



Oceana

SUMMER 2010
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INTO THE GULF

Oceana launches a scientific expedition to discover the true cost of the Gulf of Mexico oil disaster.

PLUS

Adrian Grenier
swims with bluefin tuna



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 and Central America. More than 400,000 members and e-activists in over 150 countries have already joined Oceana. For more information, please visit www.oceana.org.

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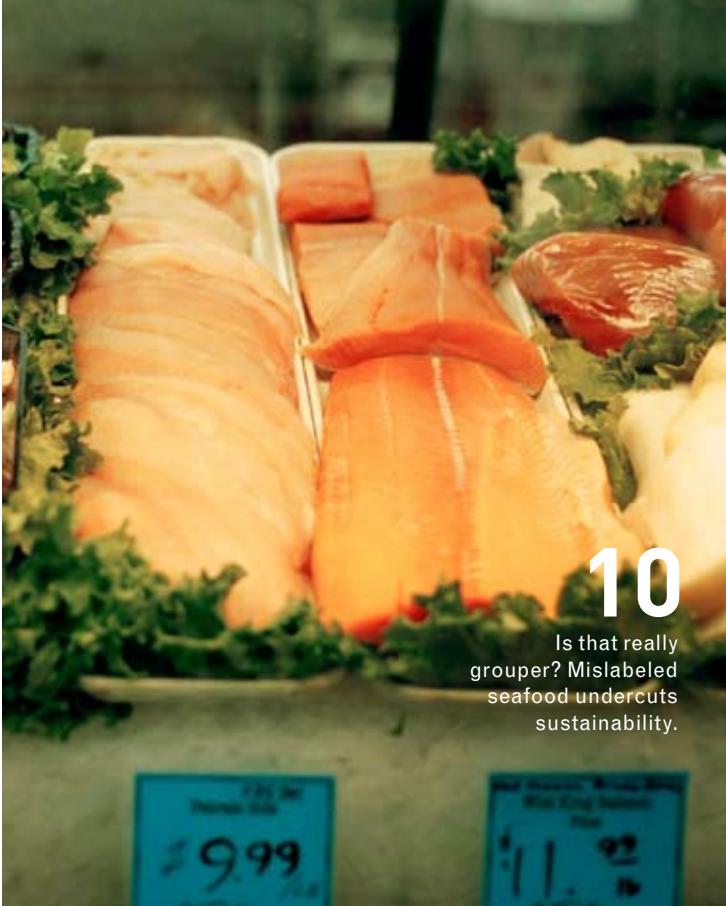
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GIVE TODAY

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

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



A primer for skeptics

The crew of the *Latitude*, Oceana's research vessel in the Gulf of Mexico, consists of Oceana scientists and campaigners who are committed to understanding the impacts of the worst oil spill in U.S. history. I have no doubt that the *Latitude* will come back with invaluable insight about the post-spill Gulf. But in the meantime, we already have facts in our arsenal to help make the argument against offshore drilling.

Here are my responses to energy skeptics who need more than 200 million gallons of oil spewing into the Gulf to convince them that offshore drilling must end.

Isn't the Deepwater Drilling Disaster just like an airplane crash? We don't shut down aviation when a plane crashes.

No. In an airplane crash, most of the victims are those who were on the airplane. In this case, most of the victims are the millions of people living in the Gulf. This is more like the guy who built a campfire in the dry season, against regulations, and burned down the national forest and all the towns and cities alongside it. That's why we have regulations against building campfires during the dry season: Not because every camper burns down his campsite, but because all we need is one. We have laws against dry season campfires, and we should have laws against ocean oil drilling.

There are 3,600 drilling platforms in the Gulf. Are you going to shut them all down?

We're not calling for a shutdown of the platforms, just of drilling. Once the wells are drilled, the risks go down. The pumping can continue, but the drilling has to stop.

So then isn't this just a deep-water problem? Can't we continue in the shallow water?

Ocean drilling in shallow water is also very risky. One of the top three oil drilling

disasters of all time, *Ixtoc 1*, was in 160 feet of water. And last August, the *Montara* rig blow-out near Australia, which took 11 weeks to control, was in just 250 feet of water.

Don't we need to keep drilling in the ocean to keep gas affordable?

No. We import 60 percent of our oil. When BP, or any other oil company, discovers oil off the coast of America, will they give it to us at a special discount? No, of course not. The market price is set at the world market, so any find in American waters will be sold at that price.

Don't we need to drill for energy independence?

There is a path to energy independence, but it's not through drilling. The United States consumes 20 percent of the world's oil, but only has 2 percent of the world's reserves. We're going to be importing oil for a long time, so we can't de-couple the price of gasoline from the world price of oil and we can't be oil independent any time soon. But we can make clean energy more affordable. Wind power from the ocean should be a big part of that.

But don't we need drilling for jobs?

This disaster proves one thing: if you thought ocean drilling was good for jobs, you were wrong. Three hundred thousand people depend on recreational fishing in the Gulf alone, and that's not counting commercial fishing and tourism jobs as well. Clean energy investments provide three times the jobs per dollar invested.

If we don't drill, won't we displace demand to less safe places?

America should lead. If your policy is, "We cannot clean up and manage our oceans until the slowest, dirtiest government does it," that is a path to inaction and more disasters.



If ocean wind power is such a good idea, why isn't it happening?

Because guess who has been given authority for ocean wind power in America? The same people who approved the Deepwater Horizon oil rig.

Won't ocean wind power hurt the oceans?

No. Numerous studies show that windmills do not harm the oceans.

Ocean wind power is great, but I don't use electricity in my car.

But you will.

For the oceans,

Andrew Sharpless
CEO, Oceana

Oceana is grateful for the grants, contributions and support it has received from dozens of foundations and companies and thousands of individuals. Oceana wishes to thank all of its supporters, especially its founding funders as well as foundations that in 2009 awarded Oceana grants of \$1 million or more: Arcadia Fund, Oak Foundation, The David and Lucile Packard Foundation, The Pew Charitable Trusts, Rockefeller Brothers Fund and Sandler Foundation. For more information, please see Oceana's annual reports at www.oceana.org/annualreport.

Oceana launches Gulf of Mexico expedition

In August, Oceana launched an eight-week research expedition in the Gulf of Mexico to explore the effects of the Deepwater Horizon oil spill on the marine ecosystem. The expedition combines Oceana expertise from around the globe, with scientists, photographers and campaigners from the U.S., Europe, Belize and Chile working to discover the effects of the oil spill on marine life.

Working from the *Latitude*, a 167-foot ship capable of sailing in shallow and deep waters, the crew planned to test for underwater oil that may have enormous effects on the marine ecosystem. In addition, the crew planned to study important seafloor habitats as well as the migratory marine life affected by the spill. This includes endangered sea turtles as well as rare whale sharks.

Check out www.oceana.org for the latest updates from the crew.



World's largest deep-sea coral ecosystem protected



A squat lobster rests on deep-sea coral on the North Carolina Continental Slope.

After five years of advocacy by Oceana and others in the conservation community and fishing industry, the United States protected more than 23,000 square miles of rare deep-sea coral from North Carolina to Florida from destructive fishing gear.

The protections encompass the largest continuous area of healthy deep-sea coral ecosystems known in the world. Deep-sea corals off the southeast coast include hundreds of pinnacles up to 500 feet tall that provide habitat for many species, including sponges that are being tested to develop drugs for the treatment of cancer, heart disease and more.

The plan restricts the use of bottom trawls, whose nets drag the ocean floor and have destroyed thousand-year-old coral reefs, including most of the Oculina Banks, an area of vulnerable deep-sea coral habitat off the east coast of Florida.

The protections will also help restore the long-term productivity of commercially valuable fisheries in the area.

Oceana helps fishermen after Chilean earthquake



© OCEANA | Eduardo Sorensen

Wreckage off the coast of Chile after the quake.

After the 8.8-magnitude earthquake and subsequent tsunamis struck Chile in February, Oceana sought a way to help the artisanal fishermen of Robinson Crusoe Island in the Juan Fernandez Archipelago. The fishermen have been friends and allies in Oceana's habitat protection campaign in Chile.

The town of Robinson Crusoe was especially hard-hit, and many of its residents died or disappeared. Those who survived awoke to a mess of debris wrought by the tsunami, including huge pieces of tin

and steel building materials from houses that were destroyed by the tidal wave. The town's fishermen were suddenly unable to go out on the water for fear of destroying their boats on the debris upon entering the bay.

Soliciting donations from Oceana staff, Board of Directors and Ocean Council, Oceana was able to collect more than \$50,000 to help the residents of Robinson Crusoe clear the underwater debris. The clean-up effort is ongoing and will last six months.

Bluefin tuna season cut short



© OCEANA | Keith Ellenbogen

After continuous campaign work by Oceana, the European Commission closed the bluefin tuna purse seine fishery early for the third year in a row in June, another important measure to help this threatened species.

Bluefin tuna stocks are nearing collapse due to overfishing and illegal fishing. The population has decreased by 80 percent from levels before the industrial fishing era.

The tuna have become so popular as seafood that a bluefin can command prices up of \$100 per pound or more in Japanese markets, resulting in high-stakes fishing for the coveted fish.

Oceana is also campaigning for the designation of marine reserves for the main spawning areas of bluefin tuna in the Mediterranean, the Balearic Islands, southern Tyrrhenian Sea and southern Malta.

Oceana Ranger discovers threatened deep-sea coral

During Oceana's summer expedition, the crew aboard the Ranger discovered large colonies of deep-sea white coral in the western Mediterranean Sea. The finding is significant because most of the Mediterranean's deep-sea coral reefs have already been destroyed by bottom trawling and longline fishing.

Half of the white coral reefs in the Atlantic have disappeared, and most of the research conducted in the Mediterranean has found only dead coral. But Ranger's crew found live colonies of deep-sea coral coexisting with large expanses of dead coral.

The reef, located in Spain's Alboran Sea, is one of the richest and most threatened ecosystems in the Mediterranean. White coral is intertwined with black coral, whip coral, glass sponges and other species that dwell at these depths, which form a habitat for species such as redfish, roughy, red seabream and more.

With the research gathered on Ranger, Oceana campaigns to increase the size and number of marine protected areas in order to prevent the loss of the most vulnerable ecosystems in the Mediterranean.



© OCEANA

Rare deep-sea white corals spotted by the crew of the Ranger.

In June, the **Oceana Ranger** set sail from the port of Sagunto, Spain for its annual expedition. This year Ranger sailed throughout the western Mediterranean to study the region's seamounts. In addition, Oceana tested the pH level of the Mediterranean for the first time to assess the impact of carbon dioxide emissions on the sea.



The Oceana Ranger.

Oceana and the Natural Resources Defense Council teamed up to launch a robot to detect underwater oil plumes off the Florida Keys. Nicknamed **Waldo**, the six-and-a-half-foot robot resembles a yellow torpedo and can relay data in near-real time. Waldo is one of a team of robots from Mote Marine Laboratory, Rutgers University, the University of South Florida and the University of Delaware that are patrolling the waters off Florida's west coast for oil.



Oceana board member **Ted Danson** testified before the U.S. Senate's Subcommittee on International Trade, Customs and Global Competitiveness in order to urge an end to irresponsible fishing subsidies that contribute to the decline of marine ecosystems. "There's an inextricable link between ocean conservation and global competitiveness," Danson told the subcommittee. "It's quite simple: No fish. No fishermen. No future." Global fisheries subsidies are estimated to be at least \$20 billion annually – an amount equivalent to approximately 25 percent of the value of the world's fish catch.



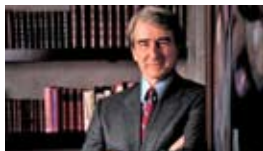
Comedians **Angela Kinsey** ("The Office") and **Rachael Harris** ("The Hangover") traveled to Mexico with Oceana to film a PSA about endangered sea turtles. The PSA will debut this fall.

From left: Angela Kinsey, Oceana scientist Elizabeth Wilson and Rachael Harris.

Oceana's 2010 **Ocean Hero Award** winners were announced. The winner in the adult category was **Jay Holcomb**, executive director of the International Bird Rescue Research Center, which has taken the lead in cleaning birds affected by the Gulf of Mexico oil spill. The winner in the junior category was the **Shark Finatics**, a group of students from Brewster, New York who have teamed up to support shark conservation.

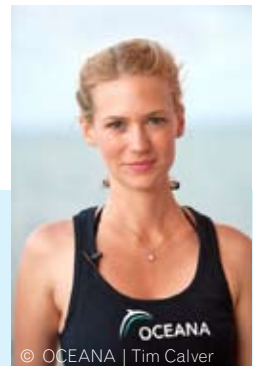


The Shark Finatics.



"Law & Order" star and Oceana board member **Sam Waterston** testified before a joint hearing of the U.S. Senate's Oversight Subcommittee and the Subcommittee on Water and Wildlife about ocean acidification, an often overlooked consequence of carbon dioxide emissions that could severely harm the oceans.

In May, "Mad Men" star **January Jones** traveled to Belize to swim with endangered whale sharks for a new "Scared for Sharks" Oceana PSA to be released this fall. Jones dived with a baby whale shark the size of a small bus during the shoot. On the same trip, La Mer also filmed January diving in Belize's amazing coral reefs. La Mer launched a successful social media campaign around the video of this dive for World Oceans Day this year.



January Jones.

Dr. Jeffrey Short

Oceana's Pacific science director Dr. Jeffrey Short was the leading chemist for Alaska and the United States following the 1989 Exxon Valdez oil spill, and has led numerous studies about the persistence and effects of oil on the ecosystem.

Twenty years after Exxon Valdez, the oil spill in the Gulf of Mexico has thrust Dr. Short's work back into the spotlight. He will lead research on subsurface oil during Oceana's on-the-water expedition in the Gulf this summer and fall.

Online editor **Emily Fisher** spoke with him about the spill in July before the well had been capped.



What was your initial response when you heard about the spill in the Gulf?

It brought back nightmares of what I had gone through. I long ago made myself a promise that I would never go through another major oil spill again, so I was really glad I was no longer with the federal government.

Can you compare the Gulf spill and the Exxon Valdez in terms of ecological impacts?

The wildlife consequences are hard to compare because they were pretty severe in the Exxon Valdez. It happened at the very worst time of year, right at the beginning of the spring production cycle, which meant that seabirds and marine mammals were converging on the area to break the winter fast, so were consequently exposed to a lot of oil, and it killed a lot of them.

The jury is still out on how bad it's going to be [in the Gulf] and at first I was thinking we might dodge a bullet. As of a couple weeks ago, most of the oil that seemed to be out there looked like it was in fragmented chunks. But so much of it has been released now that there's a

much larger continuous pool of oil which is a very dangerous thing.

Why is that so much worse?

Because if you're a seabird or a sea turtle or a marine mammal, and you're anywhere near it and you decide to go through it, you're dead. So it's just a really big kill zone.

And what you're seeing now is chump change compared to what it will look like if that gets driven ashore.

'If you're a seabird or a sea turtle or a marine mammal and you're anywhere near it ... you're dead.'

Twenty years later, how much oil is still in Prince William Sound from the Exxon Valdez?

A little bit is still there because it got into an anoxic [oxygen-deprived] environment.

So when oil seeped into a beach into that anoxic layer, it stopped weathering and just stayed there.

Will that happen in the Gulf?

It might. There are anoxic regions in the coastal marshes. You typically get anoxia associated with the bottom reed beds because there's so much organic matter that falls in there.

It depends on how much oil comes ashore. It would associate with those coastal marshes, which are the most important biological part of the shoreline.

Do you think there is anything positive that will come from this in terms of movement on climate and energy policy?

Well, I sure hope so. I hope this will draw more attention to the larger consequences of our oil addiction.



© Matthew White

A GULF CHANGED

By Suzannah Evans

For nearly 100 days, the ocean oil well named Macondo gushed millions of gallons of oil a day into the Gulf of Mexico. By the time the well was plugged, an estimated 200 million gallons had flowed into the Gulf in a disaster that is up to 20 times worse than Exxon Valdez. Skimmers, burn-offs and absorbent booms had gathered just a fraction of the oil by early August.

In the meantime, thousands of birds, fish, marine mammals and sea turtles have been affected by the oil – as well as the communities of fishermen and vacationers that call the Gulf coast their home. These photographs tell just one part of the story that will continue to affect this region for years to come.



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The effort to contain and understand the oil spill has required thousands of scientists, engineers, National Guardsmen and volunteers from beaches to the spill site, 50 miles offshore. Sean Meehan, a scientist from the National Oceanic and Atmospheric Administration, tested for subsurface oil using a plastic pompom (right) while workers hired by BP changed out absorbent booms that encircled mangroves where pelicans, roseate spoonbills and other birds were raising their chicks (center) and the National Guard constructed an eight-mile “tiger dam” on the Grand Isle, La. beach (left).

Workers cleaned up hard-hit Grand Isle (left) and gathered bags of thick oil on the beach (top).



© Matthew White



© AP

By the end of July, more than 2,800 oiled birds had been collected by the U.S. Fish & Wildlife Service and other agencies. Half of them were dead. Most of the living birds were taken to the bird cleaning center at Fort Jackson, which was run by the International Bird Rescue Research Center. The center's executive director, Jay Holcomb, was named Oceana's 2010 Ocean Hero Award winner.

After cleaning, the birds were released in Georgia, Texas and Florida. But there is no guarantee that they didn't instinctively return to the oily marshes of Louisiana.



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© OCEANA | Suzannah Evans

In late June, Grand Isle, La.'s beachfront homes were largely empty of vacationing families as beaches and fishing were shut down. Residents let the signs they left behind speak for them.



© OCEANA | Suzannah Evans



© OCEANA | Suzannah Evans

On a steamy summer morning, Venice Marina would normally be bustling with commercial and recreational fishermen coming in with everything from redfish to marlin. But two months after the oil spill, just a few members of the media and the Coast Guard wandered around the empty bait shop and fish cleaning tables.

OCEANA'S CAMPAIGN

Oceana has long opposed new offshore drilling, which will never be safe or clean. When the 26-year-long bipartisan moratorium on ocean oil drilling was allowed to expire in 2008, Oceana was the first group to testify before Congress calling for the reinstatement of the ban. After the Gulf oil disaster began in April, the U.S. government temporarily halted new drilling, and ended proposed lease sales in the Arctic Ocean. But the fight to protect our oceans from drilling is far from over.

Oceana has gathered more than 150,000 signatures on a petition asking President Obama to ban offshore drilling and end all planned drilling and exploration. In August, Oceana launched a two-month research expedition in the Gulf to study the effects of the oil spill on marine ecosystems, from testing for subsurface oil to tagging migrating whale sharks. The results will illuminate how offshore drilling endangers irreplaceable marine ecosystems. For more about Oceana's campaign and expedition, visit www.oceana.org.



FROM HOOK TO PLATE

Do you know where
your seafood comes from? BY EMILY FISHER

Every summer my family spends a week on the coast of North Carolina. Along with the usual activities – swimming, sand castling, board gaming – no Fisher beach vacation would be complete without a daily dose of seafood. It's practically in our name, so it must be our prerogative, goes the unspoken wisdom.

Last summer, my dad and I were in the local fish market, and I waited while he picked out the evening's fare. As we were leaving, I asked what he bought. He looked at me sheepishly, holding up his fragrant filet. "I know grouper is bad," he said. "But it's what everyone wants to eat."

While I count myself among the increasing number of sustainable seafood card-toting conservationists, the truth is that there's a lot we may not have known about that grouper, including where it came from, how it was caught, how long it was left out in

the sun – and if it was even a grouper at all.

While seafood awareness and education efforts can be an important part of protecting seafood species from overfishing, they are weakened if the seafood itself is mislabeled.

"You don't find people substituting tomatoes for eggplants, but it happens a lot with fish," said Margot Stiles, an Oceana scientist and campaign manager. "It undermines a lot of the conservation work we are doing."

Seafood is the last wild-caught food that Americans eat regularly. And despite the fact that many global fisheries are fully or overexploited, United States citizens now consume almost five times more fish than they did 100 years ago – and over 80 percent of it is imported.

The lack of serious standards for seafood imports to the U.S. means that consumers are often hard-pressed to determine their seafood's identity, to

say nothing of its country of origin, whether it is fresh or thawed, farmed or wild, or how it was caught or grown. Seafood is one of the worst examples of false advertising when it comes to what we eat, which can have serious consequences for both human and ocean health.

After testing seafood over the space of a decade, the U.S. National Seafood Inspection Laboratory reported that more than a third of fish tested were labeled incorrectly. Another study found that around three-quarters of the "red snapper" on the marketplace was another species, and in 2008, New York City restaurants and markets were found to have substituted cheaper fish in 14 of 56 samples.

"We know where our clothes are made and not where our fish are from," said Jennifer Jacquet, a postdoctoral research fellow at the Sea Around Us Project at the University of British Columbia Fisheries Centre and author of a recent paper on seafood fraud.



The U.S. Department of Agriculture developed mandatory country of origin labeling rules in 2005. These were intended to inform consumers about where seafood comes from, and whether it's farm-raised or wild-caught. But the program's effectiveness is severely limited. "Processed" seafood and restaurants are exempt, leaving the source of more than two-thirds of the seafood sold in the U.S. unspecified. And enforcement and fines for violating the rules are minimal.

Illegal, unreported and unregulated fishing makes up an estimated one-fifth of the global catch each year. While the U.S. has worked to restrict illegal seafood from entering the U.S. market, some companies may deliberately mislabel fish, or ship their seafood through a third country to avoid scrutiny.

And even if the country of origin is labeled correctly, the distinction between farm-raised and wild-caught fish is often misrepresented or omitted. A 2006 analysis by *Consumer Reports*


found that during the off season for salmon fishing, more than half of the salmon labeled "wild" is actually farmed. This is a critical distinction for a sustainability-minded consumer. Farmed salmon kept in open-water pens create massive amounts of pollution that harms ocean habitats and wildlife, and many farmed salmon are dosed with pesticides and antibiotics.

Mislabeling is likely to increase as overfishing produces even more shortages of valuable species.

"Ultimately what it comes down to is the shortage of the products that people want," says Jacquet. "It's a symptom of overfishing. If there were plenty of cod there wouldn't be a need to rename other fish as cod."

And if restaurants and fishmongers aren't telling you the truth about your seafood's identity, what else might you be missing?

The Food and Drug Administration inspects 2 percent or less of seafood



If restaurants and fishmongers aren't telling you the truth about your seafood's identity, what else might you be missing?

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imports each year. So you might unknowingly end up eating a fish you are allergic to, or you might order tuna that sat on the dock too long, leading to scombroid food poisoning, which can cause symptoms similar to severe allergy attacks. You may blithely ask for the “super white tuna” at your favorite sushi restaurant, only to receive escolar, a deep-sea snake mackerel with a buttery texture. Unfortunately, its tasty oils are not digestible by humans and can cause gastrointestinal distress, causing escolar to be dubbed the “Ex-Lax fish.”

And the fish themselves are also suffering along with us. The costs of “mystery fish” go beyond the artificially high price tag on restaurant menus. Not only does the customer’s bottom line suffer, but so does his or her ability to make safe, sustainable choices. “No consumer believes that grouper is endangered if it’s on the menu everywhere,” said Jacquet.

How did we get into this fishy state of affairs? Rapid growth in U.S. demand for seafood, which U.S. fisheries cannot meet, coupled with a global market that

increasingly treats fish as a commodity, is part of the explanation.

A lack of adequate regulation and insufficient resources are another big part of the problem. In addition, the U.S. lacks a widespread seafood culture, so Americans are generally less savvy about seafood, compared to other cultures with a longer history of consuming fresh seafood. As a result, many consumers don’t ask questions about their seafood when shopping or ordering at a restaurant, and are easily misled.

'Until the FDA can track the fish we're eating, we can't really be sure our seafood is legal, responsibly caught or safe to eat.'

Part of the solution lies in traceability, which simply means the ability to track seafood from hook to fork – from capture and distribution to retail sale. Improved

seafood traceability requirements similar to the existing system in the European Union would be a potent weapon in the fight against illegal fishing. It would also be a boon for seafood safety as well as sustainability, and would improve consumer knowledge of the nature, origin, and quality of seafood.

“You should get what you pay for and know what you’re getting,” said Stiles. “Until the FDA can track the fish we’re eating, we can’t really be sure our seafood is legal, responsibly caught or safe to eat.”

Back at the beach house, my dad fired up the grill while my uncles blended frozen margaritas. Everyone devoured the grouper without a care in the world. The Fisher family’s seafood bliss can’t last forever, though. It’s time we start asking more questions at the fish market. 🐟

WHAT YOU PURCHASE

Red snapper

Grouper

Wild salmon

Swordfish

Cod

Scallops

WHAT YOU MAY BE GETTING

Rock fish, tilapia or mahi mahi, channel catfish

Alaska pollock, tilapia, channel catfish, hake

Farmed salmon

Mako shark

Alaska pollock

Skate wings

(Table adapted from Jacquet/Pauly paper, "Trade Secrets")



This table shows some of the most commonly mislabeled types of seafood. One of the most important things you can do as a consumer is to ask questions before you buy. Don't be timid in asking your fishmonger or grocer about their seafood – it will help reinforce that consumers care about the source of their seafood.



Oceana invites you to join its annual call-in membership meeting.

This year's topic is

Sustainable Fishing: 10 Species to Avoid Eating

with **Margot Stiles**, Oceana marine scientist

November 18, 2010 | 2:30 p.m. – 3:00 p.m. EST

To learn more about the 2010 Annual Meeting, please visit <http://oceana.org/annualmeeting>.

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.

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GOING FAST



Adrian Grenier is best known as the star of "Entourage," HBO's series about the life of a young movie star and his friends. But this summer, Adrian got a new kind of co-star: the powerful and imperiled Atlantic bluefin tuna. Adrian joined Oceana and Nautica in a new campaign to educate the public about the critically endangered fish. Already threatened by overfishing, bluefin were dealt a second blow when the Gulf of Mexico oil disaster affected one of just two spawning grounds for Atlantic bluefin. Adrian spoke with Oceana's **Matt Littlejohn** about his inspiration to help save the bluefin and the incredible experience of diving with some of the ocean's coolest fish.



Why are you interested in bluefin tuna?

Bluefin tuna are some of the biggest, baddest fish in the ocean. Most people think a tuna is a tuna, but the bluefins are special. They are fierce predators and very important to ocean ecosystems. They need help because we're eating them to the brink of extinction.

How do you think your involvement can help this cause?

I hope that my involvement will bring attention to what is going on with bluefin tuna and encourage enough people to get involved in saving the bluefin. If we give them a break for a few years – catch and eat less – we can dramatically turn this thing around.

But I do want to point out that I didn't save anything by making this PSA. I'm just a geeky actor who had an opportunity to see these majestic creatures, draw attention to their plight and have some fun too. We all need to get involved. This includes getting active in changing policy and also maybe some of our personal habits. I am planning on avoiding tuna for the next three years at least.



Photos © OCEANA | Tim Calver

What was your impression of bluefin tuna when you swam with them?

I didn't sleep that much that night. I must have been dreaming pretty deeply, in anticipation of the dive, because I kept waking up thinking I was in the ocean, already swimming with the tuna. So I was feeling a little sleepy that morning, but 55-degree water and 500-pound tuna wakes you up pretty quick.

It was a bit intimidating at first. We were diving with these enormous tuna and they're just magnificent, majestic creatures. I didn't know if I could touch them or if they would be coming at me, but they kept their distance.

What did you take away from the experience?

I think it's important to be constantly updating and evolving with the changing philosophy, with the changing science, and to team up with Oceana and Nautica and actually go out and

seeing first hand what's happening was really helpful. A lot of people don't have the opportunity to see how our consumption is actually affecting the ocean.

Just as we need to be fiscally responsible by not spending beyond our means, we have to be responsible for the amount of fishing we do. And we've gone over our fish budget, at least in regard to tuna.

What are the threats to the bluefin tuna fishery in the Gulf of Mexico with the oil spill; why is it so bad?

Bluefin tuna are already severely overfished and the oil spill could further jeopardize their recovery. The Gulf is home to one of the two known breeding grounds for Atlantic bluefin.

What can be done to protect the bluefin tuna population?

We need immediate fisheries closures until stocks recover, to protect spawning bluefin, and to reduce fishing.

How can I make a difference?

Look, I'm cynical, like we all can be. But you have to pierce through the cynicism – take responsibility for your choices and find what's important to you.

And, the main message governments are hearing from citizens right now is "I love to eat bluefin." But it helps the people lobbying to save them if we can get more people on the other side saying, "I want to save bluefin, they're really cool and important to the oceans and the natural world." It can really make a difference. ↗

'It was a bit intimidating at first. We were diving with these enormous tuna and they're just magnificent, majestic creatures.'

Christie's Green Auction

On April 22, Christie's International hosted "A Bid to Save the Earth" Green Auction to celebrate the 40th anniversary of Earth Day. The evening sale event was held at Christie's in Rockefeller Center in New York and was carried live via www.christies.com. Proceeds from the sale went to four highly acclaimed conservation groups: Oceana, the Natural Resources Defense Council, Central Park Conservancy and Conservation International.

The auction, sponsored by Deutsche Bank Climate Change Advisors, was co-chaired by David and Susan Rockefeller and led by Christie's renowned auctioneer Christopher Burge. Chevy Chase was the Master of Ceremonies. Stars attending the event included guests Salma Hayek, Sam Waterston, Ted Danson,

Candice Bergen, Brian Williams, John McEnroe, Elettra Wiedemann, Joyce Varvatos, Rogan Gregory, Al Roker, Ann Curry, Matt Lauer, Natalie Morales, Kelly Cutrone, Cornelia Guest, Doutzen Kroes, Derek Blasberg, Willie Garson and Miranda Kerr. The auction was preceded by a cocktail reception hosted by Target.

Christie's partnered with Charitybuzz to create a companion silent auction that utilized online bidding to facilitate global participation. The live auction and accompanying silent auction raised a remarkable \$2.4 million including \$125,000 in support of Oceana's campaign to save sharks. Bidding on this lot was led by long-time Oceana supporter Sir Thomas Moore, who made a \$50,000 contribution to the campaign.



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LEFT: Sarah Langham and supporter of Oceana's shark campaign, Sir Thomas Moore, enjoy the Christie's Auction afterparty at the Monkey Bar sponsored by La Mer. MIDDLE: Oceana Executive Vice President Jim Simon and Salma Hayek. RIGHT: David Rockefeller and Susan Cohn Rockefeller, co-chairs of Christie's Green Auction, and Josh and Marjorie Harris with Oceana Board Member Mike Northrop.

World Oceans Day



From left: Nina Flood, Vice President of Marketing for Nautica, Peter Hunsinger, Publisher of GQ, January Jones, David Arquette and Oceana CEO Andrew Sharpless.

Oceana, Nautica and GQ's Gentlemen's Fund celebrated World Oceans Day on June 8 in Los Angeles. The event also honored the winners of Oceana's Ocean Heroes Award, voted on by Oceana's online supporters, the Wavemakers. The adult Ocean Hero was Jay Holcomb, executive director of the International Bird Rescue Research Center, which has led the effort to clean birds affected by the Gulf of Mexico oil spill. The junior Ocean Hero Award went to the Shark Finatics, a group of at-risk students who advocate for shark protection.

Photos © Melinda Dahl



Jakob Dylan performed.



2010 Ocean Hero Award winners Paul Kelway (standing in for Jay Holcomb) and Robin Culler of the Shark Finatics.

Bal d'Oceana

On Friday, June 25, distinguished people from all over the globe came together for Bal d'Oceana in Monte Carlo. Organized as the official fundraiser of Boat International Media's Rendezvous in Monaco, an annual event for superyacht owners, guests attended this glamorous gala to celebrate the world's oceans and Oceana. Special guests included His Serene Highness Prince Albert II of Monaco, Oceana board member Ted Danson and Sea Friend Award recipient and president of La Mer, Maureen Case.

Guests at Bal d'Oceana enjoyed dinner and dancing to live music provided by jazz sensation Clare Teal and her band. Proceeds from the event supported Oceana's conservation work.



Oceana Board Member Ted Danson, Maureen Case, President of La Mer, HSH Prince Albert II and Oceana Executive Vice President Jim Simon.



Front row from left: Frances Martin-Isaacs, a guest, Shannon Gee, Leila Naffa, Alice C. I'Anson Widdows, Fleur Aldridge, Matthew Boyle, Katrina Arens. Back row from left: Geoff Clarke, Ian Petts and Laetitia O'Connell.

Hamptons Splash

Oceana held its inaugural Hamptons "Splash" Party on July 10, 2010 in the Water Mill, New York home of Lois Robbins and Andrew Zaro. The event marked Oceana's debut in the Hamptons community with a celebration of our oceans and the coastal communities that depend upon vibrant and healthy oceans. Legendary singer-songwriter Jackson Browne thrilled the crowd with a special performance.

Co-chairs Lois Robbins and Susan Cohn Rockefeller urged the crowd of prominent figures, including ocean champion Senator Frank Lautenberg (D-NJ) and his wife Bonnie Engelhardt Lautenberg, Oceana board member Sam Waterston, Vera Wang, Julie and William Macklowe, Jason and Hayley Binn and Margie and Michael Loeb, to work to protect the oceans and their resources. The midsummer evening ended with guests kicking off their shoes under the main tent to dance the night away.



Vera Wang and Lorna Brett Howard.



Jackson Browne performed.



From left: David Rockefeller Jr., Susan Cohn Rockefeller, Oceana Executive Vice President Jim Simon, Oceana Vice President of Development Bettina Alonso, Board Member Sam Waterston, Lois Robbins and Oceana Chairman Keith Addis.



Julie Tauber McMahon with her children Gwen, Drew and Maddie.

Julie Tauber McMahon

Julie Tauber McMahon has been involved in the philanthropic world for many years, but it took her daughter's surfing on the web to jumpstart her association with Oceana.

Maddie, McMahon's then-16-year-old daughter, decided to volunteer for Oceana for a summer after visiting Oceana.org. While Maddie was exploring a lifelong interest in marine wildlife, her mother got a chance to learn about Oceana's campaigns. McMahon became particularly interested in Oceana's work to end offshore drilling.

"Since my family was affiliated with the automakers in Detroit, I've been interested in the U.S.'s dependence on foreign oil," McMahon said. "Oceana helped educate me on the issue and to realize that alternative sources of energy are a much smarter solution than to expand offshore oil wells."

This year's oil spill tragedy has underscored the need for ocean conservation, she

added: "It is an unhappy coincidence that the tragedy in the Gulf happened this year to emphasize that."

'I think that the oceans are an incredibly important natural resource that has been largely neglected in terms of conservation.'

McMahon, who is a partner in an energy conservation firm called Energy Pioneer Solutions, quickly became impressed with Oceana's targeted campaigns.

Last spring, she joined the committee for Christie's first Green Auction, which benefitted Oceana along with three other nonprofits, and this summer she was on the steering committee for Oceana's first

Hamptons Splash party.

"I think that the oceans are an incredibly important natural resource that has been largely neglected in terms of conservation. They are so vast that it's difficult to regulate and monitor their use by humans. Oceana has an organized, international approach that is extremely effective," McMahon said.

Despite her Detroit roots, McMahon has always felt an affiliation with the oceans that stems from childhood trips on her grandfather's boat in Florida.

"I loved being with him out on the water," she said. "I also found the water so soothing that I would fall asleep every time and to this day, I sleep best when I'm on a boat."

Jeremy Bearman of Rouge Tomate

As one of the most environmentally sustainable restaurants in New York City, Rouge Tomate composts its food waste and uses energy efficient equipment and lighting.

The restaurant also abides by the culinary charter known as SPE, or “sanitas per escam,” which means “health through food.” The initials also stand for Sourcing, Preparing and Enhancing, the three philosophical pillars of the cuisine at Rouge Tomate.

Executive Chef Jeremy Bearman is particularly passionate about the “S” – he tries to use local, seasonal and sustainable ingredients whenever possible, including seafood.

“Ensuring that your seafood is not always an easy task,” he said. “Until you really do some research into the fish you are buying, it’s difficult to make the right decisions all of the time. Unfortunately it’s even more

difficult for the average guest to make good decisions, so that is why we choose to serve only sustainable foods and take the guessing out of the game for our guests.”

Bearman first became interested in sustainable seafood while he was working in California and visited the Monterey Bay Aquarium.

“Becoming more aware of the fishing industry, the waters and fish that inhabit



Contributed photo

different places, along with fishing practices, has allowed me to gain a much broader perspective on how our choices in restaurants can affect the viability of the ecosystem and the fish that will be around in the future,” he said.



1 dozen shucked oysters
2 cups rice wine vinegar
3 cups finely chopped rhubarb
1Tbsp brunoise (fine dice) reserved for finished mignonette
2Tbsp minced ginger
½ cup sugar
1Tbsp shallot minced
2Tbsp chopped tarragon
2 tsp freshly cracked black pepper

Oysters in the half shell with quick rhubarb mignonette

Combine the vinegar with the 3 cups chopped rhubarb, 2Tbsp ginger, ½ cup sugar in pot and bring to a simmer. Immediately remove from heat and let sit for 10 minutes. Take 2Tbsp of liquid and pour over the 1Tbsp brunoise rhubarb and set aside for later. Once the liquid is chilled, strain it and discard solids.

You can keep this rhubarb vinegar in your fridge and use for mignonette or vinaigrettes. Add reserved rhubarb to 3 Tbsp of strained vinegar, fresh cracked black pepper, shallots and tarragon.

Spoon over 1 dozen oysters.

Start time: chopping rhubarb, ginger, shallot and tarragon 5-10 minutes.
Bring vinegar to a simmer 3 minutes.
Let vinegar stand 10 minutes and 20-30 minutes to chill in refrigerator. Combine and spoon over oysters 2 minutes.
Active time: 15- 20 minutes
Cooking Time: 40-50 minutes

You can ask your local fish monger to shuck oysters for you if you aren’t sure how to do so yourself.



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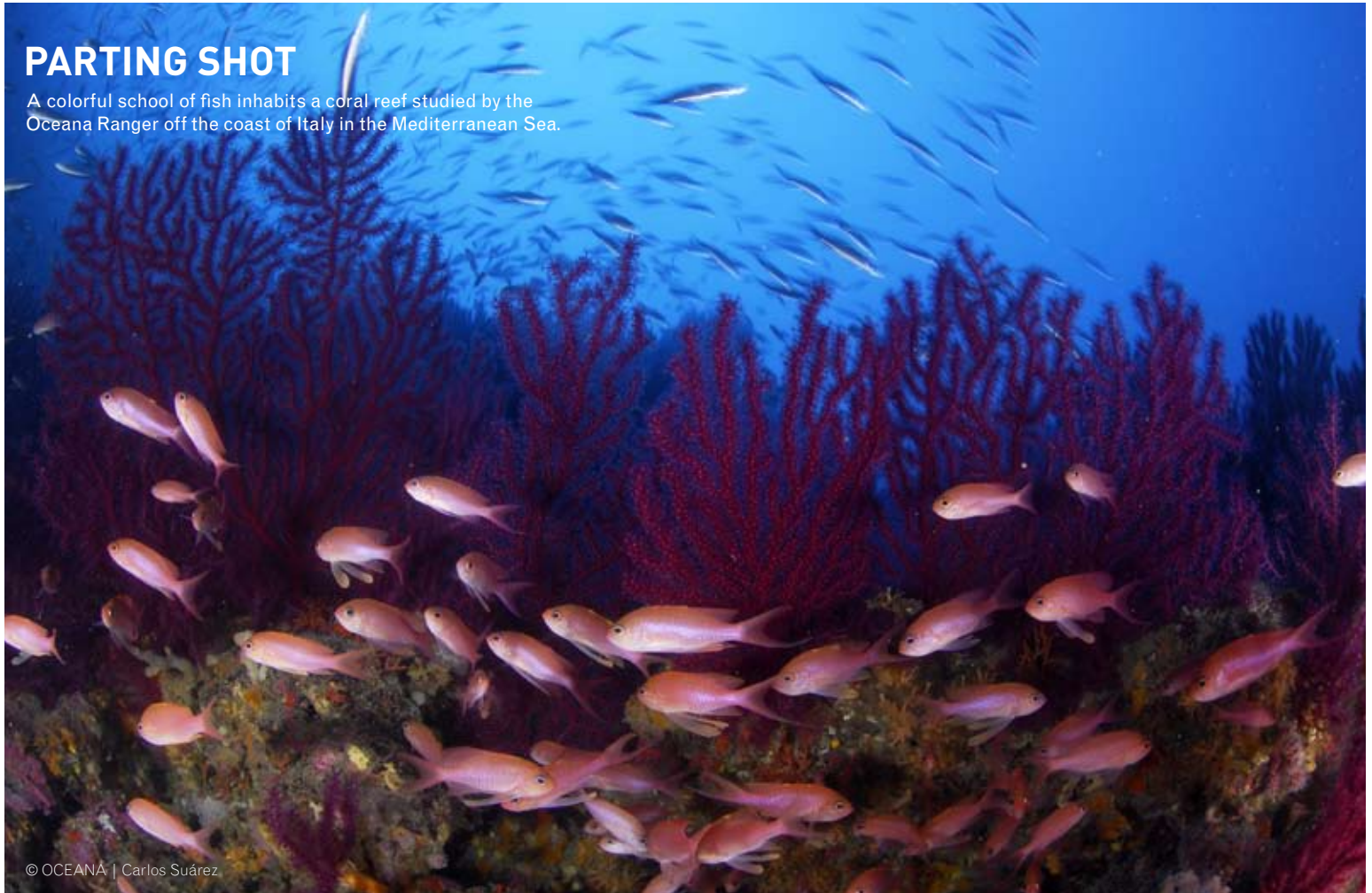
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PARTING SHOT

A colorful school of fish inhabits a coral reef studied by the Oceana Ranger off the coast of Italy in the Mediterranean Sea.



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