



**OCEANA**

Protecting the  
World's Oceans

**2011**ANNUALREPORT



**OCEANA 2011  
ANNUAL REPORT**

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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).





## A healthy ocean is a productive ocean.

Right now, hungry people everywhere are eating seafood as much as they eat eggs. Marine fish provide 14 percent of the animal protein in people's diets, on average, worldwide. And they do so without requiring that any rainforests be cut down to plant cornfields. They produce almost no climate-changing gases, and they require only a tiny amount of fresh water in processing. In many ways, marine fish are the perfect protein.

A sensible world, facing a 30 percent-plus population increase between now and 2050, would be doing everything it can to deliver an abundant ocean to our grandchildren. Yet fishery collapses are occurring everywhere. Overfishing by industrial fleets has reduced spawning stocks so much that worldwide catches are declining.

The good news is that overfishing is a very fixable problem – we know what works. Fishery managers need only set and enforce scientific quotas, protect nursery habitat, and reduce bycatch. These basic steps will rebuild fisheries and increase catches, potentially within a 10 year period. There are many examples of fisheries rebounding in countries that have already invested in strong fisheries management regimens – including the United States and Norway. Fisheries like Haddock (in the U.S.) and Arctic Cod (in Norway) have rebounded after effective management was put in place.

The even better news is that ocean fish have the good sense to congregate in the national zones of the world's oceans rather than in the high seas. The coastal zones – known as exclusive economic zones (EEZs) – provide seven pounds of fish for every pound caught on the high seas. Just 10 coastal countries are catching 52 percent of the world's

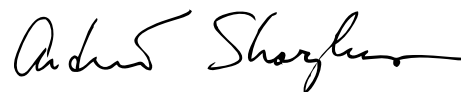
ocean fish. Twenty-five countries provide 73 percent. This means that saving the oceans does not require international cooperation. It can be done by the coastal countries of the world.

Quotas, habitat protection and bycatch reduction by just 10 to 25 countries will provide an abundant ocean. We estimate that such action could feed nearly 700 million people a daily seafood meal in 2050, up from about 450 million if we let current depletion trends continue. Our descendants call out for us to get this done.

Thank you for your support of Oceana. With your ongoing help, Oceana continues to win the policy victories that can save and rebuild the ocean. In these pages, you will read about victories in Chile, Belize, the United States and the European Union.

A healthy ocean is a productive ocean. The actions we take as ocean conservationists will also feed millions of people. A recovered and abundant ocean is good both for the creatures that live there and the people who depend on them. As you will see in this report, we continue, one campaign victory at a time, to make progress towards this goal.

Sincerely,



Andrew F. Sharpless  
Chief Executive Officer



OCEANA | Concha Martínez



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# Oceana Milestones and Victories

2001

**05/2001:** Oceana is established by the Pew Charitable Trusts, Rockefeller Brothers Fund, Oak Foundation, Marisla Foundation, Sandler Foundation, Turner Foundation and the Surdna Foundation.



**02/2002:** American Oceans Campaign, founded by actor and environmentalist Ted Danson and chaired by Keith Addis, merges with Oceana.

2002

2003

**02/2003:** The United States government requires shrimp boats in the Gulf of Mexico and South Atlantic Ocean to use larger turtle excluder devices, saving 60,000 sea turtles a year.



**04/2003:** Oceana expands with an office in Santiago, Chile.



**11/2003:** Oceana opens an office in Madrid, Spain, the capital of the

European country with the largest fishing fleet.

2004

**01/2004:** The United States doubles the funding for federal fishery observers, independent scientists who collect data on accidentally caught and killed wildlife on fishing ships.

**05/2004:** Royal Caribbean Cruise Lines, the second largest cruise line in the world, agrees to install advanced wastewater treatment technology on all of its ships, greatly reducing the amount of sewage and gray water dumped into the ocean every day.



**08/2004:** Oceana opens an office in Brussels, Belgium, capital of the European Union.

**09/2004:** California Gov. Arnold Schwarzenegger signs bills banning cruise ships from dumping sewage from toilets and gray water from sinks and showers into state waters.

**Since 2001, Oceana has achieved dozens of concrete victories for the oceans in North America, South America, Central America and Europe.**

**In 2011, Oceana celebrated 10 years of saving the oceans. In just one decade, Oceana has protected vital ocean habitat, saved countless endangered animals such as sharks and sea turtles, reduced harmful mercury pollution, capped wasteful bycatch around the world, documented new and rare marine species and much more.**

## 2005



**02/2005:** The United States adopts the "Oceana approach" and closes more than 380,000 square miles of northern Pacific Ocean around Alaska's Aleutian Islands to destructive commercial fishing. This

is an area the size of Texas and Arizona combined.

**05/2005:** The European Union criminalizes the dumping of oily waters and residues into the ocean, preventing up to 20 million tons of pollutants from entering into the ocean each year. This is the single largest oil pollution reduction in decades.

**06/2005:** The Oceana Ranger completes its first expedition, crossing the Atlantic Ocean.

**08/2005:** Chemical company PPG announces it will switch its Louisiana chlorine plant to mercury-free technology.

**09/2005:** Wild Oats becomes the first U.S. grocery store in our campaign to post the federal warning on mercury



**09/2005:** The European Union protects over 500,000 square miles around the Azores, Madeira and the Canary Islands from destructive fishing practices, including bottom trawling.

**10/2005:** Safeway, a large grocery chain in the United States, joins the Oceana Green List by agreeing to post the federal health warning on mercury contamination in seafood.

**10/2005:** Oxychem agrees to close its Delaware chlorine plant, eliminating the largest source of mercury pollution in the state.

## 2006

**03/2006:** The U.S. government protects 140,000 square miles of Pacific ocean habitat from bottom trawling.

**04/2006:** Oxychem agrees to switch to mercury-free technology at its Alabama chlorine plant.



**05/2006:** The Oceana Ranger begins its first Mediterranean expedition.

**06/2006:** Whole Foods joins the Green List.

**07/2006:** The United States House of Representatives maintains the Dolphin Deadline, an important deadline for protecting thousands of marine mammals from being killed by fishing gear.

**09/2006:** Trader Joe's joins the Green List.

**10/2006:** SuperValu, the parent company of numerous grocery stores in the U.S., joins the Green List.

## 2007

**01/2007:** Oceana's online supporters rally to end the sale of shark fin soup by Amazon.com.

**01/2007:** Pioneer agrees to end mercury-polluting technology at its Louisiana chlor-alkali plant.

**05/2007:** The Oceana Ranger launches its second Mediterranean expedition.



**06/2007:** Pacific leatherbacks are protected by a new ban on drift gillnets.

**08/2007:** Chemical company ERCO Worldwide agrees to switch to mercury-free technology at its Wisconsin chlor-alkali plant, eliminating the state's second-largest producer of mercury air pollution.

## 2008

**01/2008:** Kroger and Harris Teeter, two large American groceries, join the Green List after an Oceana report on mercury contamination.

**02/2008:** The European Court of Justice enforces the international ban on driftnets in France.

**06/2008:** The Oceana Ranger launches from Vigo, Spain, to document key habitats in the Atlantic Ocean north of the country.

**06/2008:** Oceana launches the MarViva Med in a joint expedition with MarViva Foundation to expose illegal bluefin tuna fishing and document the effects of bottom trawling in the Mediterranean Sea.

**06/2008:** The United States places a strict limit on chinook salmon bycatch in the Bering Sea pollock fishery, saving more than 100,000 chinook salmon a year.

**07/2008:** The United States government adopts Oceana's "freeze the footprint" approach toward bottom trawling, and closes 180,000 pristine square miles of the Bering Sea to trawling.



**08/2008:** Costco, one of the largest retailers in the United States, agrees to post the federal health warning about mercury in seafood at its seafood counters.

## 2009

**01/2009:** The United States issues a six-month emergency rule prohibiting longline fishing gear where sea turtles feed.

**01/2009:** Oceana's supporters succeed in getting online retailer Dr. Susan Lark to end the sale of beauty products that include liver oil from deep-sea sharks.

**02/2009:** The United States prevents the expansion of industrial fishing into the U.S. Arctic, one of the most sweeping precautionary measures in fishery management history.

**03/2009:** Spain expands a marine reserve around Cabrera, an island in the Mediterranean Sea, after Oceana presents evidence on the island's marine diversity.



**07/2009:** The United States bans fishing for krill, a critical part of the food web, in waters off California, Oregon and Washington.

**08/2009:** The Ranger sails to the Canary Islands in the Atlantic Ocean to explore seamounts with the support of Fundación Biodiversidad.

**08/2009:** The United States protects four deep-water canyons home to incredible biodiversity by banning bottom trawls and dredges.

**10/2009:** The European Union Court of Justice finds Italy in breach of E.U. law for its continued use of illegal driftnets, based on surveillance evidence provided by Oceana.

**11/2009:** Oceana opens an office in Belize City, Belize, home of the world's second largest coral reef system.

**11/2009:** The government of Belize agrees to stop issuing fishing permits to foreign ships, protecting the country's local, more sustainable fishing culture.

## 2010

**03/2010:** Chile adopts major salmon farming reform, including four recommendations from Oceana to greatly mitigate the environmental damage done by open-ocean salmon pens.

**06/2010:** The Ranger documents habitats in the western Mediterranean in its sixth annual expedition.

**06/2010:** 23,000 square miles of deep-sea corals in the South Atlantic are protected when the United States permanently closes the area to bottom trawling.

**08/2010:** Oceana launches the Oceana Latitude in a two-month expedition to study the effects of the Gulf of Mexico oil spill.

**08/2010:** A marine reserve in northern Chile that is home to 80 percent of the world's endangered Humboldt penguins is protected from the proposed construction of a power plant.

**10/2010:** Chile establishes the world's fourth-largest fully protected marine reserve around Salas y Gómez Island in the Pacific.

**10/2010:** Chile greatly reduces the annual quota for jack mackerel after Oceana presented evidence that the species was overfished.

**11/2010:** Morocco and Turkey join France and Italy in agreeing to enforce a ban on driftnets, saving thousands of marine mammals, sharks, bluefin tuna, swordfish and other wildlife.

**12/2010:** Belize becomes one of the first countries in the world to enact a full ban on all trawling, protecting its section of the largest coral reef in the western hemisphere.

**12/2010:** The United States announces that no new offshore drilling will be allowed in the eastern Gulf of Mexico or the Atlantic or Pacific coasts for at least six years.

**12/2010:** The United States protects sharks with the Shark Conservation Act, which ends the brutal practice of shark finning in national waters.

**12/2010:** Olin Corporation announced it will end the use of mercury-polluting technology at its chlor-alkali plants in Georgia and Tennessee.

## 2011

**02/2011:** Oceana opens its Copenhagen, Denmark office, and begins campaigns for habitat protection in the Baltic Sea.

**03/2011:** Oceana defeats a second coal-fired power plant that was planned near a marine reserve in northern Chile that is home to blue whales, penguins, sea lions and other wildlife.

**04/2011:** The Hanse Explorer sets sail in Oceana's first Baltic Sea expedition.

**06/2011:** This year's Ranger expedition focuses on a little-known Portuguese seamount called the Gorringe Bank.

**07/2011:** The United States Court of Appeals for the District of Columbia rules in favor of Oceana in a suit that will require commercial fisheries from North Carolina to the Canadian border to monitor and report bycatch, or untargeted fish and wildlife killed by fishing gear.

**07/2011:** Chile bans shark finning nationwide.



**08/2011:** An investigation by Oceana reveals that antibiotic use in Chilean salmon farms has dropped after our campaign to clean up the farms, indicating that the campaign has worked.

**10/2011:** California joins Washington, Oregon and Hawaii in banning the trade of shark fins, the main ingredient in shark fin soup. California had been the largest importer of shark fins.



# 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, large numbers of boats, huge amounts of fuel and miles of gear to find and catch fish. The data is clear – if the global fleet is unfettered, the fish do not stand a chance. We can and will catch them all.

According to research by Dr. Daniel Pauly, leading fisheries scientist and Oceana board member, global seafood catch peaked in the late 1980s and has been declining ever since despite more and more boats on the water. The U.N. Food and Agricultural Organization reports that 80 percent of seafood species are overexploited, fully exploited or recovering from depletion. This has consequences not just for the billion people – many of them hungry – who rely on the ocean for animal protein. Marine predators like dolphins are also at risk when they can't find enough food to eat.

The impact of overfishing is compounded by destructive fishing practices such as bottom trawling and bycatch. Bottom trawls drag heavily weighted nets along the ocean floor in search of fish or crustaceans in a practice akin to clear-cutting a forest in order to catch rabbits. They flatten nursery habitat. Bycatch results from unselective nets and longlines that kill enormous amounts of ocean creatures along with target species. Each year, more than 16 billion pounds of unwanted fish and other wildlife are thrown overboard.

Meanwhile, the increasing demand and size of ocean aquaculture further depletes wild fish stocks, rather than taking the pressure off wild seafood species. For example, up to five pounds of wild fish are required to produce just one pound of farmed salmon.



## WE ARE POISONING THE OCEANS WITH FOSSIL FUELS

The oceans are also being poisoned by fossil fuels. Despite the massive Gulf of Mexico oil spill in 2010 and reports of sea turtles, dolphins and other animals perishing in the wake of the spill, governments and industry continue to push for more oil drilling in the oceans, even in remote or pristine places, such as Belize and the U.S. Arctic.

Belize is home to the Mesoamerican reef, the world's second largest barrier reef system, a UNESCO World Heritage Site and a major tourist destination. Offshore drilling would devastate the reef and Belize's tourism and fishing industry. Meanwhile, proposed offshore drilling in the U.S. Arctic is undeniably risky. There is no proven way to clean up oil in the Arctic's harsh environment, and little infrastructure to deal with a spill.

This drilling is being justified by a myth – that increased ocean oil drilling will substantially lower gas prices. As a global commodity, oil is priced on an international basis – according to global supply and demand. The data shows that these types of new oil discoveries have little impact on the prices of gas. Oil found in the United States, for example, is not sold to Americans at a discount off the world price.

Expanded offshore drilling is simply too risky for our oceans.

## WE ARE RISKING A CRITICAL SOURCE OF FOOD JUST WHEN WE NEED IT THE MOST

The Earth will be home to 9 billion people by 2050, and we are risking the healthiest, cheapest and most potentially



sustainable source of protein by mismanaging our wild seafood. A billion people already depend upon fish as their primary source of animal protein, many of them in the world's poorest countries. There are 400 million hungry people who live in major fishing countries.

The U.N. estimates that we will need to produce 70 percent more food by mid-century to meet growing demand for food by an increasingly wealthy and densely populated planet. The demand for animal protein is expected to almost double. But the arable land and fresh water needed for land-based agriculture and livestock are already in short supply – in many cases the “available” lands are forests that we need for other reasons (like absorbing CO<sub>2</sub>). Plus, terrestrial animal protein production creates huge amounts of greenhouse gases.

Wild seafood can contribute a major portion of the food needed in the coming decades, but wild fish stocks around the world continue to disappear. This is troubling because seafood is in many ways the perfect protein. Wild fish don't require arable land or fresh water, and only generate small amounts of greenhouse gases. Plus, we know that with a relatively small investment, we can save wild fish stocks. We can put the right policy measures in place, turn around depleted fisheries and provide needed food for a hungry world while also preserving the biodiversity of ocean ecosystems. It is possible to feed nearly 700 million people a daily seafood meal in 2050 if we take the necessary actions to save our wild fish stocks.

The oceans are an invaluable resource for humankind – one that we can't afford to squander, especially as our planet becomes increasingly crowded and hungry.



# THE GOOD NEWS

SAVING THE OCEANS IS POSSIBLE IN OUR LIFETIMES.





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## WE HAVE SOLUTIONS

Many of the most serious threats to the oceans can be addressed with solutions that already exist. Sustainable fishing follows a clear policy pattern: establish science-based quotas, protect habitat and reduce bycatch. We know this method works. It has already seen success in replenishing numerous seafood species, from rockfish on the U.S. East Coast to jack mackerel in Chile to cod in Norway's North Sea. Success stories can be found all over the world, including in developing countries. In addition, new technology has made many kinds of pollution preventable, and offshore wind can help relieve our dependence on dirty fossil fuels.

## WE HAVE SUPPORTERS AND ALLIES

Oceana is not alone in this fight. We have more than 500,000 e-activists and supporters in over 150 countries. We are allied with conservation organizations and foundations, far-sighted 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 with clear short-term objectives designed to bring our oceans back to abundance and vitality. In 2011, we won many important victories for the ocean.



## SHARKS

### VICTORY: Full West Coast Ban on Shark Fin Trade

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. California joined Washington, Oregon and Hawaii in protecting sharks, all of which passed similar laws. Oceana provided strong science and policy advocacy to ensure the legislation had strong bipartisan support.

The laws mean that shark fin soup will no longer be sold on the U.S. West Coast, and they complement legislation passed in 2010 that ended shark finning in U.S. national waters. According to government data, approximately 85 percent of dried shark fin imports to the United States came through California last year, making the state 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. As apex predators, 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.

### VICTORY: Chile Ends Shark Finning

In July, the Chilean National Congress passed legislation drafted by Oceana that ends shark finning. Sharks must now be landed with all fins attached. Finning is the practice of removing a



shark's fins at sea and throwing the bleeding torso overboard to die. Most of the fins go to China where they are used in shark fin soup. An investigation by Oceana revealed that Chile exported 71 tons of dried shark fins from eight different species between 2006 and 2009.

Chile's more than 2,500 miles of coastline are home to many shark species, including the whale shark, basking shark, porbeagle and shortfin mako.

### VICTORY: Europe Protects Porbeagle Sharks

The European Union banned all fishing for porbeagle sharks in November. Porbeagles, also known as mackerel sharks and "bluedogs," can be over nine feet long and weigh several hundred pounds. Most importantly, they are top predators and play an important role in ocean ecosystems. Long coveted for their large fins and meat, porbeagle sharks are vulnerable to overfishing because they are slow-growing, late-maturing and give birth to few young. The porbeagle shark population in the Mediterranean Sea has declined by 99 percent.

Under the new rules, no porbeagle sharks may be caught in E.U. waters, and no E.U. ship in international waters is permitted to catch porbeagles. The sharks are a highly migratory species that live in the North Atlantic and in the Southern Ocean.

### VICTORY: Florida Protects Hammerhead and Tiger Sharks

In November, the Florida Fish and Wildlife Conservation Commission voted to fully protect tiger sharks and three species of hammerhead sharks from commercial fishing in all state waters.

The scalloped hammerhead and tiger sharks are not only icons of the ocean, but are at the top of the ocean food chain. Hammerheads, with their distinctive "T" shaped heads can reach over 14 feet in length and weigh several hundred pounds. Tiger sharks can be up to 24 feet long and weigh well over 1,000 pounds. These new protections are critical to saving these sharks. Tiger sharks numbers have dropped by 97 percent in U.S. Atlantic waters, and scalloped, smooth and great hammerheads have declined by about 70 percent in the northwest Atlantic.

### VICTORY: Saving Silky Sharks and Swordfish through ICCAT

In November, the International Commission for the Conservation of Atlantic Tunas (ICCAT), which also oversees sharks, put in place a new rule, following campaigning by Oceana, to fully protect the silky shark. Silky sharks are large, slender pelagic sharks with long, flat snouts, large eyes, and small serrated teeth. Silky sharks are overfished by the Atlantic longline industry. The new rule requires that all silky sharks caught in ICCAT fisheries, except for those caught by developing coastal countries for local consumption, must be released.

### VICTORY: Spain Increases Protection for Shark Species

After lobbying by Oceana, the Spanish Ministry of the Environment doubled the number of marine species officially protected in Spain. New protected species include 11 sharks, such as angel sharks, sawfishes and angular roughsharks, all considered threatened or endangered under the Barcelona Convention. Their protection by Spain, Europe's top shark fishing nation, sends a strong message to Europe and the world.





## PROMOTING RESPONSIBLE FISHING

The industrial fishing industry continues to push wild seafood populations toward collapse,

threatening ocean wildlife and one of the world's essential sources of protein for humankind. Ninety percent of the big fish – sharks, tuna, swordfish – are already gone, compared to their numbers in 1950. Destructive fishing practices waste an estimated 16 billion pounds of fish and kill countless marine mammals every year, while obliterating ocean nurseries and habitat like coral reefs and seamounts that can take decades or centuries to recover.

Oceana campaigns to enact and enforce responsible fishing practices that protect wild fish stocks and ocean ecosystems.

### **VICTORY: Illegal Driftnets Curtailed in the Mediterranean Sea**

In 2011, Morocco enacted a ban on the use, possession, manufacture or sale of driftnets. With 300 vessels using driftnets, Morocco had been one of the most notorious users of the wasteful gear in the Mediterranean.

These floating nets can be several miles long and indiscriminately catch and kill everything in their path, generating huge amounts of bycatch. Thousands of marine creatures, including whales, dolphins, sharks, sea turtles and fish are trapped and killed by this indiscriminate fishing gear each year.

After campaigning by Oceana, Turkey followed suit and announced it would stop using the destructive fishing gear. In 2009, Oceana identified Turkish vessels using driftnets in the Aegean and Mediterranean to target swordfish and

albacore, and we estimate there were 70 to 150 vessels operating in the country before the ban.

### **VICTORY: Limiting King Salmon Bycatch in the Largest U.S. Fishery**

The North Pacific Fishery Management Council approved new limits on the number of Chinook salmon that Gulf of Alaska pollock fishermen can accidentally net and kill. The Council voted to cap bycatch at 25,000 Chinook salmon. Last year, more than 54,000 Chinook salmon were caught by the Gulf of Alaska trawl fleet.

Chinook or “King” salmon is the largest species of Pacific salmon and is highly sought after by both fishermen and diners. Alaskan pollock, related to Atlantic cod, is the largest fishery in the United States by weight. As an additional benefit of this ruling, observer coverage will be increased on a large section of the enormous Alaskan pollock fleet to ensure compliance with the new cap. Oceana provided strong science and policy advocacy in favor of this new ruling.



### **VICTORY: Belize Ends Trawling in National Waters**

Belize finalized a ban on all forms of trawling, one of the most destructive fishing methods in the world. Bottom trawls wreak havoc on ocean nurseries and bottom habitat. Trawlers are also notorious for indiscriminately killing marine life, including sea turtles, marine mammals and untargeted fish species. With the decision, Belize joined just a few countries in the world that have completely protected their waters from bottom trawling.

The historic decision protects Belize's section of the Mesoamerican Reef, the largest coral reef system in the western hemisphere and a UNESCO World Heritage Site. In addition to its ecological importance, the Mesoamerican Reef has incalculable value to Belize's tourism industry and culture. Home to some of the Atlantic Ocean's only atolls, it is one of the most popular diving sites in the world.

Oceana has now helped protect 1.4 million square miles of the oceans from trawling in the Atlantic, Pacific and Arctic as part of our global campaign against destructive fishing.

Left: © Oceana/Xavier Pastor. Trawlers that will no longer operate in Belize.

## **VICTORY: Belize Fisheries Protected from Excessive Gillnet Bycatch**

Following campaigning by Oceana, the Belizean fisheries ministry established bans on gillnets, 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. Gillnets in Belize are often set at the head of rivers and catch almost everything in its path, generating large amounts of bycatch.

## **VICTORY: U.S. Court Rules Government Must Count Bycatch**

After a long battle, Oceana won a court order compelling the U.S. government to develop a binding system to reliably measure bycatch in East Coast fisheries. Bycatch refers to the fish and wildlife that fishing vessels throw overboard, often dead or dying, because they are not economically valuable or because regulations prohibit them from being caught.

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, it found excuses not to do so. After the decision by the U.S. Court of Appeals for the District of Columbia Circuit, the federal government must establish a system for reporting bycatch that it will actually follow and comply with, 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, contributing to overfishing and further threatening our wild seafood supply.



## **VICTORY: Fishing Gear Modifications to Save Sea Turtles**

After campaigning by Oceana, the New England Fishery Management Council approved a new rule to require modified fishing gear to reduce the capture of sea turtles in the Atlantic scallop fishery in specified areas and during times when sea turtles are known to be present.

All six species of sea turtles found in U.S. waters are threatened or endangered. Loggerheads are often injured or killed by scallop dredges, often made of steel with a chain bag, that drag the sea floor and can drown or crush the turtles. Kemp's ridleys, the rarest species of sea turtle, as well as green and leatherback sea turtles, are caught and sometimes killed by the scallop dredges.

The new gear, called a turtle deflector dredge, pushes sea turtles out of harm's way. The government estimates that the devices will reduce the number of sea turtles killed by dredges by more than half.

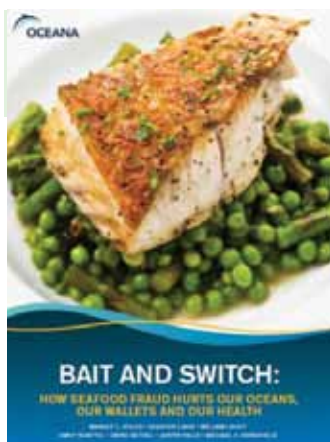
## **VICTORY: Chile Establishes Fishing Quotas Based on Science**

The Chilean Minister of Economy announced a comprehensive change for all of Chile's fishing quotas. The ministry introduced a new fisheries bill, entirely based on a proposal developed by Oceana, requiring that annual fishing quotas for all commercial fisheries be based on scientific recommendations.

In addition, this revised law will include new regulations increasing the transparency of the process, such as requiring that the scientific reports be made available online. The law will also prohibit the undue influence of any fishery stakeholders from this decision-making process, leaving it up to a panel of scientific experts.







## SEAFOOD FRAUD

In 2011, Oceana launched a new campaign to combat seafood fraud, the practice of mislabeling one fish as another. Seafood fraud has implications both for human health and overfishing.

In May, Oceana released a report, “Bait and Switch: How Seafood Fraud Hurts Our Oceans, Our Wallets and Our Health,” detailing that less than 2 percent of imported seafood in the U.S. is inspected. More than 80 percent of the seafood sold in the U.S. is imported.

Recent studies have found that seafood may be mislabeled as often as 25 to 70 percent of the time for fish like red snapper, wild salmon and Atlantic cod. This practice cheats consumers as well as undermines conservation measures to protect overfished species.

### **VICTORY: Legislation to End Seafood Fraud Advances**

In June, a key U.S. Senate committee passed legislation supported by Oceana that would curtail seafood fraud. The Commercial Seafood Consumer Protection Act, passed by the Senate Committee on Commerce, Science and Transportation, directs federal agencies to work more closely together, leading to better coordinated responses on seafood safety, labeling and fraud. It also increases the number of seafood testing labs, allows the U.S. to refuse seafood imports that do not meet federal requirements and provides an improved system for developing a list of standardized seafood names.

### **Oceana Uncovers Rampant Seafood Fraud**

An investigation by Oceana revealed that one in five fish fillets bought in Boston-area supermarkets was mislabeled, a confirmation of the widespread issue of seafood fraud. Atlantic cod was the most commonly mislabeled species in Oceana’s analysis, which tested 88 samples from 15 supermarkets. Red snapper, an overfished species, was often sold as vermilion snapper.



## PROTECTING THE NURSERIES AND OCEAN HABITAT

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 incredibly productive and abundant thanks 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 to protect these ecosystems before their productivity and biodiversity are destroyed by industrial fishing or pollution. Oceana’s efforts to protect habitat have resulted in the protection of over a million square miles of sea from trawling and other forms of destructive fishing, an area one-and-a-half times the size of Alaska, California and Texas combined. In 2011, Oceana expanded its efforts to protect the future viability and biodiversity of marine ecosystems.

### **VICTORY: Expanding Chile’s Motu Motiro Hiva Marine Park**

In 2011, the Chilean government backed Oceana’s proposal to triple the size of the Motu Motiro Hiva Marine Park, which was established in 2010 after Oceana, National Geographic and the Waitt Foundation launched an expedition to the

remote Pacific Ocean area that showed an extraordinary array of marine wildlife.

In early 2011, together with National Geographic and the Chilean Navy, Oceana embarked on a second expedition to investigate the waters of Salas y Gómez and Easter Island. This expedition revealed that the marine protected area is teeming with wildlife, from sharks to enormous corals. Yet because this marine park only protects part of the area around the island, large sections of this healthy ecosystem are in danger. Nearby Easter Island, which has suffered from years of overfishing by industrial fleets, contains much smaller fish and fewer sharks.

The expansion of Motu Motiro Hiva Marine Park will more fully protect the species around Salas y Gómez and give them a chance to reproduce and even replenish the waters around Easter Island. The establishment of the marine reserve in 2010 expanded Chile’s protected marine areas by a hundredfold. The new proposal expands the reserve to more than 255,000 square miles, making it the second largest marine reserve in the world.

In addition, Chile announced a marine reserve in the nearby Hanga Roa Bay off Easter Island, based on Oceana’s proposal, which was made in collaboration with the local Rapa Nui people.



© OCEANA | Alex Muñoz

## **VICTORY: Spain's Cabrera National Park to Expand**

In June, the Board of Trustees of Spain's Cabrera National Park voted to expand its marine park based on a recommendation from Oceana. The national park is located in the Balearic Islands, Spain's popular Mediterranean tourist destination, and is one of the islands' most remote outposts. It is a refuge for endangered red coral, gorgonians, whales and dolphins.

Following Oceana's recommendation, the board of trustees voted to increase the size of the park tenfold, and to end the use of destructive fishing techniques, such as bottom trawling, in the park. Oceana's proposal was based on scientific research from the Oceana Ranger's expeditions to Cabrera and was supported by other conservation groups, including Greenpeace and World Wildlife Fund.

## **VICTORY: Second Power Plant Defeated in Chile**

For the second time in less than a year, Oceana helped defeat a coal-fired power plant on the coast of northern Chile that would have threatened marine reserves home to 80 percent of the world's Humboldt penguins as well as bottlenose dolphins, blue whales and numerous other marine animals.

In March, the CAP Company in Chile withdrew its plans to construct the 300-megawatt Cruz Grande power plant following pressure from Oceana and its allies. In late 2010, Oceana was a leader in the effort to stop the construction of another power plant in the same region in a campaign that galvanized the Chilean environmental movement and resulted in thousands of Chileans getting involved in this campaign.

Emissions from the proposed power plant would have polluted the marine reserves. In addition, the plants would have drawn in sea water to cool the plant, and then discharged it back into the ocean at higher temperatures, wreaking havoc on the cold-water marine ecosystems.



Also, mercury emissions from the plants would have contaminated the locally caught fish and mollusks like the Chilean abalone, damaging a crucial local fishery.

## **VICTORY: 16.1 Million Square Miles of North Pacific Habitat Protected**

After years of work by Oceana and allies, an international delegation agreed in March to conservation measures that will protect more than 16.1 million square miles of seafloor habitat in international waters from bottom trawling in the North Pacific Ocean. The delegation adopted Oceana's "freeze the footprint" approach to prevent the expansion of bottom trawling into untouched areas and to protect seamounts, corals and other vulnerable marine ecosystems.

Bottom trawls are massive weighted nets that drag along the ocean floor, destroying anything in their path, including ancient corals and fields of sea sponges. Nets can be 200 feet wide and 40 feet high, weighing as much as 1,000 pounds and reaching depths of more than 5,000 feet.

Oceana, the Natural Resources Defense Council and the Deep Sea Conservation Coalition have been working together to advance these habitat protections. Participating nations,

including the U.S., Canada, Japan, Russia, China, Korea and Taiwan acted on a commitment they made at the United Nations General Assembly to enact these interim conservation measures to protect vulnerable marine ecosystems in international waters. The measures halt the expansion of bottom trawling and other bottom fishing gear, and require an assessment of the long-term sustainability of fish stocks, as well as a determination that fishing would not have significant effects on sensitive habitats as a condition to allow fishing into new areas.

## **VICTORY: Steller Sea Lions' Food Protected**

Beginning January 1, 2011, the National Marine Fisheries Service closed areas in the western Aleutian Islands to destructive bottom trawling for Atka mackerel and Pacific cod, essential food sources for the endangered population of western Aleutian Steller sea lions. The regulation protects an additional 1,500 square miles of habitat in this remote region. Oceana was the primary advocate spurring this action, which provides further protections for both sea lions and living seafloor habitat in the Aleutians.

## **VICTORY: Excessive Antibiotic Use Curbed in Chile**

Over the last decade, the salmon farming industry in Chile was



plagued by disease and pollution as the industry packed too many fish into open-water pens. Oceana convinced the government of Chile to reform the industry in recent years, and in 2011, our reporting confirmed that Oceana's measures were meeting success.

Official government statistics released in 2011 showed that antibiotic use in Chilean farmed salmon dropped 19 percent between 2007 and 2010 – a direct result of Oceana's successful campaign to reduce antibiotic use.

In addition, the use of quinolones, a powerful class of antibiotic that are not approved for use in agriculture and aquaculture in the U.S., dropped by 96 percent in the same time period.

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 in the world that produces more farmed salmon than Chile. By reducing the use of 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.



## OFFSHORE DRILLING

A year after the U.S. experienced the largest ocean oil drilling disaster in its

history, Oceana continued to fight dirty and dangerous offshore drilling, while promoting clean wind energy as an alternative to continuing our dependence on fossil fuels.

### **VICTORY: Thousands of Miles of U.S. Ocean Protected from Offshore Drilling**

In the aftermath of the oil drilling blowout in the Gulf of Mexico, Oceana scored two significant victories in the fight

In February, Shell Oil announced it would postpone its 2011 plans to drill exploratory wells offshore in Alaska due to uncertainty over whether it would receive federal permits.



against offshore drilling. Secretary of the Interior Ken Salazar announced that in the Obama Administration's new drilling plan, no new offshore drilling would be allowed in the eastern Gulf of Mexico or off the Atlantic and Pacific coasts.

The Arctic was not protected by Salazar's announcement, but there was good news in February: Shell Oil announced it would cancel its 2011 plans to drill exploratory wells offshore in Alaska due to continued uncertainty over whether it would receive federal permits.

Shell sought to drill wells in the Beaufort and Chukchi seas. Oceana was instrumental in monitoring the permitting process in the Arctic and holding policymakers accountable for upholding the law.

### **Belizeans Speak Up Against Offshore Drilling in Historic Effort**

Oceana gathered tens of thousands of signatures in an historic exercise of the right to a national referendum to ban offshore oil exploration and drilling in Belize. This was the

first time in Belize's history that such a citizen's referendum was attempted.

Oil companies are preparing to drill off the coast of Belize, including in the Belize Barrier Reef, a UNESCO World Heritage Site that is home to thousands of creatures such as dolphins, sea turtles and whale sharks. The reef is also a top draw for visitors to Belize, and as such is essential to the tourism industry, one of the country's most important sources of revenue.

In collaboration with the Coalition to Save Our Natural Heritage (a coalition of local Belizean environmental groups), Oceana conducted a campaign from the cities to the most remote villages to gather signatures. More than 10 percent of the registered voters in the country signed the petition.





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**In 2011, Oceana's scientific reports were integral in advancing our policy objectives. Soon after the release of our first report on seafood fraud, "Bait and Switch: How Seafood Fraud Hurts Our Oceans, Our Wallets and Our Health," the U.S. Congress advanced legislation to combat fraud.**

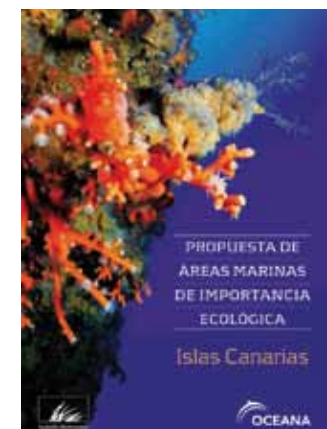
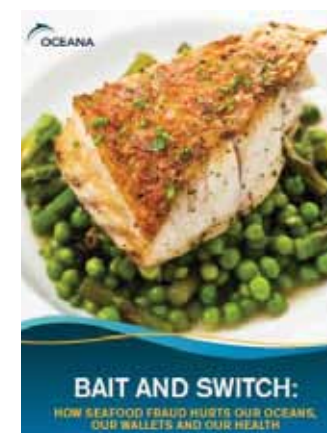
## REPORTS

- Proposal of Marine Areas of Ecological Importance – Canary Islands
- Vulnerable Sharks in the Atlantic Ocean: The Need for International Management
- False Sense of Safety: Safety Measures Will Not Make Offshore Drilling Safe
- Bait and Switch: How Seafood Fraud Hurts Our Oceans, Our Wallets and Our Health
- Breaking the Habit: Eliminating Our Dependence on Oil from the Gulf of Mexico by 2020, the Persian Gulf by 2023, and All Other Nations by 2033
- Forage Fish: Feeding the California Current Large Marine Ecosystem
- The European Union and Fishing Subsidies
- Protecting the Oregon Coast: Identifying and Protecting Important Ecological Areas
- Seamounts of the Balearic Islands: Channel of Majorca
- Oceana MedNet: MPA Network Proposal for the Mediterranean Sea

- Does a Future Exist for Balearic Fishing? Sustainable Management, a Guarantee of Long-term Viability
- Recreational Fishing in the Balearic Islands: A Booming Activity
- Responsible Artisanal Fishing: the Future of Fishing in the Balearic Islands
- Marine Protected Areas: A Tool to Fight Overfishing and Preserve Marine Ecosystems
- Trawling: Declining Fishing Method Needing Urgent Rationalization
- Conservation Proposals for Ecologically Important Areas in the Baltic Sea
- Expedition to Easter Island and Salas y Gómez
- Proposal for the Creation of La Higuera-Isla Chañaral Marine and Coastal Multiple Use Protected Area



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**Opposite page, top:** A sea turtle near Easter Island. **Bottom left:** A fish near Easter Island. **Bottom right:** A diver with corals near Easter Island. **This page, left:** Scientists aboard the Hanse Explorer in the Baltic Sea.



### THE RANGER EXPEDITION

In the summer of 2011, Ranger sailed for six weeks through the western Mediterranean and the Northeast Atlantic to document important seamounts and marine environments.

Oceana uses the photos, video and science from its expeditions to support its policy campaign objectives. For the 2011 Ranger expedition, Oceana collaborated with Portuguese government officials and scientists to photograph, film and research the Gorringe Bank, a little-explored seamount and an oasis of biodiversity southwest of Portugal.

Oceana gathered the first-ever images of this region in 2005. Oceana built on its last effort by using an underwater robot (ROV) and documented areas more than 2,500 feet below the surface of the ocean. The ROV recorded high-resolution videos and photos of this seamount and many others located

in the Mediterranean Sea. The images will be used to support the creation of more protections for the Gorringe Bank and other areas.

### HANSE EXPLORER EXPEDITION

For two months in the spring of 2011, Oceana's first Baltic Sea expedition explored the brackish sea's frigid expanses. The photos and scientific findings from the expeditions will help Oceana make the case for needed protections for the Baltic Sea.

Using divers, an underwater robot and a Van Veen dredge to take seabed samples, the crew of the Hanse Explorer documented the underwater biodiversity in the waters of every country bordering the Baltic Sea – the first time any environmental organization has done so.

Much of the Baltic Sea suffers from eutrophication, which

causes massive cyanobacteria blooms and in worst cases leads to oxygen depletion. The blooms caused by eutrophication give the water a green sheen, limiting visibility to almost zero in many places. Throughout the expedition, the crew took sediment samples and measured oxygen levels in order to determine the most threatened parts of the sea.

The oxygen-depleted areas were lacking in wildlife, but many other areas showed healthy ecosystems and variety of different species. In the Kattegat inlet, for example, the crew saw healthy ecosystems and a variety of marine life, including sea kelp, starfish, mussels and sea snails. Oceana has proposed that these areas be included in a network of marine protected areas.



Left: The Oceana Ranger in the Mediterranean. Top: The Hanse Explorer. Bottom: Crew members on deck on the Hanse Explorer.





### EASTER ISLAND AND SALAS Y GÓMEZ ISLAND

In early 2011, Oceana collaborated with National Geographic and the Chilean Navy in a unique partnership exploring the waters near Easter Island and Salas y Gómez Island. The expedition was the first to describe the fish and wildlife in the entire area surrounding these islands.

Oceana documented the impacts of overfishing in Easter Island. In nearby Salas y Gómez Island, another remote Pacific outpost, Oceana found three times as many fish despite otherwise equivalent conditions. Salas y Gómez is home to a healthy colony of sharks, which is a good sign of a healthy ecosystem, while Easter Island has almost none.

In 2010, Oceana was instrumental in the creation of a fully protected marine reserve in the waters of Salas y Gómez Island. The evidence from the Easter Island and Salas y Gómez expedition will help Oceana in the fight to expand the reserve, helping Easter Island's marine life to rebound and aiding the local Rapa Nui fishing community.

### EXPLORING THE PACIFIC

In the summer of 2011, Oceana launched a three-stage expedition on the West Coast of the United States. Oceana used remote operated vehicles (ROVs) and cameras to capture surface and underwater footage and support Oceana's efforts to protect these special places.



In California's Monterey Bay, the ROV documented shale beds, rocky pinnacles and recently-created marine protected areas. The ROV captured pink gorgonian corals, rock walls blanketed in colorful strawberry anemones, sponges and other living habitat essential for abundant fish populations. In Oregon, Oceana documented the large area of rocky reef just south of Cape Arago.

The expedition concluded in the San Juan Islands of Washington's Puget Sound. The expedition team found yellow branching sponges, large anemones, scallops, copper rockfish, quillback rockfish, kelp greenlings and more. Many of the areas Oceana explored are still open to bottom trawling, and others are threatened by 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.

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**The evidence from the Easter Island and Salas y Gomez expedition will help Oceana in the fight to expand the reserve, helping Easter Island's marine life and aiding the local Rapa Nui fishing community.**

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**Left:** Abundant fish near Salas y Gomez Island. **Right:** A shark near Salas y Gomez Island.

### NORTH AMERICA

In 2011, Oceana continued to raise its profile by way of thousands of contributions to major news stories across the United States.

In May, Oceana's new campaign to highlight the alarming issue of seafood fraud, the practice of disguising species that are less desirable, cheaper or more readily available, was profiled on the front page of the New York Times business section, and was followed by an investigation and front page article in the Boston Globe on the same issue. Oceana chief scientist and Vice President for North America, Mike Hirshfield, appeared on ABC World News, and Oceana scientist Margot Stiles also appeared on the CBS Early Show to discuss the campaign.

Oceana board member Ted Danson published his first book, titled *Oceana: Our Endangered Oceans and What We Can Do to Save Them*. The book, which draws on Danson's 25 years of ocean activism, was promoted on NBC's Today Show, Late Night with Jimmy Fallon, The Rachael Ray Show and Martha Stewart, among others. Print articles ran in The New Yorker, Vanity Fair, Newsweek and more.

### EUROPE

The release of the European Commission's proposal for the reformed Common Fisheries Policy in July provided Oceana with an excellent opportunity to leverage international attention. In response, Oceana garnered press in over 10 European countries from several top news agencies such as AP, AFP, Ritzau, ANSA, BBC, The Telegraph, El Mundo Publico (Spain), and DRadio (Germany).

For two months, the Ranger expedition traveled through the western Mediterranean and the Atlantic to study seamounts and underwater canyons. Coverage of the expedition appeared in international publications including Express, RNE, La Opinion de Malaga and the UK Guardian. Oceana's first expedition in the Baltic also generated significant media coverage in key countries around the Baltic, particularly Germany.

### SOUTH AMERICA

Oceana's joint expedition with National Geographic and the Chilean Navy to Salas y Gomez and Easter Island was featured in a National Geographic documentary, "The Lost Sharks of Easter Island." The Vice President of Oceana in Chile, Alex Muñoz, was featured throughout. The expedition was also featured in the Sunday edition of Chile's La Tercera with a full-color feature article.

Oceana was involved in every step of the legislative process that eventually banned shark finning in July 2011, and appeared in Chilean news stories at top national outlets such as La Tercera and El Mercurio. Oceana also appeared in English news stories on USA Today.com, Discovery.com, and fishnewseu.com.

### CENTRAL AMERICA

Oceana garnered widespread attention with the final agreement on Belize's national trawling ban in February. In addition, Oceana's campaign to stop all oil exploration and drilling in Belizean waters resulted in coverage in nearly all of Belize's news outlets, including Channel 7 Belize, Great Belize Television, Channel 5 and Plus TV.

**Oceana's celebrity supporters.** Top row: Alexandra Cousteau and Adrian Grenier; Aimee Teegarden; Aaron Peirsol and Kate Walsh; Alexandra Cousteau  
Middle row: January Jones; Almudena Fernandez; Diane Lane and Josh Brolin; Sam and Lynn Waterston  
Bottom row: Rachelle Carson-Begley and Ed Begley, Jr.; Leonor Varela; Mary Steenburgen and Ted Danson; Rachel Roy, Molly Sims and Kerry Washington.

### The New York Times May 25, 2011

#### Some Foul Play at Fish Markets

On Wednesday, Oceana released a new report titled "Bait and Switch: How Seafood Fraud Hurts Our Oceans, Our Wallets and Our Health." With rates of fraud in some species found to run as high as 70 percent, the report concluded, the United States needs to "increase the frequency and scope" of its inspections.

For consumers, the issue is about dollars and cents — wanting to get the quality and type of fish they paid for. "If you're ordering steak, you would never be served horse meat," said Dr. Hirshfield of Oceana. "But you can easily be ordering snapper and get tilapia or Vietnamese catfish."

### VANITY FAIR August 2011

#### Fighting the Good, Wet Fight

Ted Danson recently published an important book — the fruits of his 25 years of environmentalism — "*Oceana: Our Endangered Oceans and What We Can Do to Save Them*." "We need to rise above self-interest for the good of all, and we need scientific knowledge to lead the way so we're not making things worse. Why not be engaged? Why be cynical and think it's hopeless? Just do the best you can, you know."

### INTERNATIONAL Herald Tribune June 9, 2011

#### McDonald's to market eco-friendly fish to Europeans

"This is just one step," Xavier Pastor, of Oceana, said. "The definition and boundaries of sustainability still need to be sorted out, particularly regarding the labeling of products caught using destructive fishing practices. We cannot consider bottom-trawling fisheries to be sustainable since the impact that this fishing gear has on seabeds causes more damage to our already exhausted ocean ecosystems."





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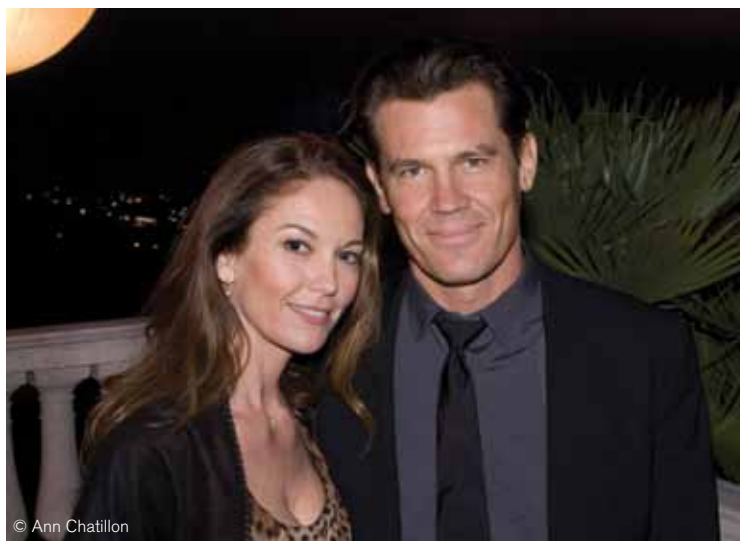
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## Oceana's Board of Directors and staff extend our deepest appreciation to our contributors for their continued support and generosity during 2011.

Oceana's support comes from foundations, organizations and individuals in more than 150 countries. Oceana benefits not only from cash contributions, but also from generous in-kind contributions of goods and services.

Despite the continuing economic turmoil in 2011, Oceana's contributors maintained the support that is essential to our campaigns to preserve ocean life. Oceana received revenue and support of approximately \$20 million in unrestricted funds, including the release of \$15 million in time- and program-restricted gifts for which commitments had been received in the current and 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 \$21 million in net assets. Expenses were approximately \$21 million in 2011. Of every dollar of expenses, approximately 79 cents were spent directly on Oceana's programs. The remainder was spent on general and administrative costs (just about 10 cents), raising funds (slightly less than 10 cents), and good/services that event ticket purchasers paid for (approximately 1 cent).

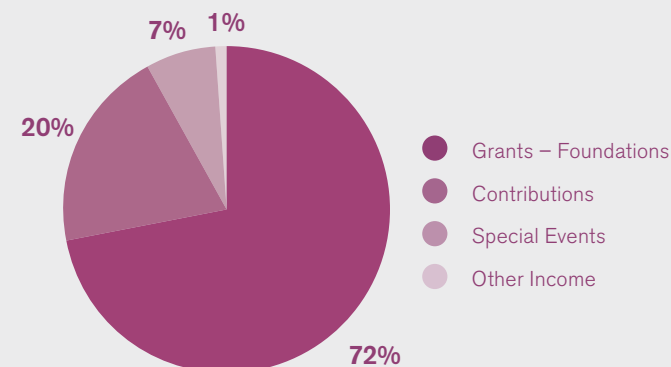
Oceana, Inc. is tax-exempt under Section 501(c)(3) of the U.S. Internal Revenue Code, so contributions may be tax-deductible. Please contact Oceana at the address below for information on making gifts to Oceana, for a copy of its audited financial statement, or for other inquiries.

Oceana, Inc.  
Attn: Development Department  
1350 Connecticut Ave. NW, 5th Floor  
Washington, DC 20036 USA  
[info@oceana.org](mailto:info@oceana.org)  
1.202.833.3900

These financial results represent the consolidated operational activity of Oceana, Inc. and Oceana Advocacy Resources, Inc.

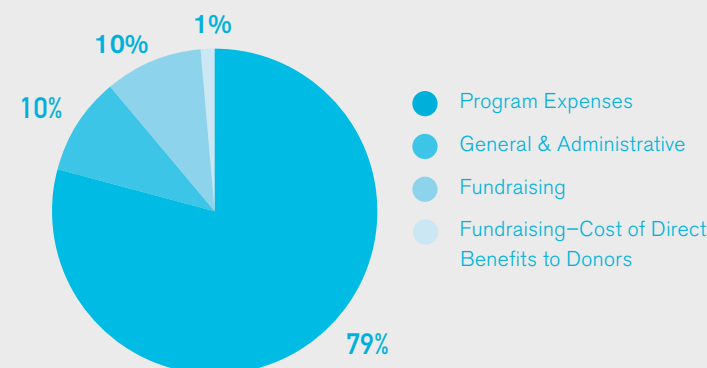
### 2011 REVENUE

\$19,895,510



### 2011 EXPENSES

\$21,134,064



### NET ASSETS AT END OF YEAR

(2011) \$21,074,897



(CHART IN MILLIONS OF US DOLLARS)



	2011			2010	2009
	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL	TOTAL	TOTAL
<b>REVENUE AND SUPPORT</b>					
Grants and Contributions	4,025,387	14,342,591	18,367,978	20,679,039	11,805,029
Special Events	1,353,942	-	1,353,942	1,775,796	1,430,853
Investment Income	14,617	-	14,617	46,131	79,865
Rental Income	113,743	-	113,743	120,009	70,164
In-Kind Revenue	95,000	-	-	-	46,495
Miscellaneous	1,927	-	1,927	6,185	12,980
Foreign Currency Transaction Gain (loss)	(51,697)	-	(51,697)	(348,212)	133,332
Net Assets Released from Restrictions:					
Satisfaction of Time Restrictions	9,121,149	(9,121,149)	-	-	-
Satisfaction of Program Restrictions	5,858,416	(5,858,416)	-	-	-
<b>TOTAL REVENUE AND SUPPORT</b>	<b>20,532,484</b>	<b>(636,974)</b>	<b>19,895,510</b>	<b>22,278,948</b>	<b>13,578,718</b>
<b>EXPENSES</b>					
<b>Program Services</b>					
North American Oceans	5,952,777	-	5,952,777	6,639,505	5,075,843
International activities	7,750,687	-	7,750,687	4,885,134	4,932,813
Communications	1,788,857	-	1,788,857	1,888,956	1,428,750
Law	735,209	-	735,209	638,461	614,979
Marine Science	528,304	-	528,304	574,793	539,019
Oceana Advocacy Resources, Inc.	5,278	-	5,278	1,223	11,467
<b>TOTAL PROGRAM SERVICES</b>	<b>16,761,112</b>	<b>-</b>	<b>16,761,112</b>	<b>14,628,072</b>	<b>12,602,871</b>
<b>Supporting Services</b>					
General and Administrative	2,060,793	-	2,060,793	1,856,289	1,745,626
Fundraising - cost of direct benefit to donors	279,424	-	279,424	483,540	340,587
Fundraising - other	2,032,735	-	2,032,735	2,111,511	1,880,298
<b>TOTAL SUPPORTING SERVICES</b>	<b>4,372,952</b>	<b>-</b>	<b>4,372,952</b>	<b>4,451,340</b>	<b>3,966,511</b>
<b>TOTAL EXPENSES</b>	<b>21,134,064</b>	<b>-</b>	<b>21,134,064</b>	<b>19,079,412</b>	<b>16,569,382</b>
<b>CHANGE IN NET ASSETS</b>	<b>(601,580)</b>	<b>(636,974)</b>	<b>(1,238,554)</b>	<b>3,199,536</b>	<b>(2,990,664)</b>
<b>NET ASSETS (Beginning of Year)</b>	<b>7,380,628</b>	<b>14,932,823</b>	<b>22,313,451</b>	<b>19,113,915</b>	<b>22,104,579</b>
<b>NET ASSETS (End of Year)</b>	<b>6,779,048</b>	<b>14,295,849</b>	<b>21,074,897</b>	<b>22,313,451</b>	<b>19,113,915</b>

**In 2011, Oceana grew to over 500,000 supporters worldwide and to over 60,000 super activists, or supporters who have taken three or more actions in the calendar year. Oceana has dramatically increased our grassroots fundraising results, raising more than \$645,000 in small donations.**

Oceana received more than 500 nominations for the second annual Ocean Heroes contest, which honors everyday people working to save the oceans. More than 8,000 voters helped pick Southern California's Peter Wallerstein, from Marine Animal Rescue, as the adult ocean hero, and 8-year-old Minnesota shark advocate Sophie Bromenshenkel as the junior hero, while over 4,000 users pledged to "Be an Ocean Hero" for World Oceans Day. Many of Oceana's celebrity supporters, such as Kate Walsh, Adrian Grenier and Nicole Richie helped promote the contest via social media.

In 2011, Oceana supporters sent thousands of emails in support of shark fin trade bans in Oregon, Washington and California. Thanks to our activists' support and years of advocating for stronger shark protections, all three states banned the trade of shark fins.



Team Oceana at the Nautica South Beach Triathlon.



National Aquarium and Oceana staff release rehabilitated sea turtles.



Oceana staff participate in a river clean-up for World Oceans Day.



## Give Today To Help the Oceans.

### DONATE TO OCEANA

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 end overfishing, protect marine creatures, 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 \$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](http://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.

### DONATE 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. 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.

To discuss planned gifts, please contact the Major Gifts team at 1.212.371.5016 or at 909 Third Avenue, 31st Floor, New York, NY 10022.

Donate to Oceana  
Oceana Development Department  
1350 Connecticut Ave. NW, 5th Floor  
Washington, DC 20036 USA

1.202.833.3900 | [www.oceana.org/give](http://www.oceana.org/give)  
[fortheoceans@oceana.org](mailto:fortheoceans@oceana.org)

### 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 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 call Oceana at 1.202.467.1949 or visit [earthshare.org](http://earthshare.org).



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## INDIVIDUALS \$5,000+

Anonymous  
 Gregory Alexander  
 Wendy and Rick Aversano  
 Barbara and Michael Bebon  
 Rachelle and Ed Begley, Jr.  
 Tricia and Michael Berns  
 Carol and Dennis Berryman  
 Marta and Raj Bhathal  
 Deborah and Larry Bridges  
 Diane Lane Brolin and Josh Brolin  
 Deborah Buck  
 Leslie and Dino Cancellieri  
 Barbara and Bertram Cohn  
 David C. Copley  
 Monica Craun  
 Ellen DeGeneres and Portia de Rossi  
 Michael Dershewitz  
 Brenda Earl  
 Christina Falco and Michael Frumkin  
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Alexandra Cousteau aboard Oceana's expedition in the Baltic Sea. © Oceana/Carlos Suarez.



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**IN KIND**

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 world's oceans.



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Audrey Matura-Shepherd	Vice President, Belize
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Susan Murray	Senior Director, Pacific

## OCEANA STAFF

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Abby Hernandez	Accounts Clerk and Office Coordinator
Floyd Neal	Administrative Director
Michael Rhamdas	Office Assistant

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Christina Abel	Marine Scientist
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Andrzej Bailas	Marine Scientist and Policy Advisor
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Vanya Vulperhorst	Policy Advisor, Subsidies

### NORTH AMERICA

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Ashley Blacow	Pacific Policy and Communications Coordinator
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Gilbert Brogan	Northeast Representative
Jessica Champness	Manager, Major Gifts
Marcelo Co	Controller
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Rebecca Greenberg	Marine Scientist
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Ben Hayman	Senior Organizer
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Jackie Savitz	Senior Director, Pollution Campaign and Senior Scientist
Nicole Scott	Revenue Clerk
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Geoff Shester	California Project Director
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Tanvir Sra	Database Administrator
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Dedria Taylor	Junior Accountant
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## SOUTH AMERICA

Natalia Alfieri	Attorney/Lobbyist
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Juan Cristobal Gonzalez	Legal Director
Matthias Gorny	Scientific Director
Cristian Gutierrez	Economic Area Director
Annalore Hoffens	Communications Director
Lucas Zanartu	Audio Visual Director

## UNITED KINGDOM

Tim Keenan	Director of Development
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### **Dr. Kristian Parker** | Chair

A founding member of Oceana's Board of Directors, Dr. Kristian Parker is the Trustee in charge of Oak Foundation's environment program, which is dedicated to marine conservation and climate change prevention. Parker is also a marine biologist and received his Ph.D. in environmental sciences from Duke University.

### **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 Van Cleave** | Treasurer

Valarie Van Cleave'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 the executive director of the Marisla Foundation where he has focused on international biodiversity conservation, marine conservation and environmental health and justice.

### **Ricardo Cisneros**

Ricardo Cisneros is Chairman of Cisneros Corporation, one of the premier privately held media, entertainment and consumer products organizations based in Latin America. Mr. Cisneros is committed to the welfare of the Pemón people of the Gran Sabana region of Venezuela, through Fundación Wonken, which he created for that purpose.

### **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.

### **Sydney Davis**

Sydney Davis is a jewelry designer and activist. She and her husband, Andrew, are advocates for numerous environmental and educational causes. Through their family foundations, they work to protect and improve the lives of children, a goal that cannot be achieved without safeguarding the world's oceans.

### **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. She is currently the Director of Observatory for Premium and Prestige Business at IE Business School.

### **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.

### **Susan Rockefeller**

Susan Rockefeller is a documentary filmmaker and jewelry designer. She is Chairwoman of Oceana's Ocean Council and also sits on the program committee for The Stone Barns for Sustainable Agriculture, Advisory Board to Audubon Women in Conservation and on the Global Leadership Council of NRDC. Susan loves to paddle board and swim and spend time with her husband and family.



### **Heather Stevens**

Heather Stevens and her husband founded The Waterloo Foundation, based in the UK, which she now chairs. 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.

### **Rogier van Vliet**

Rogier van Vliet is chairman of Adessium Foundation, a Dutch fund founded in 2005 that provides financial support to charitable organizations in the Netherlands and worldwide. The Foundation aspires to a world in which people live in harmony with each other and with their environments. Since 2002, Mr. van Vliet has also been a director at Multifund, a private investment company.

### **Sam Waterston**

Sam Waterston is an award-winning actor and an activist, as a member of Oceana's board and of the board of Refugees International, advocating for refugees worldwide, with particular attention to displacement due to climate change and environmental degradation. With an extensive curriculum vitae in theater and film, he is a leading actor on HBO's new Aaron Sorkin series, 'Newsroom'.



Mother and child in a Filipino fish market.  
© Suzannah Evans.

**Susan Rockefeller, Chairwoman**  
Filmmaker and Activist

**Julie Tauber McMahon, Vice Chair**

**Dr. Andrew Bevacqua**  
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**Carolyn Marks Blackwood**  
Filmmaker

**Pierce Brosnan**  
Actor

**Deborah Buck**  
Buck House

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**Ann Colley**  
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**Kelsey Grammer**  
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**Lea Haratani**  
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Couture Shoe Designer and Hotelier

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**Lois Robbins**  
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**Anne Alexander Rowley**  
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Founder, Center for Living Peace

**Danielle Steakley**  
Activist

**Sutton Stracke**  
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**Daniel Thomas**  
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**Susan Trees**  
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Women and children with nets in Pemba, Mozambique.



EDITOR | Emily Fisher DESIGN | Heather Ryan

Cover Image: © OCEANA | Eduardo Sorensen