

An aerial photograph of a coral reef system. The water is a vibrant blue, with various shades indicating different depths and reef structures. A large, dark blue circular lagoon is the central focus, surrounded by a ring of coral. Other smaller reef formations and lagoons are visible throughout the scene.

Oceana.

SUMMER 2009
Oceana.org

A FRAGILE BEAUTY

Oceana arrives in Belize

'THE END OF THE LINE' AUTHOR TALKS WITH TED DANSON

PLUS: Introducing Oceana's new
Ocean Hero, marine biologist
John Halas

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MAKING WAVES

U.N. designates June 8 World Oceans Day

Due in part to more than 10,000 petitions from Wave-makers, Oceana's online supporters, the United Nations officially declared June 8 as World Oceans Day. This celebration of the planet's oceans was first proposed 14 years ago. To mark the day, Oceana held events across the country, from a La Mer-sponsored party at Oceana chairman Keith Addis' California home to a Nautica event in New York City. Board member Ted Danson spoke on CNN and MSNBC about ocean conservation.

Group of cardinal fish (*Apogon imberbis*).
Balearic Islands, Spain.



Salmon saved from pollock nets

A series of letters and public testimony from Oceana, Alaska native entities, salmon fishermen, and Western Alaska communities contributed to a significant victory for declining wild salmon populations in early April. The North Pacific Fishery Management Council endorsed long overdue rules to limit, for the first time, the number of chinook, or king, salmon that the Bering Sea pollock industry incidentally kills every year. The new rules mandate an annual cap of 60,000 chinook that can be caught by the fishery.

Factory boats in Alaska's Bering Sea comprise one of the world's largest fisheries, catching billions of pollock every year for frozen fish fillets and fish sticks. The fishery also intercepts tens of thousands of chinook salmon before they can return to Alaskan and Pacific Northwest rivers to spawn. In recent years, the amount of salmon bycatch in the pollock fishery rose sharply

from 46,993 in 2003 to a record high of 121,704 in 2007 at the same time that chinook salmon stocks plummeted throughout the Pacific. In comparison, just 70,000 salmon returned to spawn in the Sacramento River in 2007, less than one-tenth of the amount that returned in 2001.

Wild salmon populations have declined dramatically in recent years, resulting in the decision to cancel the California salmon fishing season in 2008 and again this year.

While Oceana and others had sought to cap the amount of salmon bycatch at 32,500 fish, the Council's vote was a substantial move toward the recovery efforts of the coveted fish. The U.S. Secretary of Commerce will review the council's recommendation and make a final decision, and regulations are expected to take effect by 2011.

Mercury bill advances in U.S.

In June, a critical piece of legislation to end mercury pollution from chlorine plants in the United States advanced in the U.S. House of Representatives. Mercury is a heavy metal which can attack the central nervous system, with particularly damaging effects in infants and young children.

The Mercury Pollution Reduction Act (HR 2190) passed a subcommittee vote that now allows it to now be considered by the U.S. House of Representatives' Energy and Commerce committee. The act would phase out mercury pollution from chlorine plants within two years of its passage, and is an updated version of a similar bill introduced by then-senator President Barack Obama.

In the process, Oceana's allies in the House defeated two important amendments that would have seriously crippled this important bill. Olin Corporation, which

owns two mercury-polluting plants, fought to have the deadline for mercury phaseout pushed back to 2020. Another amendment would have allowed companies to continue exporting mercury until 2013, when the Mercury Export Ban required by legislation last year goes into effect, essentially creating a "fire sale" on mercury.

When Oceana began its campaign in 2005, nine chlorine plants in the U.S. still used outdated technology that resulted in mercury emitted into our atmosphere and waterways. Five have switched to cleaner technology or shut down during Oceana's concentrated campaign, which includes both legislative and grassroots efforts.

However, four plants continue to use mercury to make chlorine, and those four would be required to switch if the Mercury Pollution Reduction Act passes.

COVER PHOTO: The Blue Hole is one of the more famous features of Belize's Mesoamerican Barrier Reef System. ©Tony Rath

MAKE SOME WAVES:
community.oceana.org/act

Bluefin tuna season begins with new protections

In a repeat of an Oceana victory from 2008, the Mediterranean bluefin tuna fishing season for purse seiners closed early in mid-June, in part as a result of Oceana's work to protect the endangered fish. The purse seine fleet is responsible for 70 percent of the tuna caught in the Mediterranean.

But the early closure of the fishing season, which was marked by illegality and a lack of transparency, does not signify the end of all fishing activities. Oceana has documented the illegal landing of tons of bluefin tuna in the South Tyrrhenian Sea off the west coast of Italy, one of the most important spawning areas for the species in the Mediterranean.

In late May, Oceana observers witnessed the illegal landing of 20 large bluefin tunas, weighing approximately two tons, in the Sicilian port of Porticello. Neither the port nor the vessels were authorized to land the tuna.

At its annual meeting in November in Marrakech, Morocco, the International Commission for the Conservation of Atlantic Tunas set the catch quota considerably higher than Oceana and even ICCAT's scientists recommended for the recovery of the imperiled fish.

Oceana continues to call for the total closure of the fishery in light of evidence that stocks are on a trajectory to collapse.

Ban on high seas longlines upheld

Oceana's persistent advocacy efforts on the U.S. west coast paid off in early April when the Pacific Fishery Management Council voted to maintain a prohibition on a West Coast-based high seas longline fishery. The vote will prevent the opening of a proposed swordfish fishery that was expected to also catch and kill threatened and endangered loggerhead and leatherback sea turtles, marine mammals, seabirds and fish.

The National Marine Fisheries Service had proposed to open the high seas longline fishery that would target swordfish more than 200 miles off the coast of California and Oregon. Longline gear used to target swordfish within 200 miles from shore in California has been prohibited since the 1970s due to environmental concerns including the capture and killing of sea turtles and the

bycatch of recreationally important fish.

Pelagic longline fisheries for swordfish deploy rope like lines between 9 and 90 miles long with 700 to 1,300 hooks branching of the main line. Pelagic longlines are known to incidentally catch and kill sea turtles, tunas, sharks and many other untargeted species. The proposed fishery would have allowed up to 30 fishing vessels deploying an estimated 1.8 million hooks per year.

A west coast-based high seas longline fishery operated for more than a decade until a court ruling in 2001 closed much of the high seas fishing area to protect threatened loggerhead sea turtles migrating between nesting beaches in Japan and foraging grounds in Baja California.

Oceana crowns Ocean Hero

Thousands of Wavemakers voted in Oceana's first annual Ocean Heroes contest in June, crowning John Halas as the inaugural winner on June 8, World Oceans Day. Halas, a marine biologist and manager of the Upper Region of the Florida Keys National Marine Sanctuary, developed an environmentally friendly anchor and mooring buoy system that prevents damage to coral reefs. He worked to get hundreds of the systems installed over the last two decades.

"My work is something I have felt strongly about and it is really a great honor to receive this acknowledgement," Halas said. He won a \$500 gift card from Nautica and an outgoing voicemail message recorded by Oceana board member Ted Danson.

Bob Schoelkopf, founder of the Marine Mammal Stranding Center in New Jersey, earned the second highest number of votes, while shark expert and Discovery Channel advisor Andy Dehart came in third. Oceana

received hundreds of nominations and garnered thousands of votes in the contest.

Ocean Hero John Halas demonstrates the mooring system in the Philippines.



We shouldn't reverse years of policy that protected oceans from acidification.



“To avoid ‘dangerous’ climate change, we must not burn more than one-quarter of our remaining reserves of fossil fuels. That’s the conclusion of the most comprehensive effort yet to work out how much carbon can be pumped into the atmosphere without pushing warming past two degrees centigrade.” Reported in a recent issue of *New Scientist*, the studies were conducted at the University of Oxford in Britain and at Potsdam Institute in Germany.

Now we know there is another profoundly important reason to keep most of our remaining fossil fuels safely underground

– ocean acidification. Sadly, changes in the chemistry of the atmosphere are causing changes in the chemistry of the ocean. Nearly a third of all the CO² we have released into the air has been absorbed by the oceans, and as a result, their pH balance has shifted. They are more acidic than they were before industrialization, and becoming more so all the time.

This is a problem for any ocean creature that creates its shell from calcium carbonate. There are countless such creatures, some of which are at the base of the ocean food web. So an increasingly acidic ocean is one facing global collapses which would threaten the food supply of billions and the livelihoods of at least 200 million people.

And while the few remaining climate change skeptics dispute whether humanity is the cause of a warming world, such claims are not possible when it comes to ocean acidification. We are changing the chemistry of the ocean. This is a fact, impervious to obfuscation.

So it is astounding that right now in the USA, policy-makers are actively considering opening up vast areas of the American ocean to the oil and gas companies. Secretary of the Interior Ken Salazar has been holding hearings around the country on the future of offshore energy development. The real question should be why he'd even consider undoing a 26-year-old bipartisan policy that has protected our oceans from oil spills, injury to whales and marine mammals from underwater seismic detonations and all the other hazards of at-sea ocean drilling. We do not think the Secretary should hand

the oceans over to the same companies that brought America the *Exxon Valdez* disaster.

A much wiser policy choice is at hand – ocean wind power. This renewable energy resource is available in vast quantities from the sea, and unlike ocean oil drilling, it creates no beach-wrecking oil spills and acidifies no oceans. It has been generating clean power in Europe for years.

As our board member Sam Waterston points out, “the ocean is a solution.” It has helped us by absorbing vast amounts of CO². Now it can help us again by generating huge amounts of carbon free energy. And in so doing it will provide people with thousands of good jobs.

You can learn more about this vital policy-decision in the pages of this issue of *Oceana*. After you do, please contact both Secretary Salazar and your representatives in Congress to tell them that you want clean ocean energy, not ocean oil drilling.

For the Oceans,

Andrew Sharpless
CEO, Oceana



Belize's Threatened Beauty

By Emily Fisher

Photos © 2009 Tony Rath of Tony Rath Photography – tonyrath.com

Belize is home to the largest reef system in the western hemisphere - and it's vulnerable to overfishing, climate change and pollution.

ABOVE: The Belize Barrier Reef System is a major economic and ecological boon to the country, drawing divers from around the world. Here, a woman dives off Southwater Caye.

In 1842, in his study of the evolution of coral reefs, Charles Darwin declared that Belize was home to "the most remarkable reef in the West Indies." More than 150 years later, that spectacular reef is increasingly threatened by overfishing, habitat destruction, pollution and climate change. Oceana announced plans this summer to open its first Central American office in the country to help protect and preserve Belize's unique reefs.

The Belize Barrier Reef is a 186 mile-long section of the 560 mile-long Mesoamerican Barrier Reef System, which stretches from the northeast tip of Mexico's Yucatán Peninsula to Amatique Bay, Guatemala, making it the second largest coral reef system in the world after the Great Barrier Reef in Australia.

Belize is home to three of the Western Hemisphere's four rare offshore atolls, which are circular reefs surrounding a central lagoon. One of the country's most famous attractions, the Blue Hole, is part of Belize's Lighthouse Atoll. A mecca for divers, the Blue Hole is a sapphire-blue submarine cave more than 90 meters wide and over 120 meters deep.

Roughly the size of New Jersey, Belize has one of the lowest population densities in the world. Despite its small population, the country's marine resources are not immune to environmental degradation.

In November 2008, Healthy Reefs for Healthy People, an international, multi-institutional effort studying the Mesoamerican Reef, released its first comprehensive health assessment.

Of the 140 Belizean sites the group tested for reef health, 53 percent were rated "poor," and 39 percent were "fair," leaving only 3 percent in "good" health, and none in "very good" health. The report concluded that even Belize's remote offshore atolls are no longer pristine.

Further confirming the trend, in late June, the Belize Barrier Reef was added to the UNESCO list of endangered World Heritage sites.

So what's making the Belize Barrier Reef sick?

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Unregulated coastal development is destroying the country's mangrove forests, which prevent erosion, provide nursery habitat for many fish species and help filter pollutants and trap sediments that can kill seagrasses and reefs.

Meanwhile, climate change and ocean acidification form a dangerous duo for coral reefs, causing coral bleaching and inhibiting their ability to form shells.

In addition, the reef ecosystem is threatened by the overfishing of species such as snapper, grouper and the reef-cleaning parrotfish. And while many of Belize's fishermen practice artisanal methods, including diving for conch and lobster, destructive gillnets are also common. Shrimp trawl nets drag over the seafloor, creating an enormous amount of bycatch and damaging habitat.



A mecca for divers, the Blue Hole is a sapphire-blue submarine cave more than 90 meters wide and 120 meters deep.

The new vice president of Oceana's Belize office, former journalist and attorney-at-law Audrey Matura-Shepherd, has a deep affection for her native country's marine habitat – and knows that Belize's reef is one of its greatest natural resources.

"We need to protect our resources for tourism," she said. "People visit Belize because they hear about our diving spots and our reefs. Foreign currency is very important to the continued survival of a healthy economy."

While many scientists and NGOs in the region have recommended policies to achieve healthy fisheries and reefs, the government has yet to adopt them, Matura-Shepherd said.

"Belize is blessed with a wealth of marine treasures," said Andrew Sharpless, CEO of Oceana. "With Ms. Matura-Shepherd's leadership, Oceana is poised to help protect these incredible reefs for future generations." 🐠



Introducing Audrey Matura-Shepherd



OPPOSITE TOP: Diver watches the colorful array of yellow tube sponge, Belize.

MIDDLE: Divers share the water with a loggerhead sea turtle.

BOTTOM: Belize's Blue Hole is one of the premier diving destinations in the world.

BELOW: Loggerhead sea turtles are among the wildlife found in Belize.

Audrey Matura-Shepherd, the vice president of Oceana's new office in Belize, is a well-known public figure in the tiny Central American nation. She began her career as a journalist, culminating in a weekly network television talk show. She later became an attorney-at-law and served as a senator from 1998 to 2000 as a member of the opposition party. She speaks English, Spanish and the local Belizean Kriol.

Have you witnessed the degradation of Belize's reefs?

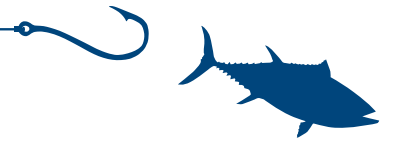
I recently went snorkeling near Caye Caulker at the famous stingray alley. There are normally nurse sharks, and there were none, and there were fewer stingrays than usual. The nearby reef just wasn't full of the fish life it used to have. I also saw damaged corals and coral bleaching. The last time I went was two years ago – in two years alone I could see the damage. When I used to go swimming and diving at many different places throughout the country, especially at my native Corozal, by the bay, I could see clearly without goggles. Now we can't do that, it's muddy, mucky and stagnant.

Growing up in Belize, did you spend a lot of time in the ocean?

My first recollection of swimming was when I was three years old and my dad just threw me in the water. You just had to survive – that's what was done to all of us; it was normal. Being next to water makes me happy and keeps me grounded, and I want our ocean to be a healthy source of life and economic prosperity for my Belizean people. 🐬



THE AUTHOR, THE ACTOR AND THE SEA



Oceana board member Ted Danson provides the voiceover for the new film “**The End of Line,**” based on journalist Charles Clover’s book exposing the overfishing crisis facing the oceans. Despite their mutual interest in ocean conservation, the Brit and the Californian had never met – until Oceana arranged a transcontinental phone call in June just after the U.S. premiere of the film.



© Michael Munson

Ted Danson I was so impressed with the film. I thought it turned out really well, and it is astounding how well it fits with Oceana’s agenda. How long ago did you first literally decide to pick up pen and paper and start this journey?

Charles Clover I tried to sell the idea of a book on the collapse of world fisheries in 1996. But I was unable to place it with publishers for the kind of advance that meant I could write it. They said, “Oh, what an interesting subject, nobody’s done that, have they? No. We don’t think it’s very commercial. Nice book but we don’t think it’s worth our while to pay for it.” And I said, “Thanks very much but no thanks.” And waited until about 2003 until somebody hunted me down, by which time it had all changed. So that’s how it really happened.

By the mid ‘90s, we were all beginning at last to understand what was happening, what had happened to the northern cod. It wasn’t really reported properly at the time. Some of these really important things never get reported in the papers and you know, ‘96 was I think, just before a general election here and the government had really let go of the reins and there was the most rampant overfishing, illegal fishing, black cod, black everything, black fish landings, in the U.K. and I did a huge scoop on that. But I had been following fishing for a long time before that. I could see things were pretty bad.

TD People ask me this all the time: Do you remember the person, the moment, the little bit of knowledge, that first piqued your interest to get you involved?

CC Yes, I do! I walked into the wrong press conference in The Hague in 1990, when I had been highly skeptical as a reporter of all the reporting about the pollution in the sea. It was in Dutch, which didn't help, and I remember the slides on the screen. It was sufficiently comprehensible for me to realize this was really interesting. I think there must have been a graph up on the screen or something, a slide of trawling, and it was the first time that I'd ever seen the description of what a beam trawler does to the bed of the ocean.

How did you get involved in this thing?

TD For me, it was probably moving into a neighborhood in Santa Monica, California that was involved with a local fight to keep Occidental Petroleum from digging oil wells right down the coast, on the beach, into the bay. I met a man named Robert Sulnick, who was an environmental lawyer, and we were successful – and we thought, how can we continue to defend the oceans? It was very naive and slightly presumptuous, and Cheers was paying a lot of money so I could afford to hire him. American Oceans Campaign is what we named the fledging organization. It started off as basically a no-oil organization, but then we worked on coastal pollution as well, and we would go back and forth to Washington.

When you see something is based on ignorance, when you see what's happening to the ocean and you see that it doesn't have to be that way – that if we were good stewards, if we were good businessmen, if we did the common sense thing, this wouldn't have to happen, and when you realize that your children won't necessarily get to have the right to go fish and eat fish and enjoy the ocean like we all did for centuries, that really irritates me.

CC That's a very good way of putting it. The thing I suppose that got me interested in it was just that, partly it was journalistic hunger for a story I knew must be true from my own experience because I'm a fisherman. And I watched all the freshwater fish get in to trouble, and I knew that the migratory fish that I was also catching like salmon and sea trout were in trouble. I knew that part of the story was in the sea, so I couldn't believe that all the rest of the other species weren't in trouble, too. And people said, "Oh no, they're all being nicely managed by the scientists." I suppose it is part of my nature not to believe that.

TD What kind of reception has "The End of the Line" met so far in the U.K.?

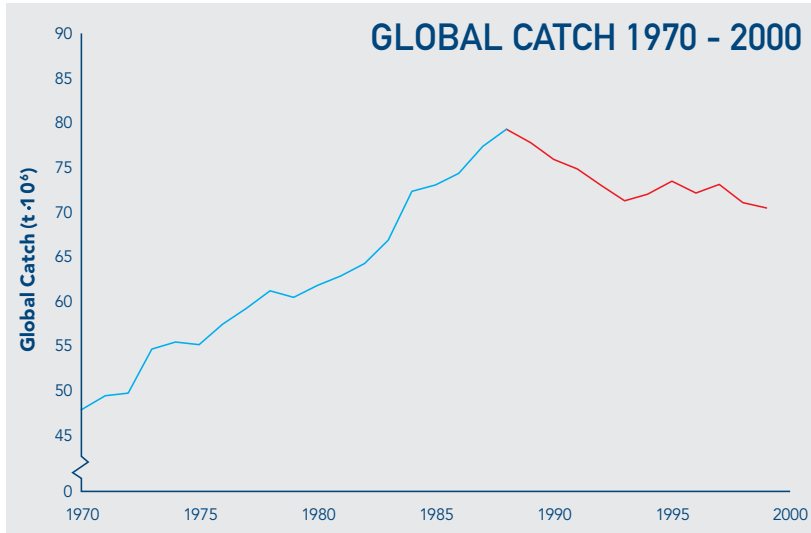


Photo Courtesy Charles Clover

'I WATCHED FRESHWATER FISH GET INTO TROUBLE ... I KNEW PART OF THE STORY WAS IN THE SEA.' - CLOVER

CC The movie's being seen in the light of Al Gore's film because it is that kind of film, an independent film made on a small budget because you couldn't make it anywhere else. Nobody, no wildlife filmmaker would employ you to make this film because it introduces the hand of man. But in the Daily Mail, suddenly, out of nowhere, no recognition for this issue whatsoever in Britain, we get a headline on the Op-Ed page: "Should We

'MY HAT IS OFF TO YOU. I WAS THRILLED TO BE A PART OF IT.' - DANSON



In a seminal study, Daniel Pauly and Reg Watson demonstrated that global fisheries catch had actually peaked in the late 1980s and has been declining ever since despite more boats, money and technology. Graph includes global catch minus China and anchoveta.

Watson and Pauly, Nature, 2003

Stop Eating Fish? That's the question raised by new film which claims many species face extinction. Eco-scaremongering or the unappetizing truth?" In a funny sort of sense, I thought, "Oh, that's probably it." Because Europe is so bad at this business of managing fisheries. It is really our Achilles heel. So we needed to make this film to wake Europe up, to an extent, but it's also a global issue, like "An Inconvenient Truth" was about climate.

TD Wow, this has been an amazing conversation for me and really a pleasure to have a little one-on-one time with you. I was so impressed with "The End of the Line" and I think it really tells the story in a very compelling and complete way. My hat is off to you. I was thrilled to be part of it.

CC Likewise to you, because I've been studying your CNN interview for pointers on how you get the stuff out really quickly, because I haven't been doing that for the last week or two and I've just been trying to boil it down. I thought, "This guy, Ted Danson, he's just said every single thing in a very, very short interview." I'm impressed. [Your narration] lifted it to a different level. We badly needed someone to give it that sort of global feel.

TD Charles, I hope to see you face to face someday in London, that would be really special.

CC A beer would be a very nice idea. ☺

THE END OF THE LINE

Where have all the fish gone?

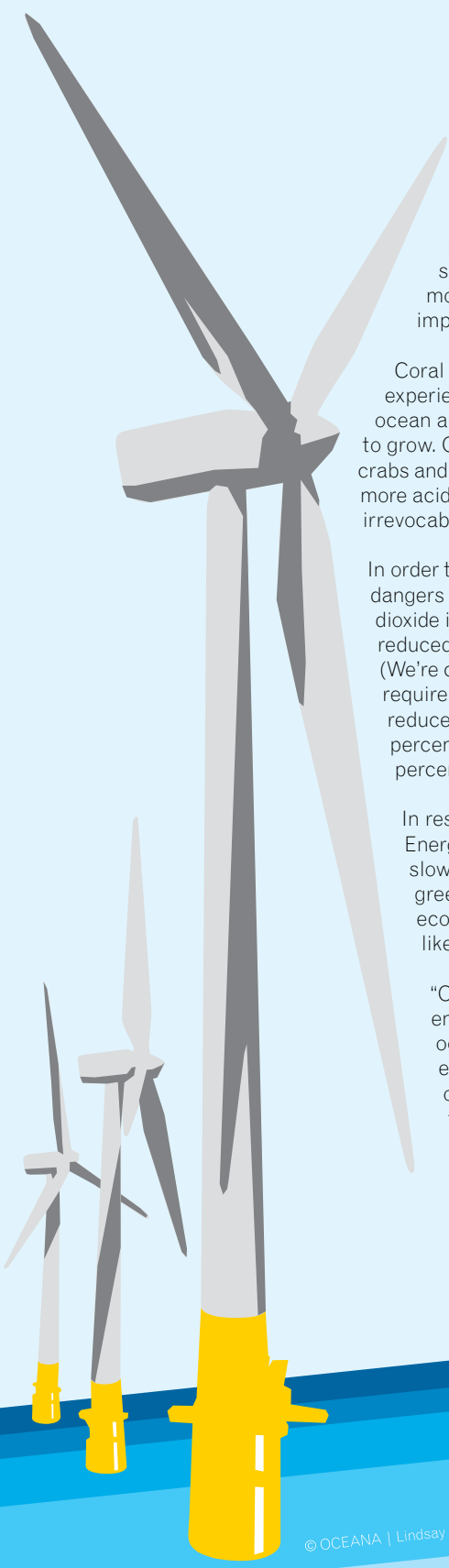
Charles Clover's book-turned-documentary has been called "investigative journalism at its best" by the New Scientist. Taking a global look at overfishing, the film includes scenes from Alaska to Senegal. Clover appears in the film along with Dr. Daniel Pauly, world-renowned fisheries scientist and Oceana board member. "The End of the Line" screens in theaters this summer across the United States. Visit endoftheline.com for more information.



Oceans of Potential

Oceana's newest campaign is hard at work to promote clean, ocean-based energy that could save marine life from acidification.

By Suzannah Evans

An illustration of three offshore wind turbines of varying sizes, positioned on a yellow base representing the ocean floor. The background is a light blue gradient. The turbines have three blades each, and their towers are grey with yellow bases.

For millions of years, the oceans have regulated the planet's temperature. Since the Industrial Revolution, the oceans have absorbed almost 500 billion metric tons of carbon dioxide. Now the waters are becoming saturated with carbon dioxide and becoming more acidic – with potentially devastating impacts for marine and terrestrial life.

Coral reefs, the nurseries of the seas, could experience a mass extinction in this century due to ocean acidification, which inhibits the reefs' ability to grow. Other animals that make shells, like lobsters, crabs and clams, will be less able to do so in more acidic water. The oceans, in short, will be irrevocably changed.

In order to protect marine ecosystems from the dangers of carbon dioxide, the amount of carbon dioxide in the atmosphere must be drastically reduced to levels of 350 parts per million or below. (We're currently at about 385 ppm.) This would require the U.S. and other industrialized nations to reduce their carbon dioxide emissions by 25 to 40 percent below 1990 levels by 2020, and by 80 to 95 percent by 2050.

In response, Oceana unfurled its new Climate and Energy campaign in 2009. The campaign aims to slow the acidification of the oceans by reducing greenhouse gas pollution and shifting our energy economy towards renewable energy sources like wind power.

"Offshore wind represents a clean, carbon-free energy source that can protect the health of the oceans by taking the place of fossil fuels in our energy economy," said Jackie Savitz, director of the Climate and Energy campaign. "As the industry takes off, the U.S. has a chance to become a world leader and an exporter of offshore wind energy technology, which would be good for our economy."

Offshore wind farms have been installed along European coasts since 1991. To date,


not a single farm has been installed off the U.S. coast, despite vast potential as an energy source. The U.S. Department of Energy rates large swaths of Pacific and Atlantic coastlines as "outstanding" or "superb" for offshore wind potential.

As a nascent industry, offshore wind energy faces supply-chain challenges – and opportunities. Fewer than one dozen ships in the world are currently capable of installing offshore wind platforms, but the global need for carbon-free energy will quickly drive an appetite for infrastructure and expertise.

"The United States can get in on the ground floor," Savitz said. "We need investment tax credits and grants that will make the U.S. a great place to develop offshore wind infrastructure and, at the same time, facilitate the development of more offshore wind energy."

Oceana's Climate and Energy campaign not only promotes offshore wind development, but also works to protect marine ecosystems from the dangers of offshore oil and gas development, a risky and increasingly outdated source of energy. Oceana board member Ted Danson and Pacific science director Dr. Jeffrey Short have testified before the U.S. Congress on the dangers of oil drilling and the correlating lack of evidence that increased drilling will reduce the cost of energy or promote security. In addition, Oceana campaigners traveled around the country to testify at hearings hosted by U.S. Secretary of the Interior Ken Salazar.

Lastly, Oceana pushes for emissions controls in global shipping, a significant and unregulated source of carbon dioxide emissions. In 2007, global shipping contributed over one billion metric tons of carbon dioxide to the atmosphere. To put this in context, if shipping were a nation it would be the sixth largest emitter of carbon dioxide, falling only behind China, the U.S., Russia, India and Japan.

To learn more about Oceana's Climate and Energy campaign, visit www.oceana.org/climate. 

World Oceans Day 2009



Keri Selig, La Mer President Maureen Case, Oceana CEO Andy Sharpless and Keith Addis, Oceana Chairman.



Virginia Madsen, Maureen Case, January Jones and Andy Sharpless.

Los Angeles, CA

Oceana celebrated World Oceans Day with long-term sponsor La Mer on the evening of June 8 at the Los Angeles home of Oceana Chairman Keith Addis. Nearly 200 guests attended the event, including Virginia Madsen, Morgan Freeman, January Jones, Anne Heche and Karina Petroni. The highlight of the evening was a presentation of a \$100,000 check by Maureen Case, President of La Mer. Special jars of La Mer's signature Crème de la Mer circulated among the guests.



Oceana board member Valarie Whiting and actor Morgan Freeman.

Los Angeles, CA

"Grey's Anatomy" and "Private Practice" star Kate Walsh held an event for Oceana at her home on June 6 in celebration of World Oceans Day. The event was co-hosted by Kate Walsh, Oceana, Saks Fifth Avenue and La Mer, a long time Oceana supporter and the maker of supreme luxury skincare products inspired by the sea. Guests were treated to an afternoon of pampering with signature La Mer treatments. Fifteen percent of all purchases made during the event will go towards Oceana to support our efforts to protect and preserve the world's oceans. Special jars of La Mer's signature Crème de La Mer in honor of World Oceans Day were also available for purchase by guests.

La Mer, Saks Fifth Avenue and Oceana also held similar events in Washington, DC, Orange County, and New York City in celebration of World Oceans Day.



Oceana Chairman Keith Addis, Kate Walsh and Maureen Case.



Busy Phillips, January Jones, Michael C. Hall and Jennifer Carpenter.



© Dimitrios Kambouris/Getty

Singer Estelle

New York, NY

Oceana, Vanity Fair and Nautica hosted an event in New York City in honor of the first United Nations-sanctioned World Oceans Day on June 8. Guests included Oceana executive vice president Jim Simon, actress and Oceana spokeswoman Amber Valletta and many more. Grammy Award-winning singer Estelle performed for the crowd.

The event was held at the Hudson Terrace in Manhattan.



Nina Flood, Jim Simon and Amber Valletta.



President of Nautica/VF Sportswear, Karen Murray, Vanity Fair Executive Fashion Editor Alexis Bryan Morgan and actress Amber Valletta.



Adrienne Bailon.

Susan Cohn Rockefeller

Oceana welcomes writer and filmmaker Susan Cohn Rockefeller as the new chair of the Ocean Council, a group of global ambassadors for Oceana.



Susan Cohn Rockefeller in the United Kingdom.

The First 2009 Ocean Council Teleconference will be held on September 17, 2009 at 2:30 p.m. Oceana's chief scientist, Mike Hirshfield, will lead a discussion on the threats facing sea turtles.

If you are interested in participating in the call, please contact Kelley Cunningham at kcunningham@oceana.org or 212-371-5017.

When Susan Cohn Rockefeller and her husband David circumnavigated the Mediterranean Sea several years ago, they noticed the conspicuous absence of one marine mainstay: birds. "They have nothing to feed on," she said. "Eighty percent of the fish are no longer in the Mediterranean. What we saw were jellyfish everywhere. We saw a sea that's stressed."

Since then, Rockefeller has become increasingly concerned about the health of the oceans, and in May, she became the chair of the Ocean Council, a group of academic, business, policy and philanthropic leaders who serve as global ambassadors for Oceana. A writer and documentary filmmaker, she co-produced the 2008 seminal film about ocean acidification, "A Sea Change."

Another ocean wake-up call came when she read Elizabeth Kolbert's 2006 New Yorker article about ocean acidification, "The Darkening Sea."

"It left me saying, 'how could we not know about this?'" she said. "Ocean acidification is one of the most important issues of our time. It's threatening to ravage the chemistry of the oceans. From the bottom up, we are destroying the food web, starting with the pteropod."

Her work on the film only heightened her sense of urgency. "When I started working on 'A Sea Change' and saw the enormity of problems associated with ocean acidification and global warming, I not only was depressed for a year, but I thought, 'I need to get directly involved with ocean advocacy,'" she said.

As chair of the Ocean Council, Rockefeller is starting a new initiative: quarterly teleconferences featuring several scientists or policy experts discussing a specific ocean issue. Members of the council will be able to call in and ask questions of the experts.

She also has a new ocean-themed jewelry line coming out soon, with everything from fish charm bracelets and freshwater pearls to funky dog tags with conservation messages. And as if that weren't keeping her busy, she also works on strategic marketing for www.jimirock.com, a kids' website about ocean conservation.

Rockefeller's connection with the oceans runs deep, right down to the name of her daughter, Annabel, named after Edgar Allen Poe's "Annabel Lee" and her kingdom by the sea.

But her brand of conservation has a humanitarian bent, as do her films. "By preserving the ocean's sea life we're preserving ourselves," she said. 🐟

Chef Barton Seaver

In the two years since Oceana last featured Washington, D.C. chef Barton Seaver, a lot has changed. With a new restaurant gig, a retail fish market, and a public television series all on the agenda, one thing remains constant: his commitment to sustainable seafood.

Barton Seaver, whom the Washington Post recently dubbed the “Alice Waters of seafood,” is now the executive chef at Blue Ridge, a restaurant in DC’s Glover Park that he calls “a wonderful evolution of the local food movement.” At Blue Ridge, he serves farm-to-table meals and, of course, sustainably-sourced seafood.

But he is most excited about his yet-to-be-named fish market that is slated to open in October 2009. Seaver’s first foray into

retail, the market will offer up Green List fish with a side of knowledge. Two crucial aspects of encouraging sustainable eating are affordability and guidance, he believes, which is why he will accept food stamps and provide recipe cards and instructional cooking videos on his website for less-familiar fish such as mackerel. He also recently joined the non-profit group Blue Ocean Institute as a fellow, and is working on a PBS series in which he’ll travel around the country, from the Chesapeake Bay to

Alaska, exploring examples of sustainable fishing operations.

It’s abundantly clear from talking to Seaver that he’s put an enormous amount of thought into what – and why – he cooks.

“The compelling narrative of conservation is consumption,” he says. “We need to save because we’ve consumed too much. We need to save because we must continue to consume.” ☞

Alaskan Sablefish with Warm Cherry Vinaigrette

4 fillets Alaskan Sablefish, 5 oz each,
skin off
½ cup white wine
Sea salt
1T butter
1 shallot, finely minced
1 c cherries, halved and pitted
2T white balsamic vinegar
(can substitute white wine vinegar)
Kosher salt
1T parsley, finely chopped
1T tarragon, finely chopped
8 oz arugula leaves, preferably wild
1T extra virgin olive oil

Place fish in a pan with steep sides that is large enough to hold all four pieces of fish. Add wine, salt, and some herb stems and cover with cold water. Place the pan on medium heat and slowly bring the temperature up to approximately 160 degrees. Once the temperature reaches 160 it will be approximately 10 minutes of cooking for 1 ½ inch thick filets.

While fish is poaching, melt 1T butter in a small sauté pan on high heat. Once golden brown, add the shallots and 30 seconds later, add the cherries. Toss gently and sauté until the cherries begin to release their juices. Season with kosher salt and add the white balsamic vinegar. Then, reduce over medium heat until it becomes a thick syrup. Add the remaining butter and the herbs and toss off the heat to incorporate.

Lightly dress the arugula with salt and olive oil. There should be just enough oil to barely cover each leaf so that the salt adheres to the salad.

Remove the sablefish from the poaching liquid. Evenly divide the arugula onto four plates. Remove the fish from the poaching liquid and gently pat dry. The fish will be very fragile so take care with this step. Place the fish to the side of the salad so as not to wilt the leaves. Equally divide cherries on side of each plate, as well as the balsamic syrup.

LEARN MORE ABOUT BARTON'S PHILOSOPHY:
www.bartonseaver.org



Courtesy photo



OCEANA

Protecting the
World's Oceans

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

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Printed with Eco-Ink — low volatility vegetable oil-based ink on 25% post-consumer recycled, processed chlorine free paper produced using 100% wind power in a carbon neutral process.



About Oceana

Oceana campaigns to protect and restore the world's oceans. Our team of marine scientists, economists, lawyers and advocates win specific and concrete policy changes to reduce pollution and to prevent the irreversible collapse of fish populations, marine mammals and other sea life. Global in scope and dedicated to conservation, Oceana has campaigners based in North America, Europe and South America. More than 300,000 members and e-activists in over 150 countries have already joined Oceana. For more information, please visit www.oceana.org.

Give today at Oceana.org/give

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