 2009. Despite the economic turmoil in 2009, Oceana's contributors maintained the support that is essential to our campaigns to preserve ocean life. Oceana received revenue and support of more than \$20.5 million, including the release of time- and program-restricted gifts for which commitments had been received in prior years. Oceana continues to benefit from significant multi-year grant commitments, which is a major reason why Oceana ended the year with just over \$19 million in net assets. Oceana's support comes from foundations, other organizations including select corporations, and individuals from more than 150 countries.

Expenses were approximately \$16.6 million in 2009. Of every dollar of expenses, approximately 83 cents were spent directly on Oceana's programs. The remainder

was spent on general and administrative costs (just about 9 cents) and raising funds (slightly less than 8 cents).

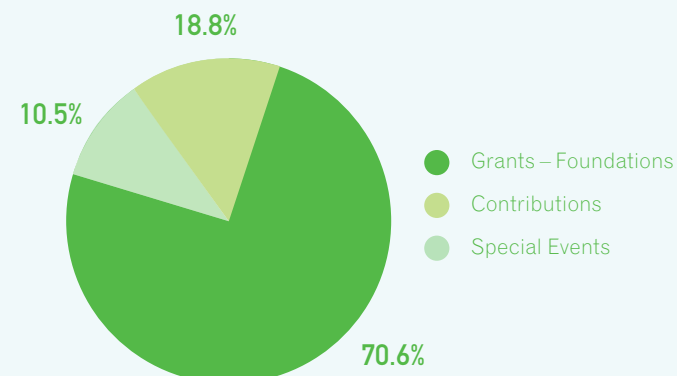
The following tables provide information from Oceana's independently audited financial statements, which consolidate its accounts from activities in the United States, Europe, South America and Central America, including affiliated companies.

Oceana, Inc. is tax-exempt under Section 501(c)(3) of the U.S. Internal Revenue Code, so contributions may be tax-deductible.

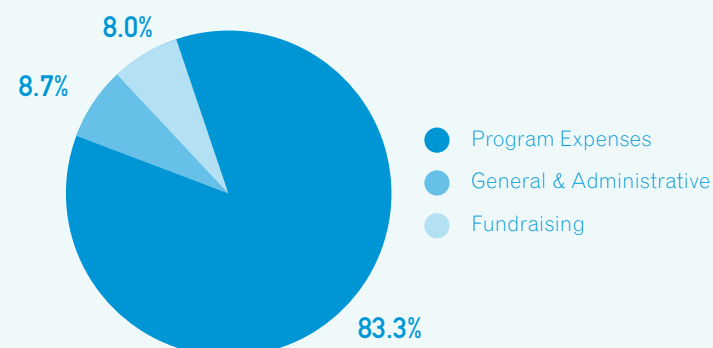
Please contact Oceana at the address below for information on making gifts to Oceana, for a copy of its audited financial statement, or for other inquiries.

Oceana, Inc.
Attn: Development Department
1350 Connecticut Ave. NW, 5th Floor
Washington, DC 20036 USA
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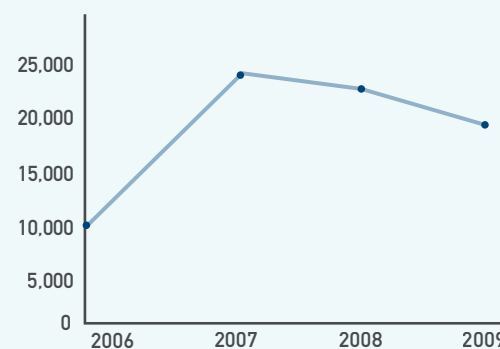
2009 REVENUE \$13,578,718



2009 EXPENSES \$16,557,915



NET ASSETS AT END OF YEAR



(CHART IN MILLIONS OF US DOLLARS)

| | 2009 | | | 2008 | | 2007 |
|--|---------------------|---------------------------|---------------------|---------------------|-------|---------------------|
| | UNRESTRICTED | TEMPORARILY RESTRICTED | TOTAL | TOTAL | TOTAL | |
| REVENUE AND SUPPORT | | | | | | |
| Grants and Contributions | 6,799,899 | 5,005,130 | 11,805,029 | 13,109,130 | | 25,859,852 |
| Special Events | 1,430,853 | - | 1,430,853 | 2,149,096 | | 831,048 |
| Investment Income | 79,865 | - | 79,865 | 133,568 | | 258,543 |
| Rental Income | 70,164 | - | 70,164 | 68,266 | | - |
| In-Kind Revenue | 46,495 | - | 46,495 | 19,176 | | 126,261 |
| Miscellaneous | 12,980 | - | 12,980 | 4,931 | | 8,219 |
| Foreign Currency Transaction Gain (loss) | 133,332 | - | 133,332 | -256,849 | | 25,580 |
| Net Assets Released from Restrictions: | | | | - | | |
| Satisfaction of Time Restrictions | 8,127,982 | -8,127,982 | - | - | | - |
| Satisfaction of Program Restrictions | 3,800,757 | -3,800,757 | - | | | - |
| TOTAL REVENUE AND SUPPORT | \$20,502,327 | \$-6,923,609 | \$13,578,718 | \$15,227,318 | | \$27,109,503 |
| EXPENSES | | | | | | |
| Marine Conservancy Programs | | | | | | |
| International Activities | 5,158,565 | - | 5,158,565 | 5,130,227 | | 4,398,390 |
| North American Oceans | 5,581,764 | - | 5,581,764 | 4,595,519 | | 4,380,721 |
| Communications | 1,829,102 | - | 1,829,102 | 1,816,093 | | 1,229,052 |
| Law | 684,665 | - | 684,665 | 728,297 | | 542,998 |
| Marine Science | 539,019 | - | 539,019 | 639,533 | | 489,336 |
| TOTAL PROGRAM SERVICES | \$13,793,115 | - | \$13,793,115 | \$12,909,669 | | \$11,040,497 |
| Supporting Services | | | | | | |
| General and Administrative | 1,436,520 | | 1,436,520 | 1,696,287 | | 2,048,764 |
| Fundraising - cost of direct benefit to donors | 340,587 | - | 340,587 | 49,410 | | 30,500 |
| Fundraising - other | 987,693 | - | 987,693 | 1,553,897 | | 811,429 |
| TOTAL SUPPORTING SERVICES | \$2,764,800 | - | \$2,764,800 | \$3,299,594 | | \$2,890,693 |
| TOTAL EXPENSES | \$16,557,915 | - | \$16,557,915 | \$16,209,263 | | \$13,931,190 |
| CHANGE IN NET ASSETS | 3,932,945 | -6,923,609 | -2,990,664 | -982,286 | | 13,178,108 |
| NET ASSETS (Beginning of Year) | 8,641,176 | 13,463,403 | 22,104,579 | 23,086,865 | | 9,908,757 |
| NET ASSETS (End of Year) | \$12,574,121 | \$6,539,794 | \$19,113,915 | \$22,104,579 | | \$23,086,865 |

OCEANA CAN'T DO IT ALONE.

In 2009, Oceana increased its online support to over 325,000 Wavemakers worldwide and to over 30,000 superactivists, or Wavemakers who have taken three or more actions in the calendar year. Oceana raised nearly \$250,000 in online donations.

Oceana received more than 500 nominations and thousands of votes for the inaugural Ocean Heroes contest, which honors everyday people working to save the oceans. The winner was marine biologist John Halas, who designed a mooring system that saves coral reefs from anchor damage.

The annual Oceana adoption program was again a success, raising more than \$57,000. This year, Oceana offered a limited edition Casey Kit, inspired by one of the finalists in the Ocean Heroes contest.

In 2009, Wavemakers sent tens of thousands of emails in support of the Shark Conservation Act, asking the U.S. Congress to put an end to shark finning. Wavemakers also sent thousands of emails to key carbon-emitting countries asking them to commit to reducing carbon emissions in an effort to combat climate change.

MAKE EARTH DAY EVERY 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 contribution 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 contact Oceana at fortheoceans@oceana.org.



GIVE TODAY TO HELP THE OCEANS.

Each of us has the power to contribute to the health of the oceans. With the support of thousands of people like you, Oceana can carry out targeted campaigns to stop overfishing, protect important habitats, stop pollution and eliminate bycatch. Together, we can reverse the collapse of the oceans and preserve their rich abundance for the next generation. You can become part of a growing circle of supporters by joining Oceana today.

BENEFITS TO CONTRIBUTORS

All Oceana supporters who give more than \$20 receive the quarterly Oceana magazine. Those who give \$1,000 or more annually receive a variety of benefits, including the magazine, invitations to special events and VIP receptions, political updates and exclusive briefings by Oceana scientists and policy experts from around the world.

U.S. TAX DEDUCTION FOR DONATION

Oceana is designated as a tax-exempt organization under Section 501(c)(3) of the U.S. Internal Revenue Code, so donations are tax-deductible.

HOW YOU CAN SUPPORT OCEANA

You can support Oceana financially by sending us a check at the address below or by credit card. Please call the number below or visit www.oceana.org/donate. Credit card donations may be made on a sustaining basis by designating a monthly, quarterly or annual contribution. Oceana appreciates your ongoing support and understands that you may cancel this contribution at any time. You may also contact us concerning gifts of stock, matching gifts and gifts made through workplace giving programs.

LIFETIME PLANNED GIFTS AND BEQUESTS

You may support Oceana and receive tax benefits during your lifetime through planned giving. Please consult your financial advisor or contact us for further information at fortheoceans@oceana.org.

If you are considering supporting Oceana through a bequest, please let us know so that we can acknowledge your support and ensure you receive information about our campaigns and invitations to our events.

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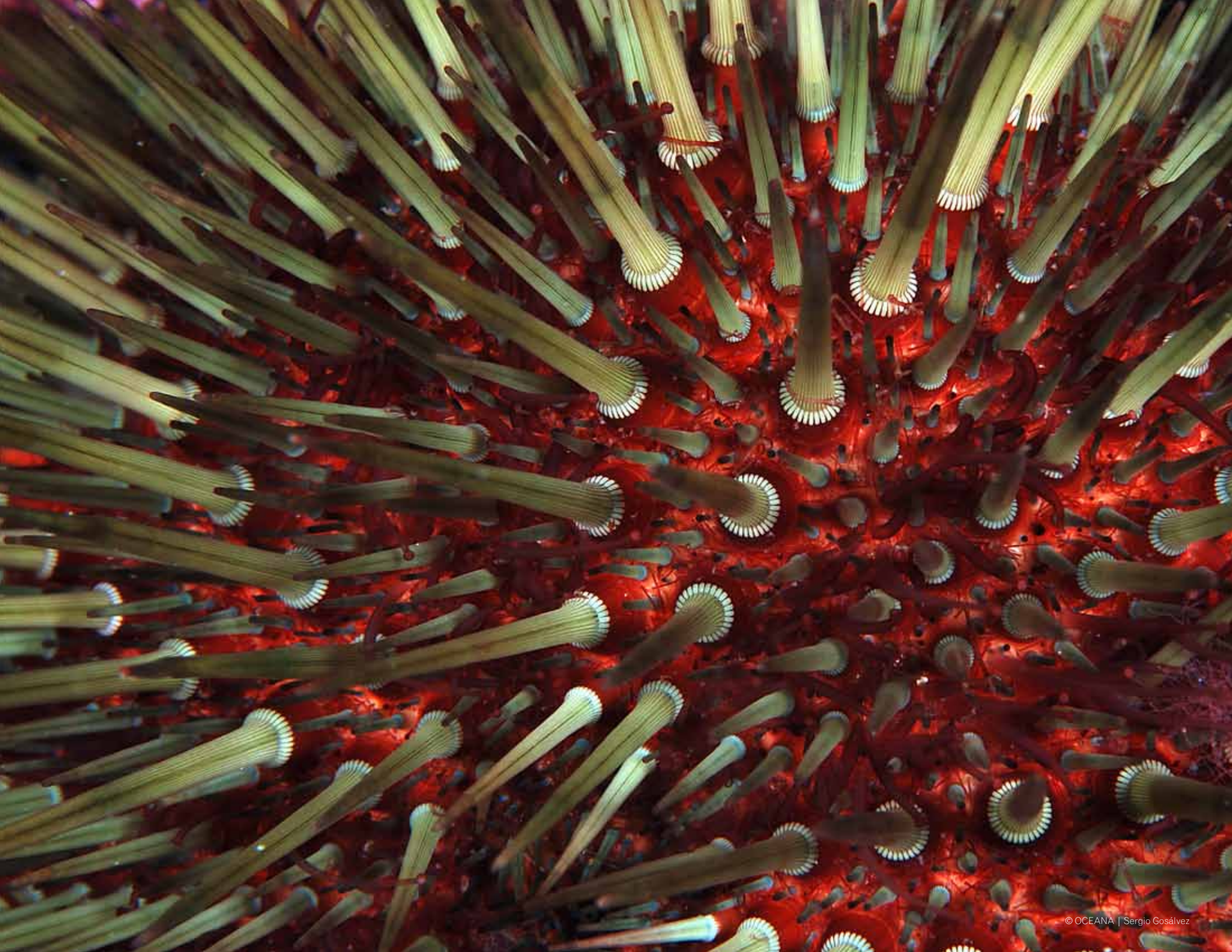
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We are extremely grateful for the in kind contributions that we receive throughout the year from a variety of sources. These important contributions allow Oceana to carry out our important work to protect and preserve the worlds oceans. We are especially grateful the following companies who have supported us with in kind gifts valued at \$5,000 or more.

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EUROPE

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NORTH AMERICA

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SOUTH AMERICA

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| Matthias Gorny | Science Director |
| Cristián Gutiérrez | Salmon Aquaculture Campaign Director |
| Annelore Hoffens | Communications Director |

Dr. Kristian Parker | Chair

Dr. Kristian Parker is the Trustee in charge of Oak Foundation's environment program, which is dedicated to marine conservation and climate change prevention.

James Sandler | Vice-Chair

James Sandler is a director of the Sandler Foundation and is in charge of the foundation's environmental giving.

Simon Sidamon-Eristoff | Secretary

Simon Sidamon-Eristoff is a member of the tax-exempt organizations practice group at Kalbian Hagerty LLP, a Washington, D.C. law firm.

Valarie Whiting | Treasurer

Valarie Whiting's business career encompasses work in mergers and acquisitions, sales and marketing and new business development. She has spearheaded successful fundraising efforts for political campaigns and conservation advocacy. She co-founded and co-chairs SeaChange, a record-breaking benefit for Oceana.

Keith Addis | President

Keith Addis merged his thriving management business with best friend Nick Wechsler's high-profile production enterprise in 1989, creating the first firm to combine top-notch talent management and first-rate feature film and television production into one innovative, dynamic and prolific entity. The company has since evolved into Industry Entertainment Partners, and has emerged as a leader in the rapidly changing landscape of 21st-century Hollywood.

Herbert Bedolfe

Herbert Bedolfe is executive director of the Marisla Foundation, where he has focused on international biodiversity conservation, protection of the marine

environment, environmental health and southern California social issues.

Ted Danson

Ted Danson's versatility makes him one of the most accomplished actors in film, stage and television today. Mr. Danson founded the American Oceans Campaign (AOC) in 1987 to alert Americans to the life-threatening hazards created by oil spills, offshore development, toxic wastes, sewage pollution and other ocean abuses. AOC merged with Oceana in 2001.

César Gaviria

César Gaviria served as President of Colombia from 1990-1994. He was first elected Organization of American States (OAS) Secretary General in 1994, and re-elected by the member countries in 1999.

María Eugenia Girón

María Eugenia Girón began her career in the luxury goods industry as a consultant for the Guggenheim Museum and Estée Lauder. Most recently, she was international vice president for Loewe and chief executive officer of Carrera y Carrera from 1999 to 2006.

Stephen McAllister

Stephen McAllister is a successful developer with solid environmental credentials that include being a crewmember in Greenpeace's first Rainbow Warrior and deputy executive director and campaign director of Greenpeace International at its headquarters in Amsterdam.

Michael Northrop

Michael Northrop directs the sustainable development grant making program at the Rockefeller Brothers Fund in New York City.

Dr. Daniel Pauly

Dr. Daniel Pauly is one of the most prolific and esteemed marine scientists working in the field. Since 1999, Dr. Pauly has been principal investigator of the Sea Around Us Project, based at the Fisheries Centre at the University of British Columbia.

Heather Stevens

Stevens and her husband founded The Waterloo Foundation, based in the UK, which she now chairs. Waterloo's environmental efforts are focused on marine work and tropical forest conservation. The Foundation has funded considerable work in the marine sector including campaigns to combat illegal fishing in west Africa and to improve the fishing industry and marine life in the Pacific Coral Triangle.

Sam Waterston

Sam Waterston is an award-winning actor and activist. With an extensive curriculum vitae that includes theater and film, Waterston has been best known in recent years as the star of NBC's "Law & Order."

OCEAN COUNCIL

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Filmmaker and Activist

Lea Haratani | Vice Chair
Activist

Anne Alexander Rowley
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REPORT COVER: Striped dolphin east
of Samothrace island, Greece. *Marviva*
Med Mediterranean Expedition.
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