

# Oceana

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SUMMER 2011  
oceana.org

## MAKING WAVES

Meet the winners of  
Oceana's third annual  
Ocean Heroes award.

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## PLUS

**A NEW CAMPAIGN TO COMBAT SEAFOOD FRAUD**

**EXPLORING THE BALTIC SEA**

**CHRISTIE'S GREEN AUCTION**





Oceana is the largest international advocacy group working solely to protect the world's oceans. Oceana wins policy victories for the oceans using science-based campaigns. Since 2001, we have protected over 1.2 million square miles of ocean and innumerable sea turtles, sharks, dolphins and other sea creatures. More than 500,000 members and e-activists support Oceana. Global in scope, Oceana has offices in North, South and Central America and Europe. To learn more, please visit [www.oceana.org](http://www.oceana.org)

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For the third year, Oceana honors Ocean Heroes from around the world. Meet the finalists and winners.



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### 10 Celebrating Ocean Heroes

A marine mammal rescuer and a young shark fanatic share the honors as this year's Ocean Heroes. Oceana collected nominations from around the world and asked our supporters to vote for the 2011 winners. Meet them - and our finalists - in our cover feature.

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Oceana's Claus Koch and Christina Abel were among the crew exploring the Baltic Sea this summer.

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Shark lover Sophi Bromenshenkel is this year's junior Ocean Hero. Courtesy Photo

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Is that salmon wild or farmed? It's getting harder to know. Oceana is fighting to stamp out fish fraud.





# 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](http://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.



## The simplest victories are also the most effective.

**Save the oceans and you feed a lot of people.** A billion people turn to the ocean as their primary source of animal protein.

To save the oceans, you've got to do three things: set science-based quotas, protect nursery habitat and reduce bycatch. And the very good news is that because many fish species are extremely fertile – laying eggs by the millions – abundant oceans do not require perfect quotas, habitat protection and bycatch management. Good, in most cases, is good enough.

However, words alone do not an abundant ocean make. Smart ocean conservationists like you want to know that Oceana's campaigns produce results *in the water*. How do we make sure that our campaigns win policies that are enforced at sea?

One way Oceana assures that your contributions genuinely make a difference in the water is by carefully choosing where we work. We make a hard-headed assessment before we start campaigning in a country – and one of the key criteria is whether it can be trusted to carry through and enforce any policies we win. We currently work in Chile, Belize, Europe and the United States, all generally law-abiding countries.

As we continue to raise more resources – in under ten years our annual budget has steadily grown from \$7 million to more than \$20 million – our board of directors will carefully identify the next countries to benefit from Oceana's campaigns.

Another way we assure that Oceana's campaigns deliver is by carefully designing policy outcomes that are easy to enforce, or in some cases self-enforcing. Our policy goals respect the reality of fishery management and the practical challenges faced by coast guards and other agencies charged with policing commercial fishing fleets along our coasts. This is not an academic exercise. We are delivering policy changes that will make the ocean healthier and more abundant.

What's an example of a self-enforcing policy? Belize's 2011 ban on trawling in its entire national waters. The total ban eliminates the technical issues associated with defining and enforcing respect for no trawl zones. Moreover, any trawler entering Belizean waters is immediately suspect, and the domestic fishing fleet can be relied on to confront it even as it alerts the Belizean authorities to the intruder.

The requirement that sharks be landed intact – with fins naturally attached – is another example of a fishing regulation that is efficient to enforce. This anti-finning law, passed in the U.S. and Chile at Oceana's insistence, is much easier to enforce than the European rules, which allow sharks to be finned at sea and thereby opens the door to at-sea discarding of the animals' carcasses.

As countries around the world wrestle with closing big government budget deficits, designing *efficient* fishery enforcement is vital to protecting and restoring abundant oceans. You can be confident that

Oceana's campaign teams are proven experts at this art. Your gifts have made this possible. Thank you for your continued generous support for Oceana. If you have not already contributed to our campaigns this year, please do so today.

Sincerely,

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 and individuals that in 2010 awarded Oceana grants totaling at least \$500,000: Arcadia Fund, Gordon and Betty Moore Foundation, Oak Foundation, The David and Lucile Packard Foundation, Robertson Foundation, Rockefeller Brothers Fund, Sandler Foundation, Zennström Philanthropies and Ricardo Cisneros. For more information, please see Oceana's annual reports at [www.oceana.org/annualreport](http://www.oceana.org/annualreport).



## Chile Ends Shark Finning

In July, the Chilean National Congress passed legislation drafted by Oceana that ends shark finning in the country’s vast national waters. Finning is the practice of removing a shark’s fins at sea and throwing the bleeding torso overboard to die. Most of the fins go to China where they are used in shark fin soup.

An investigation by Oceana revealed that Chile exported 71 tons of dried shark fins

from eight different species between 2006 and 2009.

An exploding demand for shark fin soup over the last decade has contributed greatly to shark population declines around the world. Tens of millions of sharks die every year for their fins, and some shark populations have declined as much as 99 percent. As top predators, sharks are critical to healthy ocean

ecosystems that include marine mammals and seafood species.

Chile’s 4,000 miles of coastline are home to many shark species, including the whale shark, basking shark, porbeagle and shortfin mako.

Chile is now one of the only countries in the world to require sharks to be landed with fins attached.

## Shark Fin Trade Bans Grow on West Coast



A year after playing a critical role in an improved U.S. ban on shark finning, Oceana

has taken its fight to protect sharks to the next stage by advocating for laws that will effectively end the trade of shark fins. The state of Washington enacted a shark fin sales ban in May, followed by Oregon in August. Meanwhile, the state of California is considering similar legislation.

The bills essentially make it illegal to trade or sell shark fins on the West Coast.

Shark populations, including some endangered species, face enormous pressure from the fishing industry, mainly for their fins, which are used to make the Chinese delicacy shark fin soup.

The West Coast legislation is designed to target the market for imported shark fins in the U.S., which are available for sale despite U.S. laws banning shark finning in national waters.

## Legislation to End Seafood Fraud Advances In U.S.

In June, a key U.S. Senate committee passed legislation supported by Oceana that curtails seafood fraud, the widespread practice of mislabeling seafood, often replacing expensive fish with cheaper options.

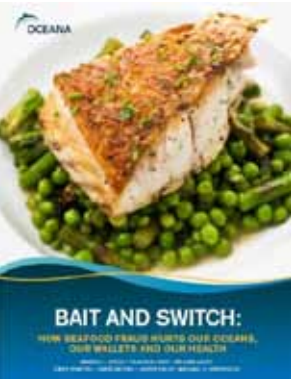
The committee’s vote came on the heels of the launch of Oceana’s new Stop Seafood Fraud campaign and the release of Oceana’s report, “Bait and Switch: How Seafood Fraud Hurts Our Oceans, Our Wallets and Our Health.”

Oceana found that only 2 percent of seafood imported into the United States is inspected, and less than .001 percent is specifically inspected for fraud. The U.S. imports 84 percent of its seafood.

Recent studies have found that seafood may be mislabeled as often as 25 to 70 percent of the time for fish like red snapper, wild salmon and Atlantic cod. This practice cheats consumers as well as undermines conservation measures to protect overfished species. In 2009, the federal government recommended improving measures against seafood fraud.

The Commercial Seafood Consumer Protection Act passed by the Senate Committee on Commerce, Science and Transportation directs federal agencies to work more closely together, leading to better coordinated responses on seafood safety, labeling and fraud. It also increases the number of seafood testing labs, allows

the U.S. to refuse seafood imports that do not meet federal requirements and provides a system for developing a list of standardized seafood names.



## First Marine Protected Area for Seamounts Proposed in Mediterranean

Following campaigning by Oceana, the Spanish government announced its support for a new marine protected area that will encompass seamounts near Mallorca off the coast of Spain.

The new marine protected area will be the first specifically created to protect seamounts in the Mediterranean. Seamounts are underwater mountains that contain vast amounts of important habitat for sea life including deep-sea sponges and corals, marine mammals, sea turtles and fish.

Over several years, the campaigners and

scientists aboard Oceana’s research vessel, Ranger, have studied the marine wildlife on these seamounts, documenting pilot whales, bottlenose dolphins, sperm whales and other creatures, including a rare carnivorous sponge and one of the Mediterranean’s last surviving bamboo coral fields. Without sufficient protections, these ecosystems could be destroyed by bottom trawling, a fishing technique that indiscriminately clearcuts the ocean floor.

The support of the Spanish government for the marine protected area follows support from the local governments of Mallorca and

the Balearic Islands. The next step is to win formal designation as a marine protected area.



Last year, Oceana explored seamounts during the Ranger’s expedition to Mallorca. Image: © OCEANA

## Spain’s Cabrera National Park to Expand

In June, the Board of Trustees of Spain’s Cabrera National Park voted to expand its marine park based on a recommendation from Oceana. The national park is located in the Balearic Islands, Spain’s popular Mediterranean tourist destination, but is one of the islands’ most remote and rarely-visited outposts. It is home

to a wide array of wildlife, including endangered red coral, gorgonians, whales and dolphins.

Under Oceana’s recommendation, the size of the park will increase by tenfold, and will end the use of destructive fishing techniques like bottom trawling.

Oceana’s proposal was based on scientific research from the Oceana Ranger’s expeditions to Cabrera and was supported by other conservation groups, including Greenpeace and World Wildlife Fund.



## Belizeans Speak Up Against Offshore Drilling

In a major triumph in the fight to stop offshore drilling, Oceana gathered enough verified signatures in June to trigger a national referendum to ban offshore oil exploration and drilling in Belize.

Oil companies are preparing to drill off the coast of Belize, including in the Belize Barrier Reef, a UNESCO World Heritage Site that is home to thousands of creatures such as dolphins, sea

turtles and whale sharks. The reef is also a top draw for visitors to Belize, and tourism is one of the country’s most important sources of revenue.

In collaboration with the Coalition to Save Our Natural Heritage, Oceana conducted a nationwide campaign from the cities to the most remote villages to gather more than 17,000 signatures, which is more than 10 percent of the 165,000 registered voters in the country, and the number needed to prompt a national referendum.

Oceana implemented an independent vetting process, confirming the authenticity of every signature.

Oceana will now decide the best time to submit the signatures to the government, which will force a national vote within 90 days.

In the meantime, Oceana continues to get the word out about the importance of voting on referendum day.

1

For the third year in a row, Oceana was awarded **Charity Navigator's** highest rating of four stars. The top ranking reflects Oceana's efficiency and effectiveness. Only a minority of non-profit organization evaluated by Charity Navigator earn the four-star rating.

2

Oceana launched the 2011 summer expedition of the **Oceana Ranger**, Oceana's research catamaran. This year, the Ranger's crew of scientists, divers and campaigners studied seamounts and underwater canyons in the Mediteranean Sea and the Atlantic Ocean around the Iberian Peninsula. Despite their proximity to Europe's many ports, these areas are little-studied. After two months at sea, the Ranger returned to Spain with photographs, video and ROV footage of rarely-seen marine wildlife and ecosystems.



3



On June 8, **World Oceans Day**, Oceana staff and volunteers participated in coastline clean-ups in New York City's Hudson River and Washington, D.C.'s Anacostia River. In part of an event with Nautica and the Anacostia Watershed Society, the volunteers picked up everything from broken bottles to an abandoned tire.

4

In March, Oceana hosted a roundtable meeting of 10 major conservation organizations at its Washington, D.C., headquarters with **World Trade Organization Director-General Pascal Lamy**. "Trade and the environment can be mutually supportive," Lamy said. "We now have an opportunity to strengthen this link by delivering on the environment mandate of the Doha Round."



5

Longtime Oceana supporter **Sir Thomas Moore** contributed a matching grant of \$100,000 toward Oceana's campaign to end trawling in Belize as part of the **Christie's Green Auction** in April. Moore's donation went to good use, allowing Oceana to finalize a trawling ban in Belize with the buyout of the country's last trawlers.

6

Oceana again teamed up with **GQ** and **Nautica** as a part of the magazine's Gentleman's Fund. Actor **Josh Lucas** traveled to Oregon to explore the region's spectacular coastline with Oceana this year. For more information, and to view video from Lucas's trip, visit [www.thegentlemensfund.com](http://www.thegentlemensfund.com).



# Robert F. Kennedy Jr.

Robert F. Kennedy Jr.'s affinity for the water world dates to his childhood, when his father would take the family on rafting trips. These days, in addition to working as an environmental lawyer, Kennedy is founder and board president of Waterkeeper Alliance, a worldwide network of river and bay activists. He spoke with Oceana's **Suzannah Evans** about his passion for water activism.

Why are water-related environmental issues so important to you?

I grew up on the water. Cape Cod, Nantucket Sound. I spent most of my childhood there in the summers. On vacation, my father would take us whitewater rafting on the Colorado, the Snake, the Green, the Upper Hudson. My favorite occupation when I was a kid was tramping through local streams, a tributary of the Potomac River we had near our home. I always had an affinity for water, and a fascination for it, I'd love to go into the water and turn over rocks, and to go fishing and diving. I got my first scuba tank when I was nine years old. It just seemed magical to me.

What would you say is your favorite watery place?

I do a white river trip in Patagonia once a year which to me has a special magic to it. I had a chance to do a shark dive near the Bahamas and that was one of the peak experiences of my life.

You've used the law to address a lot of serious environmental issues. How can the law enable conservation?

The law establishes legal barriers that protect the commons and protect

private property from nuisances. Pollution is a classic nuisance. Law is a tool because it not only discourages activity that is injurious to the commons, it also establishes small milestones of a society. If somebody goes to jail for overfishing, suddenly people look at people who do that differently. They

I always had an affinity for water, and a fascination for it. I got my first scuba tank when I was nine years old. It just seemed magical to me.

say, oh that person's a criminal, that's a bad thing. When I was younger it was common to smoke in restaurants, but when we made a law against it, suddenly people's attitudes toward smoking and toward smokers changed. If you went into a restaurant in New York City and lit up a cigarette today, you'd be regarded as a dangerous sociopath.

You've represented shrimpers who were hurt by the Gulf of Mexico oil disaster. What do you think will be the legacy of that disaster?

One of the legacies that it left is bringing on the reality of the true cost of oil to our society. Even along the Gulf Coast, where so many jobs are tied to the oil industry, people are saying we've got to find an alternative to this. This is not a sustainable way to live.

What path can we take to save our environment for future generations?

I think ultimately the battle for the environment is a battle for democracy. Free market capitalism is the greatest economic engine ever devised, but it has to be harnessed for a social purpose or it will devolve into a kind of corporate feudalism that is not that much different from the kind of feudalism our European ancestors came to the United States to escape.

The oceans are a prime example of the tragedy of the commons, especially with overfishing.

Right. Free market capitalism does not work in the commons. You need to have regulations, otherwise that's just an intractable law that the commons will be devoured if everyone follows their own self-interest.



# OCEANA IN THE BALTIC

By Suzannah Evans

Ringed by some of northern Europe's greatest cities, the Baltic Sea's icy waters have provided seafood and livelihoods for centuries. Now it is among the most stressed and polluted seas in the world.

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

The Baltic Sea, surrounded by nine countries, has provided fish for millions of people for centuries. Now, in addition to being severely overfished, it is one of the most polluted bodies of water in the world.

A combination of factors – the icy chill of the water and its polluted state – presented a slew of new challenges for Oceana's experienced crew of divers, scientists and campaigners.

Aboard the Hanse Explorer, a 157-foot certified ice-class vessel built for exploration, the crew worked long days in northern Europe.

And the frigid conditions meant that Oceana's divers toughed out dives so cold

that the sandy seabed was frozen, and their underwater cameras had to be put on automatic settings to take photos, as the divers' fingers turned too numb to operate the buttons.

Despite the conditions, the expedition was a success. The Hanse Explorer covered more than 7,000 nautical miles, from Copenhagen to the Bothnian Bay, the Baltic's ice-choked northern region.

Using divers, an ROV capable of diving to more than 300 feet and a Van Veen dredge to take seabed samples, the crew of the Hanse Explorer documented the underwater biodiversity in the waters of every country bordering the Baltic – the first time any environmental organization has done so.

The expedition came on the heels of the opening of Oceana's new office in Copenhagen, led by economist Anne Schroeer.

"Our expedition showed that the Baltic Sea is under a lot of stress, but that areas

with amazing biodiversity still do exist," Schroeer said. "We have to protect those places, and help improve the state of the rest of the sea."

The Baltic's shores are home to some of northern Europe and Russia's greatest and oldest cities, including Helsinki, Stockholm, St. Petersburg and Copenhagen.

But the years of pollution and overfishing have taken their toll. Much of the Baltic suffers from eutrophication, which leads to oxygen depletion.

The algae blooms caused by eutrophication give the water a green sheen, limiting visibility in the Baltic to almost zero in many places.

Throughout the expedition, the crew took sediment samples and oxygen levels in a process that will help determine the most threatened parts of the sea.

On many of the teams' dives, they saw little wildlife in the oxygen-depleted areas of the sea. But especially near some marine

protected areas, there were signs of hope in thriving marine ecosystems.

Near Fehmarn Island, for example, just off the coast of Denmark, the crew saw a healthy ecosystem with good visibility and an array of marine life, including sea kelp, starfish, mussels and sea snails.

"The Baltic can be a much healthier, more productive sea," said Xavier Pastor, vice president for Oceana in Europe and the leader of the Hanse Explorer expedition. "We need to establish more marine protected areas, and enforce measures to protect the seafloor in the ones that we already have."

The Hanse Explorer team will take the data, photographs and videos taken on the expedition and use it to expand the Baltic's marine protected areas and add new measures to enforce the existing protected areas. 🐟



When Anne Schroeer accepted the role as the leader of Oceana's new Copenhagen office, she knew what to expect. Schroeer worked as an economist in Oceana's Madrid office for years, and brings her deep knowledge of fisheries and European diplomacy to her leadership role. She is fluent in three languages. Located in Copenhagen's historic district, the office is Oceana's newest after opening in Belize in 2009.



Facing page: Breaking the ice in Finland. From top, this page: an Oceana diver watching a fourhorn sculpin in Sweden; expedition leader Xavier Pastor on the Hanse Explorer.



# FRAUDULENT FISH

**OCEANA'S NEWEST CAMPAIGN AIMS TO ENSURE THAT U.S. SEAFOOD IS SAFE, LEGAL AND HONESTLY LABELED.**

BY EMILY FISHER

## WHICH FISH IS THE REAL DEAL?

### ATLANTIC COD



### GROUPER



### SWORDFISH



Atlantic cod: Right Grouper: Right Swordfish: Left

## THINK BACK TO THE LAST TIME YOU BOUGHT SEAFOOD. COULD YOU EASILY FIGURE OUT WHAT SPECIES IT WAS, WHERE IT WAS CAUGHT AND WITH WHAT TYPE OF FISHING GEAR?

If you couldn't answer these questions, you're not alone. And even if you thought you knew, it turns out that your tasty seafood dinner may not have been honestly presented to you – and that your wild-caught Pacific salmon actually came from a fish farm on the other side of the globe.

That's the message behind Oceana's new Stop Seafood Fraud campaign, which kicked off in May with a report, "Bait and Switch: How Seafood Fraud Hurts Our Oceans, Our Wallets and Our Health."

The report describes how seafood may be mislabeled as often as 25 to 70 percent of the time for fish like red snapper, wild salmon and Atlantic cod, disguising species that are less desirable, cheaper or more readily available.

At the campaign's kickoff event at the National Press Club in Washington, D.C., audience members were asked to take a seafood pop quiz. Oceana campaigners asked testers to identify skinless fillets of halibut and fluke by sight, and did the same for red snapper vs. hake and for farmed vs. wild salmon. Then they conducted a taste test between tilapia and vermilion snapper.

The result? Almost no one could tell the difference. It was a simple illustration of how easy it is to fool seafood consumers.

Therion International, a company specializing in DNA testing, recently tested more than 1,000 fish fillet samples from more than 50 cities across the country and

found that about half the tested fish species was mislabeled.

As Dr. Michael Hirshfield, Oceana's senior vice president for North America and chief scientist, told the New York Times, "If you're ordering steak, you would never be served horse meat. But you can easily be ordering snapper and get tilapia or Vietnamese catfish."

Seafood fraud has health consequences because fish species are sometimes swapped for another that is riddled with allergens, toxins or contaminants. And when seafood is mislabeled, it also undermines ocean conservation by invalidating the eco-friendly choices consumers think they are making. It also creates a market for illegal fishing by making it easy to launder illegally caught seafood products.

**SEAFOOD MAY BE MISLABELED AS OFTEN AS 25 TO 70 PERCENT OF THE TIME FOR FISH LIKE RED SNAPPER, WILD SALMON AND ATLANTIC COD.**

How did our seafood system become so untrustworthy?

It's a clear case of big incentives to cheat with almost no oversight. More than 80 percent of the seafood eaten in the United States is imported, but only 2 percent is inspected and less than 1 percent specifically for fraud. Fraud can happen at each step of the supply chain – the restaurant, the distributor or the processing and packaging phase.

And as demand for seafood consumption grows around the world, so does the financial incentive to overfish the oceans

and mislabel fish as more expensive species, such as wild salmon and red snapper.

Oceana is calling on the federal government to stop seafood fraud by enforcing laws that are already supposed to protect consumers and by passing legislation that specifically addresses seafood fraud, by increasing inspections and improving coordination and information sharing among federal agencies.

Our campaigners are also pushing to the government to make sure that the seafood you buy is safe, legal and honestly labeled, by requiring traceability information – now commonly used with other foods – to clearly show when, where and how a fish is caught, from hook to plate.

"We can track organic bananas back to packing stations on farms in Central and Latin America, yet consumers are given little to no information about seafood," said Dr. Hirshfield.

The campaign has already scored a victory. In June, the United States Senate Committee on Commerce, Science, and Transportation passed the Commercial Seafood Consumer Protection Act, which directs federal agencies to better work together to stop seafood fraud. The act also increases the number of seafood testing labs, allows the U.S. to refuse seafood imports that do not meet federal requirements and provides a system for developing a list of standardized seafood names.

In other words, this bill would make buying seafood in this country a little less, well, fishy. 🐟

Learn more in Oceana's new report, "Bait and Switch: How Seafood Fraud Hurts Our Oceans, Our Wallets and Our Health," at [www.oceana.org/fraud](http://www.oceana.org/fraud).



# making WAVES

By Emily Fisher

Every year, Oceana asks its supporters to help us nominate and ultimately select two individuals who are making a real difference for our oceans. This year, Oceana's Ocean Heroes are an eight-year-old shark lover in Minnesota and a marine mammal rescuer in California.



Peter Wallerstein calls wrangling wild seals that weigh up to 400 pounds “an unchoreographed dance.” He has saved 4,000 marine mammals and birds in southern California. Courtesy photos.

**Peter Wallerstein was on the beach helping a stranded California sea lion** when Oceana called to tell him he had been named the 2011 adult Ocean Hero. It's a fitting title for a man who has spent more than two decades working to protect beached marine mammals in southern California.

In 1985, Peter founded the Whale Rescue Team, which is now part of Marine Animal Rescue (MAR), a project of Friends of Animals. He started a 24-hour hotline for citizens to report beached or injured marine mammals, and he has personally rescued more than 4,000 marine mammals and birds in Southern California, from beached dolphins to whales tangled in gillnets.

Peter's first rescue was a California gray whale and its calf, which were caught in a

fishing net off Palos Verde. After cutting the tangled mother free, the baby was still stuck underwater.

“All of a sudden she came up and lifted her baby out of the water and we started cutting the baby out,” he said. The mother whale repeated the exercise several times until her baby was finally freed from the net.

After that harrowing first rescue, Peter was hooked on helping marine mammals. He started rescuing other creatures, such as dolphins and sea lions. At the time, beached marine animals were the responsibility of parking enforcement officers, Peter said.

“Animals weren't being rescued. It was a sad situation,” he said. Though the federal government threatened to arrest Peter, he continued rescuing animals and

gradually acquired the support of many local governments in southern California. As a result, Los Angeles County is now equipped with one of the best marine mammal response teams in the United States. Peter has trained lifeguards and firefighters, among others, to report stranded marine mammals.

Sea lions are the most common type of animal that Peter rescues. In April alone, MAR conducted 86 rescues, and 84 of those were California sea lions. Out of those, 80 were pregnant females. All of these sea lions were suffering from domoic acid poisoning, which is caused by algae blooms that produce a neurotoxin. The blooms are fed by pollution.

In mammals, including humans, domoic acid can cause brain damage and seizures.

An infected sea lion become aggressive and difficult to rescue; Peter compared wrangling the 300 to 400-pound animals to “an unchoreographed dance.”

Domoic acid poisoning and marine mammal strandings have become so common that the local marine mammal care center is sometimes filled to capacity. Peter has been hard at work to ensure that saved mammals have an adequate facility where they can recuperate. His efforts paid off in 2010 when the federal government authorized MAR to construct and operate a second marine mammal care facility in Los Angeles County.

“Being voted the 2011 Oceana Ocean Hero is extremely humbling,” Peter said. “I hope that by winning this award people across the country will see the impact that Marine Animal Rescue is having in Los

Angeles and will be inspired to improve the quality of similar rescues in their own coastal communities.”

## This year's junior Ocean Hero

lives far from the oceans, but she is nevertheless committed to protecting her favorite animal – the shark.

Sophi Bromenshenkel, an eight-year-old girl from Richfield, Minn., first became inspired by oceans when visiting her uncle in the Florida Keys. Last year, she saw a beached, pregnant bull shark and knew she had to take action.

By selling lemonade, hot chocolate, shark-shaped cookies and wristbands back at home in Minnesota, and through email campaigns and local fliers, Sophi has raised

more than \$3,500 for shark conservation. She has partnered with the University of Miami's RJ Dunlap Marine Conservation Program, where her funds pay for satellite tags on sharks. The university's research team tracks the sharks in order to better understand their habitat and migration patterns. Last year the university named a tiger shark after Sophi, and she has joined the University's scientists on two shark tagging expeditions.

Sophi is known at her school as the “shark girl,” and although she is naturally quiet, she has no problem telling others about the threats facing sharks. She has spoken to several groups in the community about

**Sophi is known at her school as the “shark girl,” and although she is naturally quiet, she has no problem telling others about the threats facing sharks.**







**“She’s making people aware in Minnesota,” said Sophi’s dad. “Her favorite place is Lake Superior. She wishes there were sharks in there.”**

shark conservation, and in January she convinced her church to host “shark month,” in which parishioners donated to Sophi’s cause.

When they’re not visiting family in Florida, Sophi’s dad Neil takes care that his daughter can enjoy sharks year-round. Last winter, he built a 30-foot-long snow sculpture of a hammerhead in their yard. Sophi named it Patches and checked on it every morning.

“What’s really special is that she’s making people aware in Minnesota,” Neil said. “Her favorite place is Lake Superior. She wishes there were sharks in there.” 🐟

*The Ocean Heroes were nominated by Oceana supporters and the general public and narrowed down to a field of six finalists for the adult and junior categories by a panel of Oceana experts. The winners were decided by votes from our e-activists and the general public. Each Ocean Hero received prizes from Oceana’s sponsors: a Nautica gift card, a pair of Revo sunglasses and a copy of For Cod & Country, the guide to sustainable seafood by Washington D.C. chef and National Geographic Fellow Barton Seaver. You can learn more about the past winners and finalists, and take a pledge to be an ocean hero in your everyday life, at [www.oceana.org/heroes](http://www.oceana.org/heroes).*



Photos courtesy the Bromenshenkel family.

## THE 2011 OCEANA HERO FINALISTS

### ADULTS



#### Zach Rome

After working as a scuba instructor and middle school science teacher, Zach Rome founded The Schooba Academy, a non-profit organization in Brooklyn, NY that provides low-income students with private science tutoring, scuba training, and weekend

field trip expeditions – all at no cost.



#### Nancy Caruso

Marine biologist Nancy Caruso started the non-profit organization Get Inspired!, which works with students to restore the giant kelp forest ecosystem by teaching them to grow giant kelp in classroom nurseries. Nancy has taught around 4,000 students to grow giant kelp,

white sea bass and green abalone.



#### Zander Srodes

In 2001, at age 11, Zander Srodes created Turtle Talks, an interactive sea turtle seminar for kids. He also wrote a sea turtle activity book to promote conservation in coastal communities around the world. The books

have been printed and distributed from Cuba to Australia.



#### Maria Rita D’Orsogna

Maria Rita D’Orsogna has been dubbed the “Erin Brockovich of Abruzzo” for her efforts to rally the public and officials to end offshore drilling in the Italian region of Abruzzo. In part as a result of her work, in 2010 the Italian government denied at least a dozen permits

to drill in Abruzzo, and its coast remains free of oil wells.



#### Dirk Rosen

Dirk Rosen is a deepwater engineer and the founder and president of the non-profit organization Marine Applied Research and Exploration, which has used underwater surveys to assess marine protected areas and National Marine Sanctuary sites and

to evaluate the impacts of fishing gear.

### JUNIORS



#### Carter and Olivia Ries

Ten-year-old Carter and his eight-year-old sister Olivia started the non-profit organization One More Generation, which raises awareness about endangered species around the world. After learning about ocean acidification,

they met with the Georgia governor’s office to ask him to support a bill to control carbon emissions.



#### Wyatt Workman

Eight-year-old Wyatt Workman has raised nearly \$4,000 for ocean conservation through his artistic endeavors, including a book, clay figures and a claymation movie, “Save the Sea from the Trash Monster!”



#### Dylan Vecchione

Twelve-year-old Dylan Vecchione created an organization called ReefQuest, which engages kids in reef conservation and stewardship. Over 4,000 kids have taken ReefQuest sponsored classes, and ReefQuest chapters have been created

in Puerto Rico, the United Arab Emirates, Australia, Malaysia, the Philippines and many Pacific islands.



#### Andrew Hayford

High school junior Andrew Hayford has participated in nearly 30 beach clean-ups and hosted more than 10 of his own in his home state of Maine. Working with Blue Ocean Society, Andrew designed the “Keep Our Beaches Clean”

campaign, in which he worked with elementary school students to develop artwork and slogans for his campaign.



#### McKenzy Haber

Fourteen-year-old McKenzie Haber hosted the first ever TEDx conference for teens in Homer, Alaska last year, with the theme of sustainability. In 2009 he attended the 9th World Wilderness Congress, where his presentation about

teen leadership and protecting wild Alaskan waters moved many delegates to tears.

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## World Oceans Day with La Mer

La Mer marked World Oceans Day with a series of celebrations in Los Angeles, Miami, New York, Orange County and Toronto along with a limited-edition World Oceans Day Crème, presented in a commemorative ocean-inspired jar. It was available in select retail locations worldwide throughout the month of June.

On May 18, La Mer hosted a special cocktail reception to release their new

sound mix application taking audiences on an audio journey inspired by the sea.

During the evening, La Mer's President Maureen Case gave an inspired speech about Oceana and La Mer's five-year partnership. Oceana board member Susan Rockefeller also spoke about Oceana's efforts to protect the world's oceans and accepted a \$100,000 check from La Mer to support Oceana's work around the world.



Top right: Nina Dobrev, Ian Somerhalder and Maureen Case. Bottom row from left: Elisa Gaudet and Danielle Steakley; La Mer Oceana Saks Ambience; Oceana board member Susan Rockefeller and Ocean Council Vice Chair Julie McMahon. Photos: Jon Dee, Neil Rasmus, Billy Farrell Agency

## Christie's Green Auction

The second annual Christie's Green Auction: A Bid to Save the Earth raised \$2.4 million to benefit four top environmental organizations: Oceana, Conservation International, Natural Resources Defense Council and the Central Park Conservancy.

The event, which was emceed by Saturday Night Live's Seth Meyers, was co-hosted by Oceana board member Susan Rockefeller and her husband David, Graydon and Anna Carter and Salma Hayek and François-Henri Pinault. Attendees included Anna Wintour, David Rockefeller Sr., Diane Kruger, Zoe Kravitz, Alexander Wang, Michael Kors and Oceana board members Sam Waterston and Ted Danson among many others.

In one of the most dramatic moments of the evening, New York litigator, author and longtime Oceana supporter Sir Thomas Moore made a donation of \$100,000 to help Oceana's effort to end all forms of trawling in Belize. The generous donation

by Moore was part of a "Paddle Raise," in which guests at the Green Auction raised a total of \$350,000 for Oceana's work to end trawling in Belize.

Clockwise from top left: Sir Thomas Moore, Andy Sharpless, Ted Danson; Almudena Fernandez, Ed Dolman; Bettina Alonso, Susan Casey, Andy Sharpless, Gayle King; Jim Simon, Summer Osterman. Photos: Jon Dee



## Oceana's Second Annual Hamptons Party Concludes with a Splash

On July 30, several hundred guests attended Oceana's second annual Hamptons Splash party at the stunning Southampton residence of Margie and Michael Loeb. The night included a reception hosted by Oceana board member Ted Danson where he autographed copies of his new book, "Oceana: Our Endangered Oceans and What We Can Do to Save Them."

Guests also enjoyed a performance by longtime Oceana supporter Adrian Grenier ("Entourage") and his band, the Honey Brothers. And as a part of the launch of Oceana's new campaign to end seafood fraud, attendees were invited to

sample two dishes of fish and guess which one was snapper, a commonly mislabeled fish.

The Hamptons Splash party was made possible by the event co-chairs, Margie and Michael Loeb, Mary Kathryn Navab and Lois Robbins and Andrew Zaro. The honorary chair and Oceana board member, Susan Rockefeller, noted Oceana's recent victories including the passing of the Shark Conservation Act in the U.S. and the banning of shark finning in Chile's waters.

Corporate sponsors for the event were Lilly Pulitzer, Burgess, Tiffany & Co. and Dior.



Gail Tobias with Oceana Executive Vice President Jim Simon.



Clockwise from top left: Dede McMahon, Mary Kathryn Navab, Oceana Vice President of Global Development Bettina Alonso, Jo Champa Farrell, Adrian Grenier, Oceana board member Susan Rockefeller and Ocean Council member Lois Robbins; co-chair Marjorie Loeb and Rockefeller; Dhani Jones; the Honey Brothers. Photos: Jon Dee, Seth Browarnik (Dahni Jones).



# 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](mailto:info@oceana.org) or visit EarthShare's website at [earthshare.org](http://earthshare.org).

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

November 17, 2011

2:30pm-3pm EST

Topic: Seafood Fraud

Toll Free: 866-939-8416

Outside of the U.S.: 678-302-3534

Meeting Number: 5616345#



# SAVE THE DATE

## OCEANA'S *SeaChange* Summer Party

Saturday, October 1, 2011

Laguna Beach, CA

Special Guests  
Diane Lane and Josh Brolin

CO-CHAIRS Eve Kornyei and Valarie Van Cleave

CHAIR EMERITUS Julie Hill

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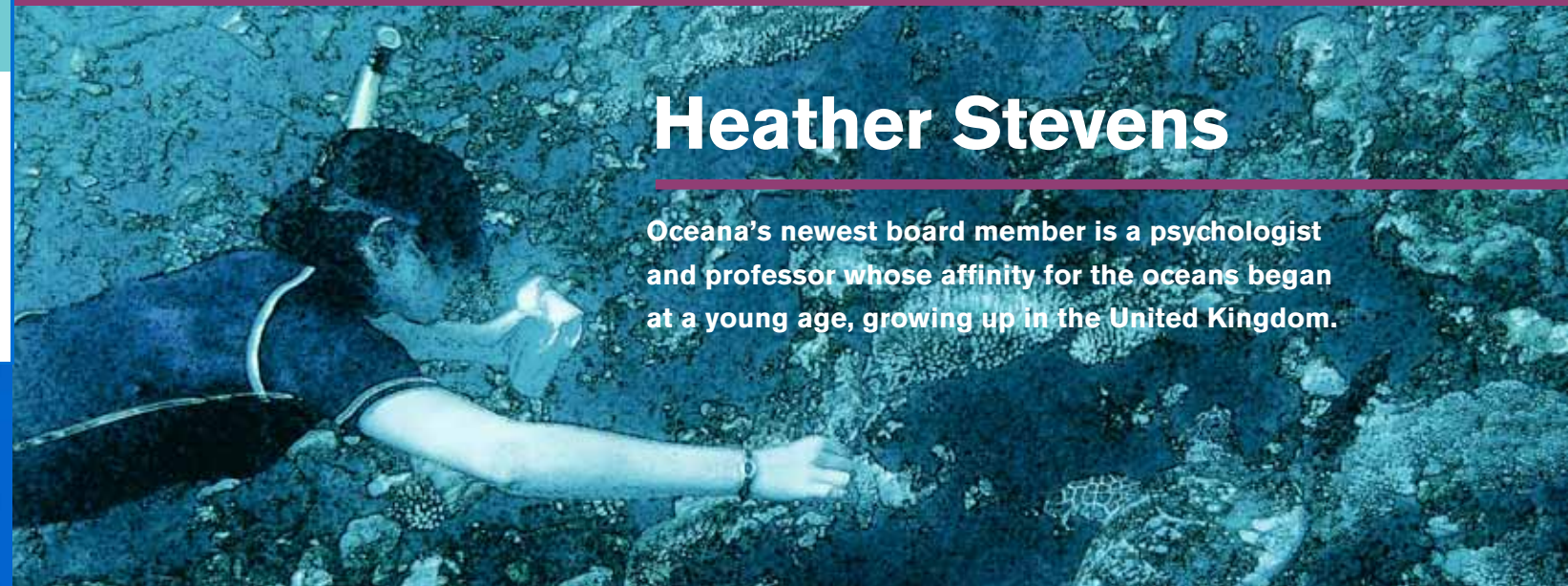
### SPECIAL THANKS:

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For more information about the SeaChange Summer Party, email [seachange.oceana@gmail.com](mailto:seachange.oceana@gmail.com). Email today to reserve your place - we are expecting another sold-out event.

[www.seachangesummerparty.org](http://www.seachangesummerparty.org)

## DONOR PROFILE



## Heather Stevens

Oceana's newest board member is a psychologist and professor whose affinity for the oceans began at a young age, growing up in the United Kingdom.

Heather Stevens has always had a strong connection to the water. Like all young Britons growing up in the 1960s, she remembers learning about the Beaufort scale of wind in school, and was riveted by Jacques Cousteau's television show on Sunday evenings.

One of her fondest memories revolves around something fairly mundane: the weather forecast. She recalls listening to the shipping forecast, a daily BBC Radio broadcast of weather reports for the seas around the British Isles, which are divided into 32 areas with distinctive names such as "Viking," "Dogger" and "Lundy."

"Nowhere in Britain is more than 200 miles from the sea. The world of sea and the world of land are very integrated," Stevens said.

Last September, Stevens joined Oceana's Board of Directors. She is a trustee of the Waterloo Foundation, a supporter of Oceana's work and one of the biggest environmental funders in the United Kingdom.

In addition to funding projects in global development and child development, the Foundation has supported ocean conservation work, including campaigns to increase marine protected areas and combat illegal fishing. Stevens says

that Waterloo considered funding other marine conservation organizations but was especially drawn to Oceana's approach, particularly in reducing overfishing.

"It was very smart thinking to go to the World Trade Organization and tackle the overfishing issue by tackling the economics and the trade rules on fish catch," she said, referring to Oceana's campaign to curb fisheries subsidies. "I thought it was smart to use a bureaucratic tactic to make a worldwide impact."

*"I'm on the side of the fish. That's why I find supporting the work of Oceana so important."*

She is also passionate about limiting the wasteful amount of bycatch in the fishing industry.

"I feel morally indignant about that as a practice. Nobody would countenance that with cows," she said. "No other business practice is like that. It can't be sensible for fishermen, and it's certainly not sensible for the rest of us."

A psychologist by discipline, she is also a

visiting professor at University of Cardiff in Wales, where she is involved with research in to childhood disorders such as autism, dyslexia and epilepsy. She says there's a surprising synergy between her psychology work and her ocean conservation work.

Stevens believes that fish oils are vital to the proper development of the human brain. "There's a groundswell among psychologists that the shift to meat in our diet and to vegetable oils is actually not doing our development any good."

She and her husband have three teenaged children, and the whole family loves to spend time in the ocean. Most recently they traveled to Oman, where they swam with sea turtles, and they vacation regularly in the Maldives, where they once spotted a six-foot long Napoleon wrasse while snorkeling.

"I'm on the side of the fish," said Stevens. "The scales are deeply unbalanced, and eventually it will backfire on all of us not to redress that balance between the hunter and the hunted. We'll take them all before we realize we ought to stop. That's why I find supporting the work of Oceana so important."





# Rick Moonen

Chef Rick Moonen is a superstar in the world of sustainable seafood.

At Rick Moonen’s rm seafood in Las Vegas’s Mandalay Bay Resort & Casino, Moonen uses the Monterey Bay Aquarium’s Seafood Watch guide to plan his menus. Since Nevada is landlocked, fish is flown in daily and Moonen won’t allow any “red-list” seafood in his kitchen.

But Chef Moonen isn’t new to this scene. In fact, he was one of the first chefs in the country to be vocal about

the importance of seafood sustainability. He is a founding member of the Seafood Choices Alliance, a non-profit organization that encourages other chefs and the food industry to make sustainable choices about seafood. Before moving to Las Vegas, Moonen cooked at a long list of restaurants in his native New York, including Le Cirque, Le Relais and coincidentally, Oceana Restaurant.

When he’s not cooking, Moonen travels the country educating people about ocean conservation and overfishing. He has also testified about environmental policy issues in Washington, D.C. and New York, and has authored a cookbook, “Fish Without a Doubt,” a guide to buying and cooking fish.

In 2010, Chef Moonen donated a dinner at his restaurant to the auction at Oceana’s Hamptons Splash event.

## Mussel Chowder

Serve this with big, flaky biscuits. Serves 8

- For the mussels**
- 2 tablespoons olive oil
  - 2 tablespoons minced garlic
  - 2 tablespoons minced shallots or onion
  - 3 pounds mussels, scrubbed and debearded
  - 2 cups dry white wine

- For the chowder**
- 6 tablespoons unsalted butter
  - 2 cups finely chopped onions
  - 2 cups finely chopped leeks (white and some light green parts)
  - 1 cup finely chopped carrots
  - 1 cup finely chopped celery
  - 2 sprigs thyme, 1 bay leaf, and the green from 1 leek, tied together with kitchen string for an herb bouquet
  - Coarse salt and freshly ground black pepper
  - 1/3 cup all-purpose flour
  - 3 tablespoons Madras curry powder (or your favorite blend)
  - 3 cups quick vegetable stock
  - 1 russet potato, peeled and cut into 1/3-inch dice (bout 1 ½ cups)
  - 2 large red-skinned potatoes, scrubbed and cut into 1/3-inch dice
  - 1 cup heavy cream
  - Juice of 1 lemon (zest the lemon for garnish before juicing it)



**For garnish:** Grated zest of 1 lemon  
¼ cup finely chopped fresh chives

**For the mussels:** Put the oil, garlic, and shallots or onion in a large deep skillet over medium-high heat. Cook for just a minute or two, until the shallots or onion are softened and the garlic fragrant – you definitely don’t want to brown this. Crank the heat up to high, add the mussels and white wine, and cover the pan. Cook, giving the skillet a solid shake a few times, until the mussels open, 6 to 7 minutes. Set a strainer over a large bowl and pour the mussels into the strainer. Save that beautiful liquid for the chowder.

**For the chowder:** Melt the butter in a stockpot over medium-low heat. Add the onions, leeks, carrot, celery, and herb bouquet and season with salt and black pepper (be careful with the salt; the mussel liquid will be salty). Cover and sweat the aromatics until they’ve softened, about 5 minutes. Take out the herb bouquet for a moment and stir in the flour and

curry powder. Cook, stirring often, until four/roux smells toasty, about 5 minutes.

Stir in the stock and the liquid from the mussels and bring to a simmer. Drop the herb bouquet back into the pot and cook for 5 minutes. Add the potatoes, kick the heat up to medium-high, and bring back to a simmer. Cut the heat back and simmer until the potatoes are just tender, about 15 minutes.

Meanwhile, pull the mussels from their shells. Toss the shells into the trash, reserve the mussels, and add any liquid and aromatics to the chowder.

Bring the cream to a boil in a saucepan over medium-high heat. Boil for a minute or so to reduce the cream slightly, then turn off the heat.

When the potatoes are tender, remove the herb bouquet. Stir in the mussels and cream, add the lemon juice, and taste for salt and pepper.

Ladle the chowder into wide soup plates, garnish with the lemon zest and chives, and serve.



This summer, Oceana explored the ocean seamounts near Algarve in Portugal. Using underwater photographers and a remote-operated vehicle, the crew of the Oceana Ranger documented rare corals and marine life.

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# OCEANA

Protecting the  
World's Oceans

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A hermit crab and anemone spotted  
by the crew of the Ranger this  
summer in Spain.



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