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IN BELIZE | RIGHT WHALES AND SEISMIC AIRGUNS

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.

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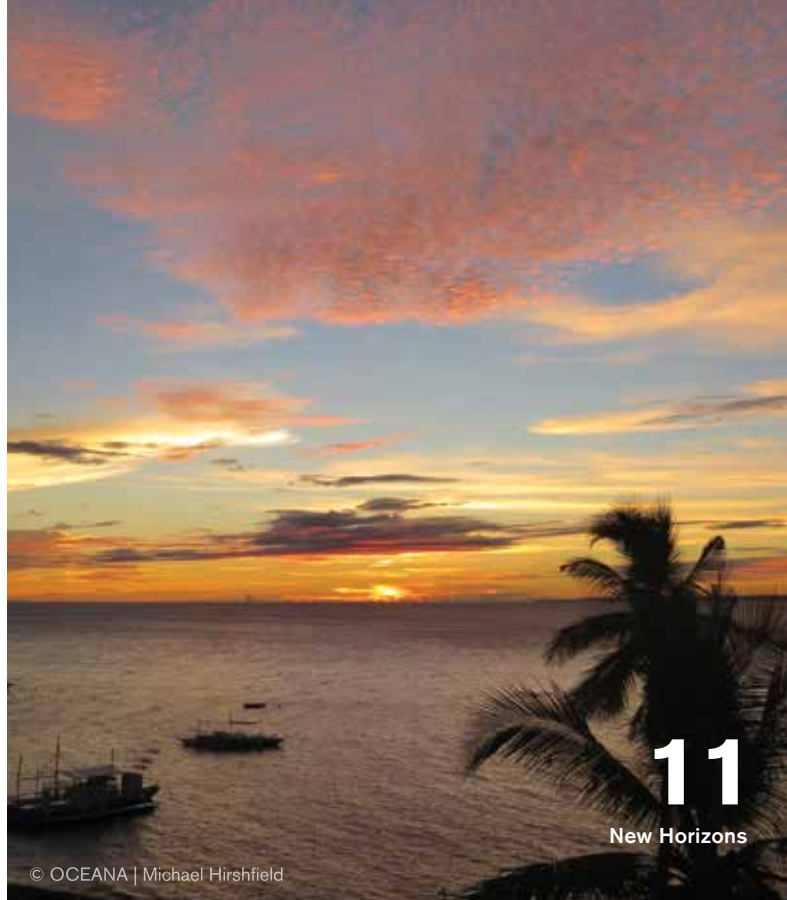
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A grant from Bloomberg takes Oceana
to two new countries

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Former New York City Mayor Michael Bloomberg.

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MEASURING SUCCESS, ONE OCEAN AT A TIME

Saving the ocean sounds like a global-scale task. For practical people, such big ambitions can be off-putting. Many of us want to know that what we are doing is actually making a difference, and will readily trade in glorious unfulfilled ambitions for measurable and concrete achievements.

So do Oceana's campaigns meet that standard?

The European Union, which catches more fish by weight from the waters off its coast than all but two countries, just passed a fundamental reform of the rules governing commercial fishing by all 28 member states. This reform of what is called The Common Fishery Policy (or CFP for short) will improve the abundance of Europe's ocean by 40 percent by the year 2020.

Chile, where more fish by weight are caught each year than in all but seven other countries in the world, has also reset its national laws to stop overfishing and to rebuild its depleted fisheries. It's too early to forecast the precise rate of improvement, but there will be substantially more fish in the Chilean Ocean by the end of this decade.

In the U.S., fourth on the list by the size of the catch from its ocean, overfishing has largely ended. Essential changes are still required in the management of bycatch — the unintended killing of non-target species — but the Americans are moving to eliminate ongoing depletion of commercial marine species.

As these examples show, ocean protection is practical because it can be achieved through national action by the countries whose oceans produce most of the world's marine catch. The marine waters of just nine countries and the European Union provide more than two thirds of the world's marine catch each year by weight. The waters of 30 countries (and the EU) give us more than 90 percent of the world's catch.

But can we reasonably hope to bring sensible fishery management rules to most of those thirty countries?

Former New York City Mayor Michael Bloomberg thinks so. And he's challenged Oceana prove it. With generous

support from the Bloomberg Philanthropies, Oceana will this year hire teams of Brazilians and Filipinos whose job will be to rebuild the abundance of the Brazilian and Philippine oceans.

Leonardo DiCaprio also thinks so. And he's also helping Oceana to do it. With generous support from the Leonardo DiCaprio Foundation, Oceana will secure better management of the eastern Pacific Ocean.

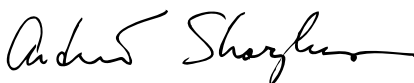
Peter and Diana Thomson also think so. They're challenging Oceana to win the policies that will rebuild the seriously depleted Canadian ocean. Providing a challenge grant of half the funds that Oceana needs to hire a Canadian advocacy team, they've given us a strong push toward stopping overfishing in the 16th most important fishing nation in the world.

These commitments validate your vision and loyalty as a longtime backer of Oceana. They are helping to give us the scale to make a truly global impact on the health and abundance of the world's oceans. Good ocean management by the European Union, Chile, the United States, Canada, the Philippines and Brazil would secure *a quarter of the world's marine catch* by weight.

I hope this news seizes you with a great sense of optimism for our shared goal of rebuilding ocean abundance. We are indeed saving the ocean. In so doing, we are protecting marine biodiversity, feeding hundreds of millions of people healthy seafood every day, securing countless fishing jobs, and showing the world that global scale conservation is, surprisingly, practical.

Congratulations to all of you whose loyalty, generosity and hard work are making this happen!

For the oceans,



Andy Sharpless
Chief Executive Officer



Oceana is grateful for the grants, contributions, and support it has received from dozens of foundations and companies and thousands of individuals. Oceana wishes to thank all of its supporters, especially its founding funders as well as foundations that in 2012 awarded Oceana grants of \$500,000 or more: Adessium Foundation, Arcadia Fund, Oak Foundation, Robertson Foundation, Rockefeller Brothers Fund, Sandler Foundation of the Jewish Community Endowment Fund, and VELUX Foundations.

CHILE SETS FIRST SCIENCE-BASED QUOTAS

Chile is on track to dramatically rebuild its fisheries, thanks new science-based fishing quotas for important species, including common hake, anchoveta, sardines, and jack mackerel, all of which are overfished. Following a 2013 reform to the Chilean Fisheries Law, the Chilean government recently announced the country's first science-based fisheries quotas for 2014, set with required advice from scientific committees.

The government reduced the quota for common hake by 55 percent, for anchoveta by 65 percent in specific regions, and for sardines by 29 percent in specific regions. The only increased quota was for the jack mackerel fishery, which is recovering after previous quota reductions. Reducing quotas will allow these serious-overfished species time to recover and rebuild, to the benefit of fishermen and ocean health. Oceana will continue to advocate for science-based management, and will continue to support the scientific committees as they face pressure from the commercial fishing industry to raise quotas prematurely.



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ARCTIC OCEAN SAFE FROM DRILLING FOR 2014

Thanks to campaigning by Oceana and our allies, there will be no oil drilling in the U.S. Arctic Ocean in 2014. In late January, Shell's new CEO announced that the company will not pursue any exploration drilling in the Arctic Ocean in 2014. His announcement came days after the Ninth Circuit Court of Appeals found that the Department of the Interior violated U.S. law

when it held Lease Sale 193, during which Shell and other companies purchased oil drilling leases in the Chukchi Sea off of Alaska. This ruling is in response to a lawsuit filed by Oceana and a coalition of conservation and Alaska Native partners represented by Earthjustice.

The court ruled that the government drastically underestimated the scale of the planned oil extraction and, as a result, failed to fully evaluate the harm that drilling and oil production would do to the Arctic Ocean. Shell also released poor fourth-quarter earnings and stated that it will cut exploration and development expenditures, like those the company has made in the Arctic.

Oceana and our allies have warned that there is currently no way to drill safely in the Arctic's harsh environment. Shell's problematic 2012 exploration attempts—highlighted by an incident when its drilling rig, the *Kulluk*, ran aground during a winter storm—clearly demonstrated that current technologies are unprepared for the Arctic's challenges.



© NOAA

LOWER CATCH LEVELS TO HELP PACIFIC SARDINES RECOVER

Pacific sardine populations off the U.S. West Coast are crashing, but newly reduced quotas will allow this critical species to rebuild. After campaigning by Oceana and our allies, the Pacific Fishery Management Council reduced the 2014 sardine catch quotas by more than 70 percent of 2013 levels to help halt the decline and give the fishery time to recover. Since 2007, the Pacific sardine population has fallen by nearly a million tons and is at its lowest biomass in two decades, according to a recent government population assessment. Most of the sardines caught by the fishery are not fed to people—instead they are turned into fishmeal, bait, fish oil, and pet food. Declines in the sardine population will harm both fishermen and the many ocean species that rely on these small, but important, fish for food, including Chinook salmon, bluefin tuna, California sea lions, brown pelicans, dolphins, and large whales. Oceana will continue to push for a full closure of the sardine fishery until assessments can show that the population is fully recovered.



© OCEANA | Juan Carlos Calvin

MEDITERRANEAN DEEP-SEA CORALS PROTECTED

In December, Mediterranean countries and the EU decided to protect 11 species of deep-sea corals at the 18th Ordinary Meeting of the Contracting Parties to the Barcelona Convention, a regional convention to prevent pollution in the Mediterranean. They also decided to implement the Action Plan on Dark Habitats, a scientific document drafted in part by Oceana, which will enable the creation of marine protected areas in deep-sea habitats like seamounts, submarine canyons, and caves. These areas are important spawning or nursery areas for marine life, including some commercial fish species. Yet many of these deep-sea habitats are unprotected, and are extremely vulnerable to human activities like pollution, overfishing, and climate change.

LIMITED FISHERIES SUBSIDIES HELP REBUILD EU FISHERIES

Thanks to sweeping fisheries reforms, the European Union is on track to increase the amount of fish caught in the EU by a full 40 percent over current levels by the year 2020. In late January, the European Parliament and European Council reached an agreement to significantly limit harmful subsidies that enable overfishing, leading to the collapse of many of Europe's fisheries. This result comes after years of campaigning by Oceana and our allies. The new legislation, the European Maritime and Fisheries Fund, will stop subsidized overfishing in multiple ways. It prohibits subsidies for new

boats, which encourage overfishing by building up unnecessarily large fishing fleets. Additionally, the few remaining equipment subsidies are limited by a budget ceiling and will be denied to operators with a record of illegal fishing. The legislation also doubled funding for fisheries management and data collection, which will help set appropriate fishing quotas. Finally, the bill also introduced funding to identify and manage marine protected areas, which protect biodiversity and improve the health of our oceans. The deal must still be approved by the plenary of the European Parliament, and a final bill is expected in early 2014.

EU COMMON FISHERIES POLICY TAKES EFFECT

Last May, the European Parliament and the Council of Fisheries Ministers approved major reforms to the Common Fisheries Policy, which help rebuild Europe's depleted fisheries to robust, sustainable levels. The Common Fisheries Policy went into effect on January 1, 2014, establishing a ban on discards, an obligation to subject all species to catch limits, and required landing sizes for Mediterranean species. Oceana scientists estimate that, together with recent reductions in harmful fisheries subsidies, the new policy will increase the amount of fish caught in the EU by a full 40 percent over current levels by the year 2020.

1

Actresses Rashida Jones, Angela Kinsey, and Cobie Smulders traveled with Oceana to Belize's barrier reef in late 2013. Watch Jones discuss her experience snorkeling with nurse sharks on the popular television show "Late Night with Jimmy Fallon." <http://youtu.be/BSbF9Ts0oTk>



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2



Bottlenose dolphins in the Gulf of Mexico are still suffering health effects from the 2010 BP oil spill, according to a new report released in December by the National Oceanic and Atmospheric Administration. The study shows that dolphins in Louisiana's Barataria Bay have lung damage and adrenal hormone abnormalities not observed in other dolphin populations. Out of 32 dolphins examined, 17 are not expected to survive.

3

Oceana Europe releases a Paris Seafood Fraud Report, revealing cases of seafood fraud across the city's restaurants and grocery stores. Oceana discovered that 80 percent of bluefin tuna samples were actually another species of tuna, usually albacore or bigeye.

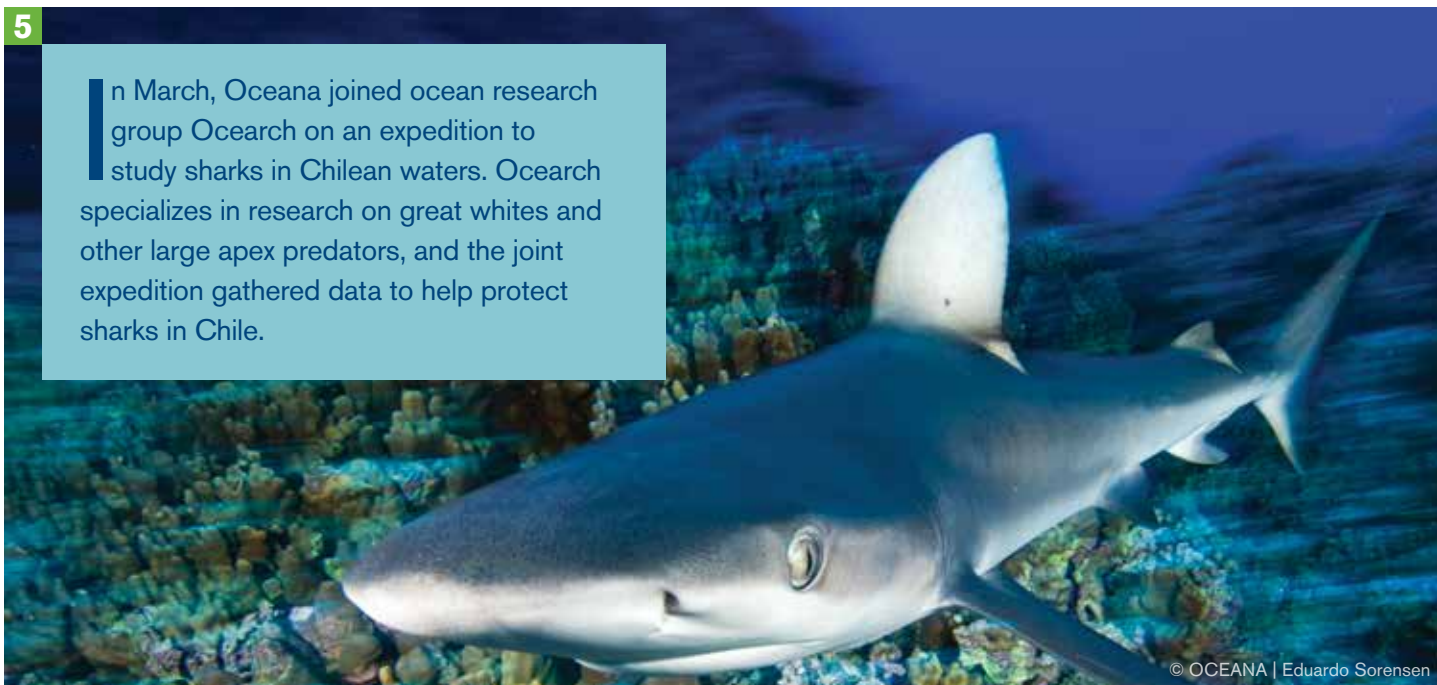
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350

Number of species that Oceana scientists identified on the Gorringe Bank seamount, 160 nautical miles southwest of Portugal's Cape St. Vincent. Species found include red gorgonian corals, rainbow wrasse, and basking sharks.

5

In March, Oceana joined ocean research group Oearch on an expedition to study sharks in Chilean waters. Oearch specializes in research on great whites and other large apex predators, and the joint expedition gathered data to help protect sharks in Chile.



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LEFT: Oceana President Jim Simon, Oceana Vice President for U.S. Oceans Jackie Savitz, former environmental adviser for George W. Bush James Connaughton, and his wife Susanna and daughter Grace.

© OCEANA | Nicholas Koon

Q+A: JAMES CONNAUGHTON

Former Environmental Adviser for George W. Bush

If you don't know his name, you should—James Connaughton was George W. Bush's environmental adviser during his presidency. As chairman of the Cabinet Committee on Ocean Policy, he played a critical role in establishing four new Marine National Monuments in the Pacific, which make up the largest national marine sanctuary in the world. Connaughton was a special guest at Oceana's SeaChange Summer Party last August, where guests donated more than \$1 million for ocean conservation.



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Have you always been interested in ocean conservation?

Ever since I was a little boy, I was inspired by the Cousteau specials that aired on TV. At a very early age I had great experiences at the Maryland seashore, including going clamming in the muck in my bare feet,

crabbing, fishing, and learning all about the challenges that the Chesapeake Bay was facing. After that I was in the Boy Scouts, which places heavy emphasis on conservation, and my troop was very active outdoors, especially in the bay and on the Maryland seashore.

Conservation is often portrayed as a liberal cause. Is that the case with ocean conservation?

Conservation is conservative. In the U.S. the most significant emblem of that is Teddy Roosevelt, a very prominent Republican. Even with the ebb and flow of partisan politics, the ocean issues have largely been tackled on a strongly bipartisan basis. It's the result of the personalities involved and also the result of the challenges of dealing with the oceans as a natural commons.

You played a role in several ocean conservation victories during your time in the White House. Which victory are you most proud of?

I am most proud of being part of a very large collaboration to accomplish the largest act of natural resource conservation in history, through the designation of the four marine national monuments in the Pacific. Coming in a

close second is the work that was done to pass legislation unanimously in Congress to end overfishing in America, and to put in place a much more highly-collaborative, science-based and locality-based coastal and ocean management regime for the United States.

What are the greatest threats facing the ocean today?

Global overfishing is still endemic and there is a massive amount of needless waste in the processes of obtaining sustenance from fish. That is exacerbated by a lot of unregulated fishing and a lot of ignorance about the best practices and capabilities of technology to enhance yields and foster conservation at same time. We know from successful experiences in New Zealand, Australia, and major portions of the U.S. that strong and sustainable fishing can occur in the context of very effective, conservation-based management.

What needs to happen right now to ensure the future of our oceans?

The developed world needs to finish the job and implement more effective fishing regimes to help accelerate recovery of fish stocks. We also need to transfer those capabilities rapidly to emerging economies as soon as possible.



RIGHT WHALES WRONGED

THE UNITED STATES GOVERNMENT FAILS TO PROTECT RIGHT WHALES

The waters of the mid-Atlantic are alive with sound. The snaps, squeaks, bubbles, pops, and whistles of marine life ring through the water, interspersed with the low calls of North Atlantic right whales. But this chorus of sound may soon be drowned out.

Already the right whales' calls are few and far between. The North Atlantic right whale is the rarest of the world's large whales and one of the most endangered species in the United States. Decimated by intensive whaling in past centuries, there are now only an estimated 500 whales in the waters off the east coast. Right whales earned their name because they were easy to harpoon and float when dead, making them the "right" ones for whalers to target. Though no longer hunted, the population is still struggling to recover because this surface-dwelling species is especially vulnerable to being struck and killed by ships.

Right whales migrate along the East Coast twice each year, traveling between breeding grounds in the south and feeding grounds in the north.

In winter they breed and calve in the warm waters off of Georgia and northern Florida, and then migrate north to feed during the summer on plankton in the cooler waters between New York and Nova Scotia. Unfortunately, this annual migration route puts right whales directly in the path of both heavy shipping traffic and planned oil and gas exploration.

The Bureau of Ocean Energy Management (BOEM) is planning to allow energy companies to use seismic airguns to search for offshore deposits. These devices map the seafloor by shooting pulses of compressed air through the water every 10 seconds, creating a map from the reflected sound waves.

"These blasts are 100,000 times louder than standing near a jet engine," says Matthew Huelsenbeck, a marine scientist with Oceana. "They blast constantly for weeks on end, and are extremely harmful to marine mammals like right whales," he says, "because they rely on sound to communicate, feed, reproduce, and migrate." The government estimates that seismic airguns will

injure at least 138,500 dolphins and whales if they are used in the Atlantic.

As part of the decision-making process, BOEM is required to prepare an Environmental Impact Statement, or EIS, that analyses the effects airguns would have on marine life and outlines protection plans for endangered species, like the right whale. "But Oceana-funded research revealed that BOEM's initial mitigation measures would be completely inadequate," says Claire Douglass, Oceana's campaign director for climate and energy.

In partnership with the International Fund for Animal Welfare, Oceana funded a two-year study of North Atlantic right whales off the coast of Virginia, conducted by scientists from Cornell University's Bioacoustics Research Program. Their Right Whale Listening Network gathers data about right whale occurrence along the eastern seaboard. "We want to paint a continental-scale understanding of what right whales are doing and when they are in particular locations," says program director Aaron Rice.

But because the mid-Atlantic was thought of as just a migratory corridor, Rice says, researchers had little data about where and

when right whales occur in Virginia waters. To fill the gap, Rice and his colleagues deployed six marine autonomous recording units, or MARUs, along the continental shelf off of Virginia Beach in 2012. These battery-powered hydrophones, or underwater microphones, record ocean noises continuously for six months—capturing what Rice calls "the soundscape of the ocean."

After six months the MARUs are hauled up and swapped for fresh devices, so Rice and his team can analyze the recordings. A computer program, aided by human analysts, sorts through up to 100,000 hours of data to find right whale calls. Rice says that unlike humpback or bowhead whales, right whales don't sing long, dramatic songs. Instead, they have several types of short noises, including a moan, a rumble, a gunshot sound, and an up-call, also called a contact call. Rice and his team use these up-calls to tell exactly when and where right whales are in the recording area.

"The first thing that we noticed was that we had right whales all over the place," says Rice. The researchers expected to detect right whales during a few weeks in the spring and fall, when they migrated through the area. But initial data reveal that right whales are staying in Virginia waters

WE KNOW SO
LITTLE ABOUT
THESE WHALES
THAT WE SHOULDN'T
BE CONSIDERING
SEISMIC IN THE
FIRST PLACE.

year-round. Also surprising is where the right whales are found offshore—the data show right whales spread widely across the continental shelf, between 18.4 and 72.5 miles offshore.

"Rice's discovery is worrying, because it means the government's plans will not adequately protect right whales from seismic airguns," says Douglass.

Before BOEM published the EIS in February, Douglass and others at Oceana met with their science team to discuss Rice's new data. "We wanted to make sure that the decision makers have the most up-to-date science," she says. "Unfortunately," Douglass says, "BOEM chose to ignore the science in their EIS, which means this critically endangered species will not be protected."

After reviewing Rice's data and Oceana's concerns, BOEM revised the EIS to include the new data about Virginia right whales, says Douglass. They included time-area closures for right whales and loggerhead sea turtles, acoustic monitoring and visual surveys, and shut-down procedures for when a marine mammal is present.

While Douglass is glad that BOEM incorporated the new information into their protection measures, she says that even with these precautions, airguns will still harm right whales and many other marine species if they're allowed in the Atlantic. "Rice's research shows that we know so little about these whales that we shouldn't be considering seismic in the first place," she says. 🐬



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OCEAN OASIS

Oceana's ambitious plan to protect
a remote Chilean archipelago



“I, poor miserable Robinson Crusoe, being shipwrecked during a dreadful storm in the offing, came on shore this dismal, unfortunate island, which I called “the island of despair;” all the rest of the ship’s company being drowned, and myself almost dead.”

Thus begins the journal of the fictional Robinson Crusoe, shipwrecked on an unnamed island in the southeastern Caribbean. Writing in 1719, Daniel Defoe did not yet know that his fictional character would later lend his name to the small Pacific island that was the refuge of a real-life castaway, and the inspiration for Defoe’s classic tale of survival.

In the early 1700s, Scottish sailor Alexander Selkirk spent four years and four months living on an uninhabited island in the Juan Fernández archipelago, nearly 400 miles from Chile’s rocky coast. Unlike the shipwrecked Crusoe, Selkirk demanded to be left on the island rather than continue sailing on the unseaworthy vessel the Cinque Ports.

His captain obliged—something Selkirk initially regretted—and promptly left him behind. The Cinque Ports later foundered off the coast of Columbia, where the crewmembers either drowned or were imprisoned by the Spanish in Lima. Once called Más a Tierra, Selkirk’s island home was later re-named Robinson Crusoe island, after the character his story inspired, while the archipelago’s other large island was named after Selkirk himself.

More than 300 years later, the Juan Fernández islands are nearly as wild as the day when Selkirk was unceremoniously set ashore. Purple and russet-colored Firecrown hummingbirds buzz through the mountain forests, while sea lions feast on schools of reef fish. But despite their



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“THE PEOPLE FROM ROBINSON CRUSOE ISLAND HAVE DONE AN EXCELLENT JOB LIVING FROM THE MARINE RESOURCES IN A SUSTAINABLE WAY, AND THESE FACTORS MAKE THE ISLANDS TRULY A SPECIAL PLACE.”

— Alex Muñoz,
Oceana vice president for Chile

boundless biodiversity, these waters remain almost entirely unprotected. Joined by the island's inhabitants, Oceana is undertaking an ambitious project to document this amazing ecosystem and protect it—before it's too late.

“The Juan Fernández islands have a rare combination of high biodiversity and a great abundance of fish,” says Alex Muñoz, Oceana vice president for Chile. “The people from Robinson Crusoe island have done an excellent job living from the marine resources in a sustainable way,” he says, “and these factors make the islands truly a special place.”


Both on land and beneath the waves, the Juan Fernández islands have high rates of endemism—meaning that many of the species here cannot be found anywhere else on earth. Massive Juan Fernández lobsters swarm through the shallow areas, and brilliant orange roughies swim amid the corals. These slow-growing fish can live for more than 100 years, and are overfished in many parts of their range. On the seamount's steep slopes, scientists report that as many as 45 percent of the species of macroalgae, mollusks, crustaceans, echinoderms, and reef fishes are endemic to the archipelago. And rocky coasts are spotted with a growing population of Juan Fernández sea lions, an

endemic species that was nearly hunted to extinction during the 1700s.

Robinson Crusoe island is also home to a small community of about 700 people, more than half of whom make their living fishing lobster and other species off the coasts. Many of the other residents work in the tourism industry, outfitting adventurous visitors for scuba diving trips to see the island's marine life.

Despite their remote location, the Juan Fernández Islands are threatened by unsustainable industrial fishing practices. Bottom trawls are barred from fishing on Chilean seamounts, but trawlers can still fish close enough to destroy neighboring habitat in their search for overfished commercial species, like orange roughy and alfonsino. Muñoz says that the local fishermen are already noticing declines in the fish stocks close to shore.

Oceana is working with the local community to create a marine reserve surrounding Juan Fernández, extending far beyond the island's limited Exclusive Economic Zone to protect



its marine resources from destructive fishing practices, like longlines.

To help draw the boundaries of the reserve, Oceana launched a scientific expedition off of Robinson Crusoe island to gather data about the local ecosystem. A team of scientists and photographers—the same group who explored the nearby Desventuradas Islands in 2013—reunited for an extensive survey of the islands' marine life. Using a remotely operated vehicle and teams of divers, they collected data and hundreds of photographs from more than 20 sites around the island.

“This baseline will help us better understand the biological significance of Juan Fernández,” says Muñoz. “We know it is an exceptional site for the beauty and abundance of fish, but first we need detailed data about these species and their conservation status”

Their efforts build on previous expeditions Juan Fernández and the neighboring Desventuradas Islands. These archipelagos are connected to each other by ocean currents that transport nutrients and food particles between islands. Oceana will use the data gathered on this recent expedition to better understand what parts of the Juan Fernández islands are most important to maintaining healthy fisheries and marine biodiversity.

“Chile is very lucky to have a paradise like the Juan Fernández islands, but this also means we have a responsibility to make sure we don't lose it as such,” says Muñoz. “We'll keep working with the community and the government to make this place one of the most important systems of protected areas in the world.” 🐟



NEW HORIZONS

Bloomberg Takes Oceana to Brazil and the Philippines

WE HAVE BIG NEWS FOR THE OCEANS: Oceana is a joint recipient of a \$53 million, five-year grant from Bloomberg Philanthropies to rebuild fish populations in three of the world's largest fishing nations: Brazil, Chile, and the Philippines, which account for more than 7 percent of the global catch of seafood by weight. Called the Vibrant Oceans initiative, this grant is the largest philanthropic commitment for international reform of fisheries management.

doesn't go hungry, but 87 percent of fisheries around the world have come close to, reached, or exceeded their limits.

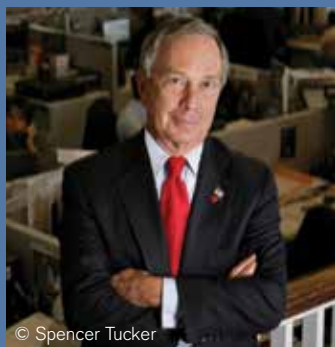
"By restoring abundance in our oceans we can feed nearly a billion people a healthy seafood meal each day and benefit biodiversity," says Sharpless. "Oceana's results-driven approach works, and we are delighted that Bloomberg's support will allow us to win more victories for our oceans."

In partnership with the other Bloomberg Philanthropies grant recipients, Rare and EKO Asset Management, Oceana will rebuild critical fisheries in Chile, Brazil, and the Philippines. Oceana will reform industrial fishing by advocating for national policy changes that can increase fish abundance, like setting and enforcing science-based quotas, reducing bycatch, and protecting critical habitat. Working at the other end of the fisheries spectrum, Rare will empower artisanal fishermen by working with coastal communities to create exclusive fishing rights for local fishers, along with the creating and strengthening protected areas.

Small-scale and industrial fishers catch roughly equal amounts of fish for food, and

"Everyone who cares about rebuilding ocean fisheries should feel immensely encouraged by this announcement," says Oceana CEO Andy Sharpless. "The Vibrant Oceans initiative allows truly global-scale action to rebuild the world's oceans, and this moment is terrifically encouraging for everyone who fought to restore ocean abundance."

Ocean conservation and international food security are inextricably connected. The world's human population is expected to pass 9 billion people by 2050. Although that's a 30 percent increase in population from current levels, the UN predicts that our demand for food for will actually grow by 70 percent, as rising incomes increase the demand for a meat-heavy, western-style diet. Right now 1 billion people on this planet suffer from hunger, and we don't have enough arable land and fresh water to feed 2 billion more without incurring massive losses to biodiversity. Seafood will be critical to ensuring that the world's growing population



© Spencer Tucker

Bloomberg Philanthropies' Vibrant Oceans Initiative launched in early 2014.

For more on the Vibrant Oceans Initiative, see our interview with Patricia Harris, CEO of Bloomberg Philanthropies, on page 21.

BRAZIL'S OCEANS ARE ALREADY OVERFISHED, FALLING FAR SHORT OF THEIR POTENTIAL AS A SOURCE OF FOOD, JOBS, AND ECONOMIC STABILITY.

both fisheries are largely depleted in these countries. Working with both large- and small-scale fishermen will help reverse declining fish populations more quickly because the efforts are mutually reinforcing. For example, national policies can stop industrial boats from unfairly skimming the bounty of local-level conservation, and local communities energized by their own conservation efforts can support consistent national policies.

The grant also supports EKO Asset Management, who will develop strategies that bring private capital to financially reward small-scale fishers and industrial fleets as they transition to more sustainable management.

CHILE

Oceana currently works with the Chilean government to restore its fisheries — some of the largest in the world — and protect important marine areas, including hundreds of biodiverse seamounts and remote islands.

Chile recently adopted one of the most forward-thinking scientific fishing management plans ever proposed, setting science-based quotas to help rebuild four critical species: common hake, jack mackerel, anchoveta, and sardines. Reduced quotas will allow populations of these dramatically overfished species time to recover, ensuring that they remain a plentiful source of food for the future.

Funding from the Vibrant Oceans initiative will sustain Oceana's efforts to rebuild ocean abundance in Chile — which ranks eighth in the world in terms of the total amount of fish caught in its ocean. The initiative will also support Oceana's campaign to protect marine ecosystems, including protecting new areas vulnerable to bottom trawling for shrimp.

BRAZIL

The economic giant of South America, Brazil is a massive country best known for the Amazon River's dense rainforest. But Brazil is much more than



just the Amazon—the country also has substantial ocean resources, producing more than 500,000 metric tons of fish every year from its extensive marine territories. Fish consumption in Brazil grew 51 percent over the past eight years. In 2012, the Brazilian government committed to double the country's fish production in just four years.

But Brazil's oceans are already overfished, falling far short of their potential as a source of food, jobs, and economic stability. "For example, the sardine fishery is one of the biggest





© OCEANA | Michael Hirshfield



© OCEANA | Michael Hirshfield



© OCEANA | Michael Hirshfield

fisheries in the country, but the population is so depleted that the fishermen now rely heavily on the other species that they catch at the same time," says Dr. Michael Hirshfield, Oceana's chief scientist and strategy officer.

As one population of fish declines, fishermen move on to another species or another location, a process called sequential overfishing. "It's like when you max out one credit card," says Hirshfield, "and instead of paying off your debt, you just get another card and start charging." But this system can't continue forever, and Brazilian fishermen depend on the sea, especially the hundreds of thousands of artisanal fishermen clustered along the country's coastlines.

OVERFISHING IS A VERY IMMEDIATE AND PERSONAL PROBLEM FOR PEOPLE IN THE PHILIPPINES.

PHILIPPINES

More than 10,000 miles west across the Pacific lies the Philippines archipelago. The northern point of the tropical Coral Triangle, this nation of more than 7,000 islands is home to some of the world's most prolific oceans. Coastal waters teem with greater fish biodiversity than anywhere else on earth, and just 50 acres of the Central Visayas region hold more species of coral than the entire Caribbean Sea. The picture of fisheries is much the same in the Philippines as in Brazil. Commercial species are being caught at unsustainable rates, and 75 percent of fishing grounds are overfished. Catch levels have

increased over the past few decades only because of sequential overfishing.

"Overfishing is a very immediate and personal problem for people in the Philippines," says Margot Stiles, director of science and strategy at Oceana. More than 60 percent of the 100 million people in the Philippines live in densely-populated coastal areas, with little to no arable land. Many Filipinos, especially those in poor and rural communities, rely on fish as their main source of income. Stiles says that an estimated 44 percent of fishermen have no other ways to earn a living. Fish is also a key source of food: served at every meal, it accounts for 56 percent of animal protein consumed by Filipinos. "The good news is that neither country is in denial about the status of their fisheries," says Hirshfield, "and fisheries leaders have expressed a strong desire to move towards sustainable fishing."

Drawing on the organization's international experience, says Hirshfield, Oceana's local teams will work with the governments in Brazil and the Philippines to strengthen the three pillars of good fisheries management: setting science-based quotas, reducing bycatch, and protecting habitat. Oceana also hopes to protect juvenile fish, deter illegal fishing, and ensure access to fishing grounds for artisanal fishermen and their communities.



"These policies are good for the national interest," says Sharpless, "because improved fisheries management will result in more fish available for fishermen and citizens."

"Both Brazil and the Philippines are great places to be innovative," says Stiles. "The hope is that if we can collaborate with each

government to create responsible fisheries policies, other countries will take notice."

As the year unfolds, Hirshfield and his colleagues will be hiring vice presidents from Brazil and the Philippines to lead Oceana's efforts in each country, and establishing and staffing offices. The goal is to have both offices up and running in the next few months.

"Despite differences in culture, history, governance structures, and geography, the issues in Brazil and the Philippines are very similar," says Hirshfield. "At the heart of it we have fishermen who are just trying to make a living, a growing demand for seafood, and fish that just can't keep up. It gives me some hope and some confidence that if we can get the human element right, the biology will respond."

THE TOP 25 COUNTRIES AND THE EU

These 25 countries + the EU catch 90 percent of the fish caught in the world's oceans by weight. If you want to save the oceans and feed the world, this is where you start.

- | | | | |
|-------------------|-----------------|------------------|-----------------|
| 1. Peru | 8. Chile | 15. Morocco | 22. Thailand |
| 2. China | 9. Japan | 16. Canada | 23. Namibia |
| 3. European Union | 10. Norway | 17. Mexico | 24. New Zealand |
| 4. United States | 11. Iceland | 18. Argentina | 25. Senegal |
| 5. Russia | 12. Malaysia | 19. South Africa | 26. Brazil |
| 6. Indonesia | 13. Vietnam | 20. South Korea | |
| 7. India | 14. Philippines | 21. Turkey | |

CANADA has the longest coastline in the world, extending 240,000 kilometers around tens of thousands of islands. Canada's fish populations are depleted, but with careful rebuilding, their seafood potential is huge.

MEXICO'S fisheries are a critical source of livelihoods, supporting more than 1 million jobs.

PERU is the world's top fishing nation, landing 12 percent of the global catch, ranging from 6 to 10 million metric tons each year.

- Oceana office currently open
- Oceana office to open under the Vibrant Oceans Initiative
- Feasibility studies underway
- Other top 26 fishing nations



NOAA DOES THE RIGHT THING

State shark fin bans will stand

In our last issue, we revealed that the National Oceanic and Atmospheric Administration was taking steps to undermine state shark fin bans, which protect millions of sharks from slaughter by closing down the market for shark fins. But after a public awareness campaign, led by Oceana and the Humane Society of the United States, it appears that NOAA is backing down.

"We called NOAA to task, and they listened," said Dominique Cano-Stocco, Oceana's campaign director for responsible fishing.

Shark finning is no longer allowed in U.S. waters, but the trade in shark fins is still legal under national law. Beginning in 2010, eight U.S. states and three U.S. territories passed bans outlawing the possession, sale, trade, and consumption of shark fins, eliminating a large percentage of the U.S. market for shark fins.

But after the bans went into effect, NOAA took steps that threatened to destabilize both the shark fin bans and their immense conservation benefits. In May, in the process of implementing the federal Shark Conservation Act, NOAA challenged the state shark fin bans by stating that federal law could preempt, or overrule, state shark fin bans, allowing the shark fin trade to continue. The federal government also joined a lawsuit challenging the California state ban.

When the last issue of *Oceana* went to press, Cano-Stocco and her team were fighting back to defend these important state laws. Oceana launched a public awareness campaign, including running

high-visibility Metro ads at stations near NOAA's offices, pressuring them to side with sharks and not shark finners. Oceana also sent a letter to NOAA signed by more than 24,000 Oceana Wavemakers, urging the agency to make the right decision.

"It wasn't easy, but it worked," says Cano-Stocco. "NOAA publicly withdrew its pre-emption challenge in California, and indicated its satisfaction with the state laws in Washington and Maryland," she says. "We are confident that NOAA will also drop their challenges in the remaining five states."

Meanwhile, more U.S. states are joining the movement to close down the market for fins. Massachusetts, Nebraska, New Jersey, Pennsylvania, Texas, and Florida all recently introduced bills to ban fins in their states.

"Momentum is building again," says Cano-Stocco, "and I hope that we'll soon have more bans in place to help keep fins where they belong—firmly attached to live sharks in our oceans." 🐾

Introducing Ocean's New Vice President for Belize: Janelle Chanona

Oceana's new VP for Belize will take on offshore drilling and overfishing to protect the vibrant Mesoamerican reef, the second-largest reef in the world.

Janelle Chanona is no stranger to speaking out for her country's oceans. A long-time anchor for Channel 5 news, one of Belize's top national broadcasters, Janelle recently ran her own media and production company and advised several environmental groups in Belize, including Oceana. *Oceana* magazine sat down with Janelle to learn about how she plans to tackle the threats facing Belizean oceans.

When did you first become interested in ocean conservation?

My parents taught my twin sister and me how to swim when we were two years old, so we were introduced to the marine environment at a very early age. My grandfather was truly passionate about the sea—his affinity for sand, salt air, and anything with scales was my first lesson in ocean conservation: When you love something you want to protect it.

For a long time I was hooked on the idea of becoming a marine biologist. I ended up in the communications field but I stayed close to the sea, diving as often as possible, taking marine-related electives at school

and later, producing several documentaries for local environmental groups. A highlight of my journalism career was being selected for the James A. Waight conservation award by the Belize Audubon Society. When the opportunity to work with Oceana arose in late 2013, I knew my course in life had come full circle.

How important is the ocean to Belizean life and culture?

Belizeans are truly "people of the reef"... we are unified by our marine resources. Belize's eastern border is the blue and bountiful Caribbean Sea, which is home to more than 450 cayes, or small islands, and the second longest barrier reef in the world. When Belizeans we talk about the reef, we do so with tremendous pride. The

reef also plays a vital role in protecting our shores from devastating storm surge during tropical storms and hurricanes. The reef is Belize's economic backbone. Roughly 4,000 fishermen and women depend on the sea for their livelihood and food, and one in every four Belizeans depends directly on tourism. I cannot overstate the importance of the sea to Belizean life and culture.

What are the biggest threats facing ocean health in Belize?

Overfishing is threatening ocean health and economic stability. Fishermen concede they have to go further and fish for longer periods of time to catch smaller fish. The situation has also prompted fishermen to turn to other species, like parrotfish or sea cucumber. Licenses for these newly-fished



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OCEANA IN BELIZE CURRENTLY HAS THREE CAMPAIGN GOALS: TO BAN OFFSHORE DRILLING; TO BAN THE USE OF GILLNETS IN BELIZEAN WATERS, AND TO PROTECT JUVENILE FISH.

species are often issued without feasibility studies and without proper monitoring. This ad hoc management approach to fisheries is a serious concern.

Poverty is another serious threat. On average, fishermen are aware of the decline in fish stocks but, because fishing is their livelihood, it's a race to fish to provide for their families. This general picture holds true on a national level, too. Crippling external debt obligations are being met, in large part, by revenues from

on-shore oil. The potential financial benefits of an offshore oil field are obscuring the reality that any oil-related disaster at sea could ruin the Belizean Barrier Reef and the jobs and food it provides.

Have you seen the oceans change since you were growing up?

My childhood memories of the Caribbean Sea are of an idyllic underwater scene—vibrantly colored corals, numerous curious fish, intimidating-but-beautiful silver barracudas, purple sea fans waving to and fro, and hundreds of thousands of shy silversides. I also recall a clear sound—like static, but more pleasing—from the clicks and pulses of underwater life. These pockets of underwater heaven still exist, but today they are just that—pockets. Sadly, several of the locations I frequented as a child have been ravaged by hurricanes, coral bleaching, overfishing, pollution, and destructive fishing practices.

Tell me about Oceana's goals for Belize.

Oceana in Belize currently has three campaign goals to protect and restore ocean abundance: ban offshore drilling; ban the use of gillnets in Belizean waters, and protect juvenile fish. I intend to work hard to achieve victories in the three campaigns already underway and to add

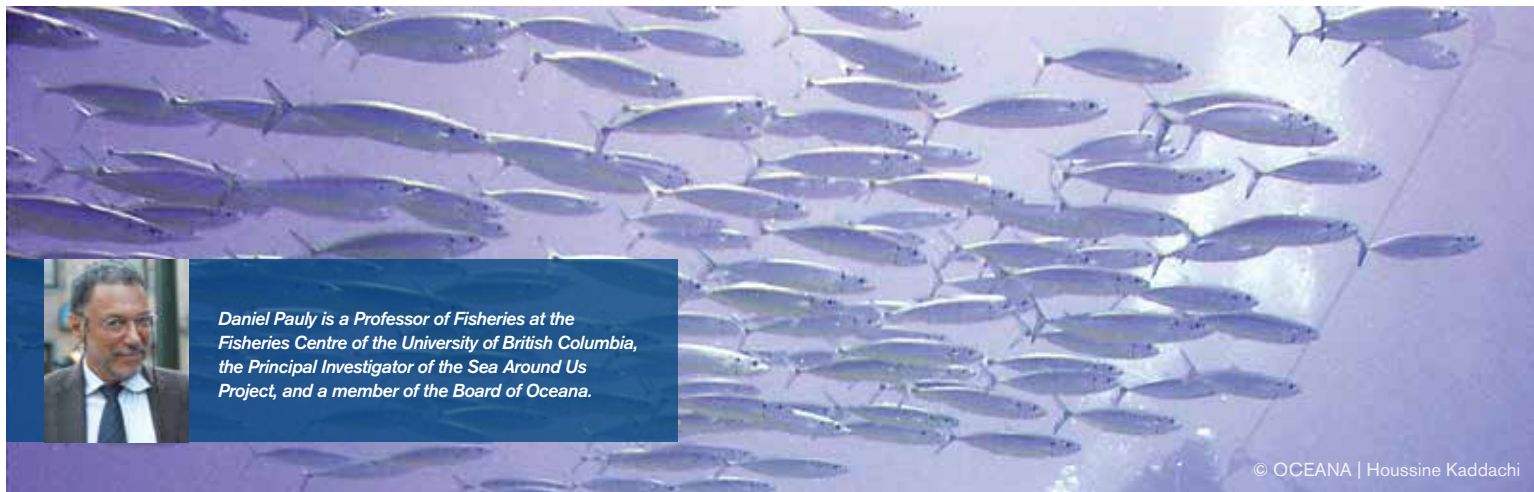
new campaign goals to protect Belize's marine resources. I believe campaigns against shark finning and seafood fraud can, and should, be launched in Belize, too.

Do you have any personal goals?

My personal goal is to present our campaigns in such a way that Belizeans readily make the connection that protection of our marine environment directly correlates to an improved quality of life, food security, economic gains, in addition to the established cultural identity. Like other people, I think we tend to be very short sighted because of economic pressures and the lure of instant gratification. I believe we can change the behavior and attitude of the average Belizean towards a focus on long-term gain and benefit for future generations.

You're a diver. Is there any one diving spot in Belize that you are especially connected to?

I will confess to a love affair with the Gladden Spit. I did my first whale shark dive there a couple years ago and it was such a surreal experience! I wrote a magazine article about it for Belize's official visitor guide magazine: Destination Belize. It was truly awe-inspiring to be so close to such a magnificent creature. I wanted time to stop. Before that dive I didn't think my love for the sea could be any deeper. How wrong I was! 🌊



Daniel Pauly is a Professor of Fisheries at the Fisheries Centre of the University of British Columbia, the Principal Investigator of the Sea Around Us Project, and a member of the Board of Oceana.

© OCEANA | Houssine Kaddachi

ASK DR. PAULY

What is maximum sustainable yield?

Maximum sustainable yield (or MSY) is the maximum catch that can be extracted from a fish or other population *in the long term*. Thus, given that the term was coined before WWII, one could say that fisheries scientists thought about sustainability way before it became fashionable, but they did not have sustainability in mind. (See sidebar.) And since the term is old, lots of people, including fisheries scientists, now think that MSY is an obsolete concept, or even a misleading one. But I don't agree: it's an extremely useful tool, but like all tools it can be misused.

A well-justified use of this tool is at the conceptual level, where it comes in handy to explain the basic elements of fishery science to students: if you do not exploit it, a fish population will tend to be high (and catches are zero), that when you fish it moderately, this population will first decline, but then stabilize at some intermediate level (and generate a high catch), and that when you fish excessively, the population and the catch will crash. The point is to fish moderately, or just right.

In practice, it has been realized for most fisheries that fishing "just right" cannot involve a fixed, unchanging MSY, but must use a Total Allowable Catch (TAC) which must be set annually by fisheries managers. The TAC allows for fishing "just right" in the face of natural fluctuations of the environment, which induce natural fluctuations in the size of fish populations.

Fishing "just right" can be undermined, however, by lobbying, when fishing enterprises are allowed to maintain their operations and profits by exploiting a species whose abundance is so reduced that it shouldn't be fished, and should be allowed to recover instead.

Thus, in contrast to the widespread belief that the MSY concept is dead (a well-known fisheries scientist once wrote in an "Epitaph to MSY"), the concept is a very much alive and kicking, and is the bedrock of many stock assessment models that are used to set TACs or "quotas" in fisheries throughout the world.

The MSY concept is also an important component of the United Nations Law of the Sea (UNCLOS). UNCLOS requires countries with Exclusive Economic Zones, or EEZs, (essentially all maritime countries

of the world) to assess their fish stocks relative to their MSY and to allow interested countries with distant-water fleets access to their EEZ if they have a "surplus," meaning if they do not exploit their fisheries resources at MSY level. Indeed, this is one reason why poor countries, like those in fish-rich West Africa, or in the tuna-rich Pacific find it difficult to resist when distant-water fleets from the EU, Eastern Europe, or East Asia knock at their door. That they get a pittance for their fish (usually between one and five percent of their value at first sale) doesn't protect them—under UNCLOS, they must let other countries take their fish because they don't fish "at MSY."

Thus, the MSY is here to stay (at least for a while), and we will have to get used to its Janus-like nature as both a rigorous and useful scientific concept and as an instrument of power politics. 🐟

THE ORIGINS OF MSY

While there is good science behind the MSY concept, the term itself appears to be a post-WWII invention of the scientist-turned-politician Wilbert Chapman, of the University of Washington and later with the US Department of State. He used MSY to argue that Latin American countries, like Peru and Costa Rica, should allow U.S. tuna vessels to access the surplus in their waters, while simultaneously

denying Japan permission to fish in Alaska, because of its alleged lack of a surplus. The saddest part of this cynical game is that when Chapman published his version of a "surplus-production model," he got it all wrong and could not actually compute anything. This is all neatly explained in an excellent little book by Carmel Findlay, entitled *All the Fish in the Sea: Maximum Sustainable Yield and the Failure of Fisheries Management* (University of Chicago Press, 2011).



WELCOMING OCEANA TO AMSTERDAM

Oceana's staff, funders, board members and supporters gathered in Amsterdam in December for Oceana's winter board meeting. The highlight of the meeting was a private cocktail reception held at the newly renovated Rijksmuseum in Amsterdam. Local Oceana board member Rogier van Vliet and his wife Christina hosted the reception and introduced Oceana to the locally-based international community and other European leaders. Before touring the museum, guests enjoyed a warm welcome from the director of the Rijksmuseum and lively remarks from Oceana CEO Andy Sharpless and board member Beto Bedolfe.



Top Left: Rijksmuseum in Amsterdam, the Netherlands **Top Right:** Oceana board members from left to right: Loic Gouzer, Ted Danson, Diana Thomson, Dr. Kristian Parker, César Gaviria, Susan Rockefeller, Keith Addis, Rogier van Vliet, Valarie Van Cleave, Sydney Davis, Heather Stevens, Simon Sidamon-Eristoff, Herbert M. Bedolfe, III, Michael Northrop, James Sandler, María Eugenia Girón **Middle Left:** Oceana board members Susan Rockefeller and Sydney Davis **Middle Right:** Oceana board member and host Rogier van Vliet **Bottom Left:** Oceana CEO Andrew Sharpless



WASHINGTON, D.C. FISH SCHOOL

On November 21, Oceana's Washington D.C. head-quarters served as backdrop for a fun and informative "Fish School," where guests learned about the state of our seas and Oceana's campaigns to protect them.

Oceana senior advisor Alexandra Cousteau, granddaughter of world-famous French explorer and filmmaker Jacques-Yves Cousteau, presented photos and stories from her recent trip to Cabrera, Spain. In November, she joined our European team on a scientific expedition to document the presence of

maerl and coralligenous seabeds, two threatened habitats found in an area that is subject to destructive bottom trawling.

Other highlights from Fish School included a presentation by Oceana CEO Andy Sharpless about our campaign to save the oceans and feed the world, and an overview of Oceana's efforts to expand into Canada by president Jim Simon. Oceana campaign director for responsible fishing, Dominique Cano-Stocco, rounded out the evening with an update on Oceana's progress to end the brutal practice of shark finning.



Alexandra Cousteau

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Make every day **EARTH DAY**

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



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



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



PATRICIA HARRIS

Chief Executive Officer, Bloomberg Philanthropies

Q+A

Bloomberg Philanthropies supports a variety of causes. Why ocean conservation?

At Bloomberg Philanthropies, we aim to find and support solutions to unmet needs across the world—and specifically invest in initiatives that are poised to make the greatest impact for the greatest number of people. There is no question that the oceans are one of our most crucial natural resources. Not only are they key to maintaining environmental ecosystems, they are critical to local and global economies. More than 3 billion people around the world rely on fish for food or income, putting pressure on both small and large-scale fishers to keep up with demand. As a result, overfishing is jeopardizing the future of this food and income source—and threatening our whole ecosystem. If we don't take action now to properly manage our oceans, we could face permanent destruction of our marine resources, would not only bring fishing-based economies to a screeching halt, but endanger so many species of life—including us.

Can you tell us more about the Vibrant Oceans Initiative and what it seeks to accomplish?

The Bloomberg Philanthropies Vibrant Oceans initiative is a \$53 million investment over five years to revitalize the world's oceans and boost fish populations. As one of the top five global ocean funders, we are committed to protecting our oceans and ensuring that future generations will be able to enjoy this exquisite and vital resource. One of the biggest ways we can achieve this is to combat marine habitat destruction and overfishing.

Currently, demand for fish is rising while fish catches are declining, which means that more fish are being caught than can be naturally replaced. The good news for us is that more than 90 percent of the world's fish is caught by just 30 countries. This means that by focusing our efforts in a few key areas, we can make a big impact on global conservation. To this end, the Vibrant Oceans initiative seeks to introduce fishery management reforms in three countries that make up 7 percent of

the world's fish catch—Brazil, the Philippines and Chile. Our groundbreaking approach will help introduce management reforms in both industrial- and small-scale fisheries. This two-pronged strategy is the first of its kind, and will help ensure a comprehensive and systemic change to the way fish are caught worldwide. This could mean major progress for both ocean health and fishery yields—which is good for both our economy and our environment. What's even more encouraging is that data tells us that better management of fisheries can reverse declining catches in as few as five years, so it's a change that we can see within our lifetimes!

Why did the foundation choose to partner with Oceana?

In all of our initiatives, we look for strong partners to help us develop and implement bold ideas that can make a big impact. When we first set out to tackle overfishing and ocean management, we looked to those who were already doing tremendous work in the field. As the largest international advocacy group working to protect the world's oceans, Oceana was a natural choice and we immediately reached out to them to help us take on this issue. Oceana is a leader in ocean protection, and we are thrilled to work with them as well as with our other amazing partners, Rare and EKO Asset Management, to combat overfishing, boost fish populations, and help secure a vital food and income source for generations to come.

Can you tell us about your personal connection to the Ocean? And, Mayor Bloomberg's?

Anyone who knows me well knows that I am an avid scuba diver! I have always loved the ocean and marine life, because not only is it beautiful, it is so critical to our environment, our economies, and our culture. That being said, the Vibrant Oceans initiative is close to my heart. And Mike Bloomberg recognizes the major role the oceans play in our global environment, economy, and public health. As he continues to drive real progress in these areas, he is excited about what the Vibrant



Oceans initiative could mean for global sustainability, health, and economic growth.

We understand that the Foundation and Bloomberg have large aquaria in the offices, is there a special connection between fish and the foundation?

Fish tanks have become a hallmark of any Bloomberg venture! From Bloomberg L.P. to City Hall to Bloomberg Philanthropies, the fish tanks have become an essential element to our offices—here and around the world. Bloomberg Philanthropies' fish tank is inspirational and sustainably sourced.

Do you feel hopeful about the future of the oceans?

Absolutely! With initiatives such as Vibrant Oceans currently underway, we're at a point where we can make a measurable impact on ocean health. A big reason for this is that we are just beginning to understand what it means for the big picture. While ocean protection was usually considered to be solely a conservation issue, information about its economic and public health impacts are now coming to light. This means that more industries have become stakeholders in the protection of marine resources, bringing urgency and momentum to this issue. Moreover, data has revealed that targeted actions can have a real and significant effect—and if we act now, we can help protect our oceans and those who depend on them.

Is there anything else you want to tell readers of Oceana?

Through your passion, advocacy, and support, you're the ones who are helping to make a difference to feed people in a more sustainable way and protect our marine life. Congratulations on the incredible work!



HAJIME SATO

Hajime Sato is the chef and owner of Seattle's Mashiko sushi bar—the city's first sustainable sushi restaurant. When he switched over to an all-sustainable menu in 2009, Sato stopped selling some of the

overfished sushi favorites like bluefin tuna and eel. Instead, he serves up little fish species like herring, sardines, and mackerel—called saba in Japanese. Sato's simple and delicious saba with dill was recently featured in *The Perfect Protein*.

HAJIME SATO'S SABA (MACKEREL) WITH DILL

Serves 2

Prep time: 1 hour

Cook time: 5 minutes

- 2 (4 to 6 ounce) Spanish mackerel fillets, cleaned & pin bones removed
- Salt as needed
- 2 tablespoons chopped fresh dill, plus more for garnish
- 1/2 cup all-purpose flour
- 2 tablespoons grapeseed oil or other neutral vegetable oil
- 1/2 cup sake
- Lemon wedges and grated daikon radish for serving

Directions

Place the mackerel fillets on a large plate. Sprinkle generously on both sides with salt. Cover loosely with plastic wrap, place in refrigerator. Let sit for 1 hour. Pat mackerel dry with a paper towel. Press the 2 tablespoons dill into the skin side of the mackerel.

Place the flour in a shallow bowl. Coat the mackerel on both sides with flour. Over medium high heat, warm the oil in a non-stick frying pan large enough to hold the mackerel in a single layer. Place the mackerel in the pan, skin side up. Cook until light golden brown, 1 to 2 minutes. Gently turn the mackerel over and cook another 1 to 2 minutes. Pour the sake over the mackerel and let evaporate, about 15 to 20 seconds. Serve on warmed plates with additional chopped dill, lemon wedges, and grated daikon.





Oceana senior scientist & strategy officer Michael Hirshfield took this photo of a green turtle while in the Philippines.



OCEANA

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Oceana's expedition crew found this ornate wrasse (*Thalassoma pavo*) off of Spain's Ferrera Island in July 2006.

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

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