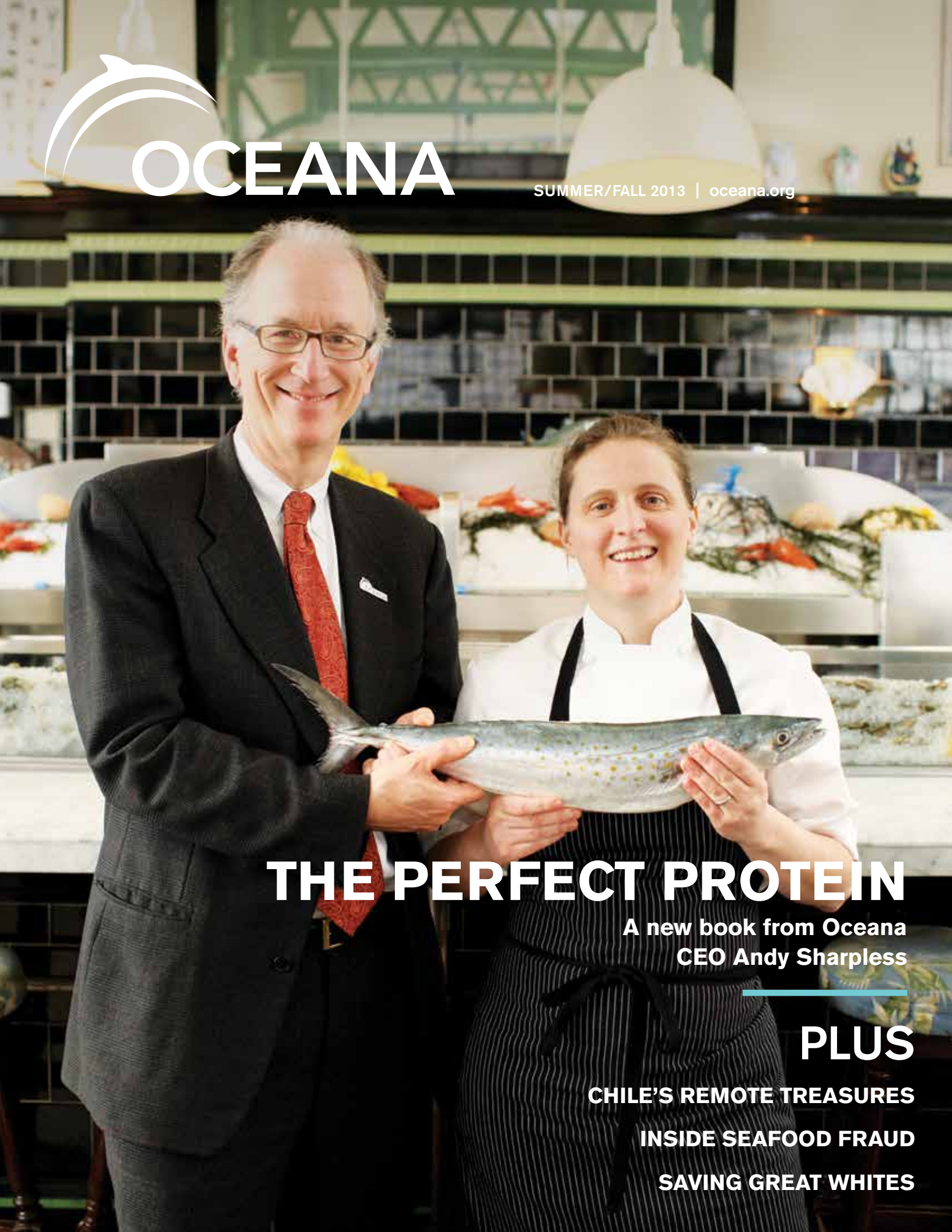

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THE PERFECT PROTEIN

A new book from Oceana CEO Andy Sharpless

PLUS

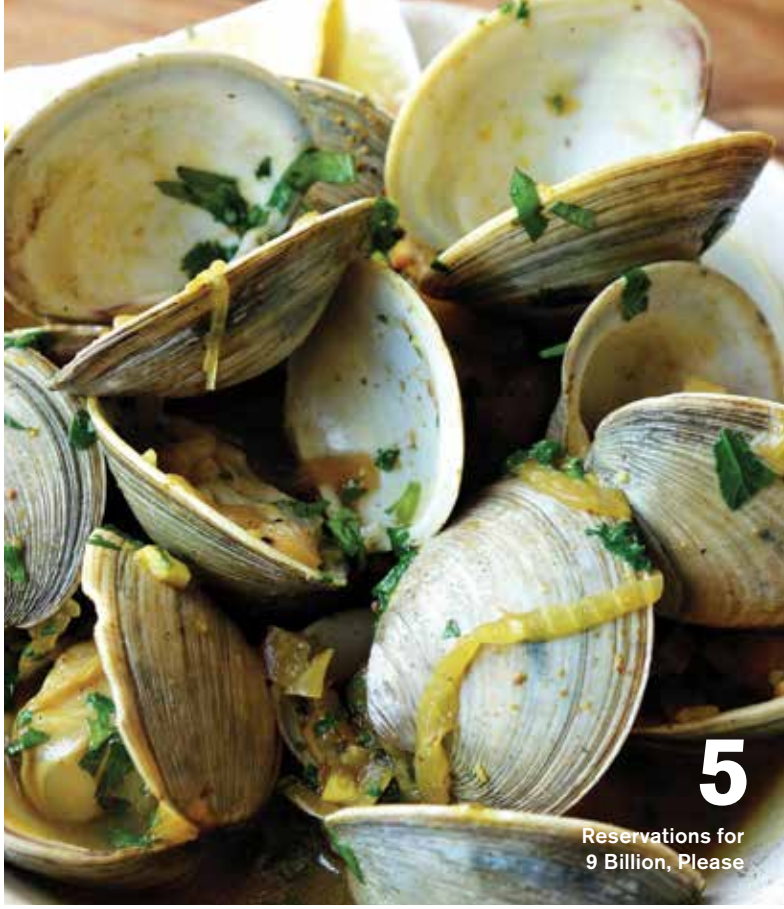
CHILE'S REMOTE TREASURES

INSIDE SEAFOOD FRAUD

SAVING GREAT WHITES

OCEANA | Protecting the World's Oceans

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



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FEATURES

On the Cover

Oceana CEO Andy Sharpless and chef April Bloomfield show off sustainable seafood at her New York City restaurant, The John Dory Oyster Bar.

DEPARTMENTS

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

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OCEANA

Protecting the World's Oceans

Please welcome *The Perfect Protein*

This issue of Oceana Magazine highlights our new book, *The Perfect Protein: How to Save the Oceans and Feed the World*. It is a hopeful book that puts Oceana at the forefront of the issue of oceans and food security. *The Perfect Protein* was published by our friends at Rodale Books, and we were lucky enough to have President Bill Clinton pen the foreword and 21 top chefs provide seafood recipes featuring some of the fish mentioned in the book. I hope you will also go out and buy a copy for yourself and your friends and family. Our website, www.theperfectprotein.org, can help you find where you can get the book. Below are some concluding thoughts from the book that describe how we can save the oceans to feed the world.

We can create a new relationship between ourselves and the creatures of the sea. Until now, our relationship with the animals that feed us has had only two names: farming or hunting. If we are going to rely on them forever as a source of healthy protein for billions of people, the fish in the sea call us to a different relationship—the one called stewardship.

Stewardship demands understanding that something is fully entrusted to one's care. It's not the same as ownership. A steward is a manager who is highly ethical and cares what happens in the long run.

So can we be stewards of our oceans? Do we have the practical conditions we need to actually do this for our oceans? If the oceans are legal high seas in which no one is in charge, how can we possibly hope to implement ocean stewardship?

Since the 1980s, coastal nations began establishing two-hundred-nautical-mile exclusive economic zones off their coasts. This means that all fishing in that zone is conducted only under the management rules of the closest coastal nation. These nations set the rules for fishing in their zones just as they do for fishing in their rivers and lakes. Since strong and effective action by the world's international bodies is rare, the formalization of national control of ocean zones is encouraging. It creates the opportunity to save the ocean country by country.

This gives us reason to be hopeful about the future of our wild seafood supply. Those two hundred nautical miles of national waters are the key. That's because most ocean life dwells in those coastal areas, and they contain 99.9 percent of the planet's coral reefs.

The three steps for seafood sustainability that we've outlined—set scientifically based fishing quotas, reduce bycatch, and protect habitats—are perfectly achievable goals for the nations that control the world's biggest fisheries. And each nation can interpret these tenets in a way that works for the ecological and cultural uniqueness of the country.

Here's one of the greatest things about ocean conservation: The ocean is astonishingly fertile. You don't have to wait a century for that patch of forest to return or spend fantastic sums of money to clean up toxic spills and contaminants. Ocean fish are very resilient creatures. Some of them lay eggs by the millions. You enact and enforce smart fishery policies, and the fish come back. You can see results yourself, in your lifetime. It's simple and raw and beautiful.

If we succeed in saving our oceans—and it's entirely possible that we will—the marine bounty can be richer than it is now. According to a recent study in *Science*, if the world's fisheries were better managed, they could yield up to 40 percent more of the world's healthiest, most environmentally friendly protein: wild seafood. That would mean that 700 million people could enjoy a nutritious meal each day in 2050, because they would be eating the perfect protein.

It's a simple proposition. Leave enough fish in the water to renew the next generation and the oceans will reward you. The oceans were the source of all life, and they sustain us today. Those vast waters could provide even more sustenance for us in the future. But first we must meet our potential as good stewards of this blue planet.

For the oceans,

According to a recent study in *Science*, if the world's fisheries were better managed, they could yield up to 40 percent more of the world's healthiest, most environmentally friendly protein: wild seafood.

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

Sharks gain protections in Europe, California


© Jim Agronick

The European Union has officially adopted a strict ban on shark finning following years of campaigning Oceana and our allies. Finning has technically been prohibited in the EU since 2003, but an exemption allowed countries to issue special permits for fishing vessels to remove shark fins on board, which made it nearly impossible to detect and monitor finning.

The cruel practice of shark finning is also incredibly wasteful; finning only uses one to five percent of the shark's weight. Up to 70 million sharks are killed each year, primarily to support the demand for shark fin soup. The E.U.'s new policy has global implications as the European fleet is the largest exporter of shark fins to Asia.

And in the United States, in response to a petition filed by Oceana and our partners last summer, the California Fish and Game Commission voted unanimously in February to make the West Coast great white shark population a candidate for endangered species listing. While the state decides whether or not to permanently list great whites, the sharks will receive the full protections given endangered species.

New scientific studies show that great white sharks off the West Coast are genetically distinct from other great white sharks, and that the number of sharks in this population is alarmingly low. The California Department of Fish and Wildlife will conduct a one-year in-depth status review for its listing determination in February. In the meantime, it is now illegal to catch a great white shark in California.

Offshore drilling leases invalidated in Belize

This spring, in an extraordinary win for Oceana and our allies, the Supreme Court of Belize invalidated offshore oil drilling leases in the country. For two years, Oceana has campaigned in Belize to prevent oil drilling in this biodiversity hotspot. Belize is home to a 186-mile stretch of the Mesoamerican Reef, the largest coral reef system in the Western Hemisphere.

The Belizean government had secretly leased all of Belize's waters for oil exploration and drilling to 18 different oil companies. Thanks to a lawsuit filed by Oceana and allies, the Supreme Court nullified the leases, citing an inadequate assessment of environmental impacts on the part of the oil companies and government before entering these contracts and a failure by the companies to demonstrate the ability to drill safely in Belize's tropical waters. The government has appealed the ruling. The ruling, if upheld, will provide the basis for stopping offshore oil drilling in Belize. The Belizean Court of Appeal, unfortunately, lifted the immediate injunction on any oil drilling that accompanied the Supreme Court's initial ruling.

In 2011, Oceana collected 20,000+ signatures, which should have triggered a national referendum on whether to allow offshore oil drilling in Belize. But the Belizean government disqualified over 8,000 of these signatures, stopping the possibility of a vote. In response, Oceana quickly organized a People's Referendum, which drew 30,000 Belizeans to the polls to vote on offshore drilling in the national waters. In that unofficial vote, 96 percent of Belizean voters cast their ballot against offshore drilling, sending a loud and clear message to the country's leadership. Oceana continues to push for a full ban on offshore drilling in Belize.

Oceana organized a People's Referendum, which drew nearly

20 PERCENT

of Belize's voting-age citizens to the polls to vote on offshore drilling in the national waters. In that unofficial vote,

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of Belizean voters cast their ballot against offshore drilling, sending a loud and clear message to the country's leadership.

Shell retreats on Arctic Drilling

The Arctic Ocean is once again safe from offshore oil drilling—at least for this year. Royal Dutch Shell, the only company with approved exploration plans, declared in early March that it will not pursue oil drilling activity in the Beaufort and Chukchi Seas in 2013.

This announcement follows a 2012 season plagued with high-profile mishaps and violations. Shell's attempts last year concluded with a thud when its drill rig, the Kulluk, ran aground on a remote island near Kodiak, Alaska on New Year's Eve. In a Department of the Interior press conference, organized to announce the results of their investigation into Shell's problems, Secretary Salazar said it: "Shell screwed up."

Oceana has been at the forefront of the battle over the future of the Arctic Ocean, and continues to campaign to protect this remote and important region from the proven risks of ocean oil drilling.

Offshore wind and wave energy make headway in Maryland and Oregon

After campaigning and guidance from Oceana, roughly 2 percent of Oregon's waters have been identified as suitable for marine renewable energy projects like offshore wind and wave power.

Oceana helped guide the planning of marine renewable energy in Oregon. The new marine spatial plan maps and identifies all of the state's important and unique ocean habitats, such as offshore reefs, kelp beds, seabird colonies, seal and sea lion habitats and gray whale foraging areas, and sets strong standards for protecting these areas from development. Developers will have to show they will meet the new standards for protecting ecological resources, fishing and other existing uses. With this new plan, Oregon is taking a sensible approach to protecting the ocean while building a clean energy future.

Maryland has also established itself as a leader in offshore wind energy. The Maryland Offshore Wind Energy Act of 2013, which was signed into law by Maryland's Governor Martin O'Malley this spring, will help spur the development of at least 200 megawatts of offshore wind energy off Maryland's coast, enough to power 200,000 homes. The law will require utilities in the state to provide their customers with a specific amount of power generated from offshore wind. Oceana has led a coalition that worked to make this bill law.

Portugal nominates Gorringe Bank as Marine Protected Area

This spring, Portugal nominated the Gorringe Bank as a Marine Protected Area under the EU's Natura 2000 network. The Gorringe Bank is a chain of seamounts rich in marine life located 186 miles off the Atlantic shore of this coastal European country. Since 2005, Oceana has been fighting to bring attention and recognition to this natural resource, which is currently unprotected and subject to destructive bottom trawling.

Expeditions by the Oceana Ranger in 2011 and 2012 revealed a high diversity of life and complex habitats throughout this underwater mountain chain, which juts more than three miles from the ocean floor. Oceana scientists discovered that kelp forests, sponge aggregations and coral gardens vie for space along its slopes while whales, sharks, swordfish and seabirds visit its waters. Unfortunately, an increasing amount of trash, especially abandoned fishing gear, was also found in the course of these expeditions. A designation as a Marine Protected Area will preserve the Gorringe Bank's biological riches for ages to come.

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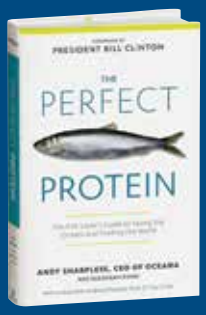

Oceana celebrated the release of "The Perfect Protein: A Fish Lover's Guide to Saving the Oceans and Feeding the World," by Oceana CEO Andy Sharpless and Suzannah Evans. The book, published by Rodale, features a foreword by President Bill Clinton and 21 sustainable seafood recipes from top chefs.


© NOAA

2

Oceana released a new report, "A Deaf Whale is a Dead Whale," which illustrates the extremely harmful impacts of proposed seismic testing by oil companies in the Atlantic Ocean. The U.S. government estimates that seismic airgun testing will injure 138,500 whales and dolphins, as well as disrupt thousands of other marine animals like threatened loggerhead sea turtles and fish.

3

A new study published by the Ecological Society of America documents the long-term **decline of endangered western Pacific leatherback sea turtles** that feed in the waters off the U.S. West Coast and predicts extinction of this population within 20 years if current trends continue.


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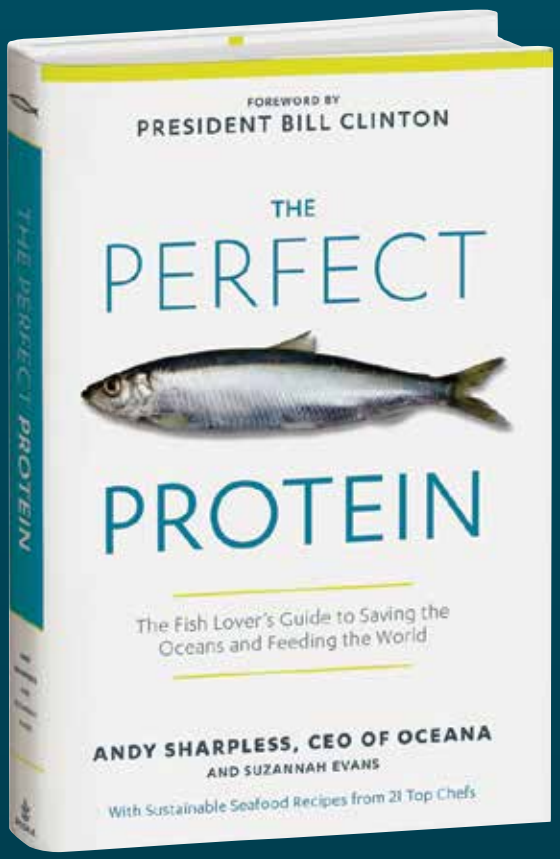
4

Oceana senior advisor Alexandra Cousteau visited Spain's Cabrera National Park to support a proposal to increase Cabrera's protected area to 10 times its current size, safeguarding nearly 300 species requiring protection. The proposal has widespread support from small-scale fishermen, diving centers, hotel owners and scientists.



RESERVATIONS FOR 9 BILLION PLEASE

BY ANDY SHARPLESS AND SUZANNAH EVANS

This is an excerpt from the second chapter of The Perfect Protein: A Fish Lover's Guide to Saving the Oceans and Feeding the World*, by Oceana CEO Andy Sharpless and Suzannah Evans. Learn more about the book and get your copy at www.theperfectprotein.com.*

If the dawn of modern humanity was prompted by the availability of nourishing fat, then the twenty-first century may repeat that story, only this time through a fun-house mirror. An obesity epidemic looms today just as surely as hunger crises multiply.

Homo sapiens is the dominant species on Earth. We've colonized nearly every corner of our planet, creating pockets of incredible wealth as well as valleys of famine and despair. A common way to look at the world today is through the lens of the haves and the have-nots. But let us suggest another way: Humanity in the twenty-first century may be divided between two groups that we can call the "fats" and the "thins."

We have the technical ability to feed the world already, and quite fully. If you added up all the world's food and divided by the number of people on Earth, each person would have 2,700 calories a day—plenty for survival. But, of course, famine still happens. Nearly a billion people on Earth are hungry, while another billion are overweight. Still another half billion are obese.

Continued on page 6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If we have the ability to feed everyone, why don't we? Obviously, economics and politics play enormous roles. Here's another, less well-known reason: More than half of the world's crop yields—mainly corn, rice, wheat, and soybeans—are used to feed livestock, not people. And the meat from the livestock is mostly sold to people in wealthy nations. Jean Mayer, a prominent nutrition researcher and champion of school lunch programs, once estimated that we could save enough grain to feed sixty million people if we reduced meat production in the United States by just 10 percent.

That's a pretty good humanitarian argument for vegetarianism, and there's a similarly strong one advanced by environmentalists: Global agriculture uses 70 percent of the world's freshwater and is the single largest source of greenhouse gas emissions, primarily thanks to the resource-intensive production of livestock.

Despite the humanitarian and environmental benefits of vegetarianism, however, vast numbers of people will continue to eat meat. Indeed, as our population grows, and wealth grows with it, people seem to gravitate toward becoming more carnivorous. The world's population is growing faster today than at any time in history, passing seven billion in 2011, just twelve years after hitting six billion. We're now on track to reach nine billion by 2050. And the United Nations' Food and Agriculture Organization says this will increase demand for food by 70 percent. The demand for meat will skyrocket by 85 percent by 2030 and double by 2050 as more and more people pursue a Westernized diet.

This is bad news for the planet as agriculture and biodiversity have long been at odds. You can either save the forest and all its wild inhabitants, or feed the people. This plays out time and time again in the modern world: cattle ranchers versus wolves in the American West, rice paddies versus mangrove swamps in Bangladesh, tea farms versus rain forests in Kenya. Conservation International has identified twenty-five of the world's top "biodiversity hotspots." Well, more than a billion people live in those hotspots, too, and more than half of them are poor and food insecure.

Should we have to decide between saving elephants and feeding malnourished people? This is an agonizing choice. Pitting these two global concerns against each other means that one will lose. For the most part, the loser has been biodiversity. Scientists say the current extinction rate is fifty to five hundred times the average in the fossil record.

But should we have to raze the world's remaining rain forests, mangroves, and other fertile environments to graze livestock and plant more wheat and corn and rice? Or dam and drain even more of the world's great rivers, some of which, even once-mighty ones like the Colorado and the Yangtze, are already so overutilized that they turn to trickles before arriving at the sea? The fact is that we're going to continue to exploit natural resources for food. The McKinsey Global Institute has estimated that in the next two decades we'll need to increase water and land availability by 140 and 250 percent, respectively, to meet the growing demand for food.

Here's what that could cost us by 2030: an additional 1,850 cubic kilometers of fresh water. That's the equivalent of the entire metro area of Baltimore submerged under more than half a mile of water. We'll also slash up to 175 million hectares of forest, an area the size of California, Texas, Montana and Colorado combined. And lastly, we'll be pumping sixty-six gigatons of carbon dioxide into the atmosphere, a move that could help temperatures rise by five degrees Celsius over the next eighty years. Scientists have already said that even a rise of two degrees Celsius would be devastating for regions where smallholder farmers rely on rain-fed agriculture to feed their families. Considering that agriculture is the world's largest contributor of greenhouse gases, out-emitting even transportation, plus the fact that we're denuding forests that could help alleviate global warming, it seems that we're stuck in an unrelenting negative cycle.

But what if there was a healthy, animal-sourced protein that both the "fats" and the "thins" could enjoy without draining the life from the soil, without drying up our rivers, without polluting the air and the water, without causing our planet to warm even

more and without plaguing communities with diabetes, heart disease and cancer? It's the one animal protein that's rarely mentioned in the endless reports about big agriculture and hunger crises. It's the protein that's healthiest for your body: low in cholesterol, brimming with brain-boosting omega-3 fatty acids and nutrients like riboflavin, iron, and calcium. It's one of the most ancient foods, and it's most likely the last wild creature that you'll eat, the last pure exchange between Earth and your dinner plate.

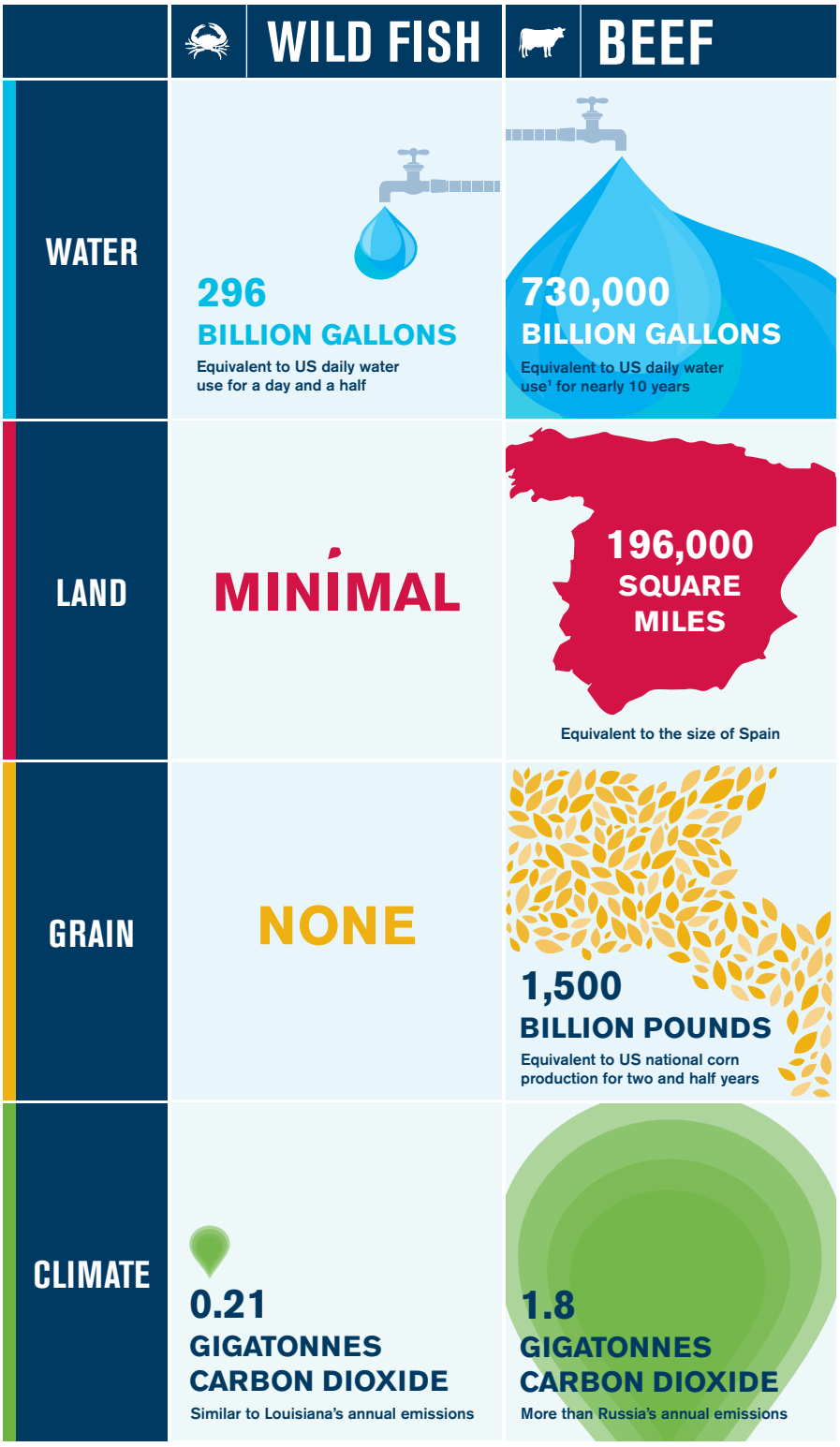
Imagine a world in which seafood is the world's most-eaten protein. You don't need a sprawling industrial landscape to feed the world with wild fish and shellfish. And you don't have to be rich to eat it. The world's poor—the thins—know this. A billion people on Earth already depend on seafood as their primary source of animal protein, and most of them are in developing countries. Four hundred million of the world's poorest citizens live in major fishing countries. Wild seafood accounts for 14 percent of the animal protein eaten around the world every day, and it does so without chopping down a single tree, without flooding fields and waterways with pollution, without emitting vast amounts of greenhouse gases.

Seafood is one of the world's truest renewable resources. It doesn't take millions of years to replace fish taken from the ocean, as it does coal from a mine. Fish are astonishingly fecund and resilient, so much so that as recently as the 1950s, people believed the sea to be inexhaustible.

As renewable as fish are, however, we haven't done the greatest job of stewarding the 71 percent of our planet that's covered by oceans. Only in the last couple of decades have we realized just how damaged the oceans have become. But one thing is clear: The oceans, and the multitudes of edible creatures they contain, have awed humanity with their bounty for centuries. It's this story that will show us how fish were once the key to new worlds, and could be the doorway to healthier, less hungry lives for the nine billion people on Earth in the twenty-first century.

WHY SEAFOOD IS THE PERFECT PROTEIN

ANNUAL GLOBAL IMPACT OF WILD SEAFOOD VS. BEEF



Data for this chart is for the year 2010.

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1 US water consumption includes daily withdrawals in 2005 for drinking water, sanitation, public supply, irrigation, agriculture, industrial, mining; excluding cooling water in thermoelectric power plants

SEAFOOD FRAUD:

BEHIND THE SCENES

BY PETE BRANNEN

Before you can change the national conversation on the reliability and safety of the country's food supply, first you need to figure out how you're going to pull it off.

Oceana senior scientist Kim Warner sought to find the perfect fish testing kit back in 2010—one that could be sent through the mail to Oceana supporters around the country, one that was self-explanatory, and one that would safely preserve seafood at low cost for DNA testing. Through trial and error, Warner discovered that sending fish preserved in ethanol was considered hazardous by the postal service and that sending thousands of coolers to Oceana supporters to collect and ship frozen samples was simply impractical.

"Though it was considered," said Warner, laughing.

After settling on a seafood preservation method using non-toxic silica drying beads to preserve the samples at room temperature, the second dilemma was figuring out who would actually volunteer to go through with the time-consuming task of collecting, labeling and shipping fish. While Oceana staff combed the country, discreetly stuffing seafood samples in their purses at restaurants and bringing takeout orders back to makeshift laboratories set up in hotel rooms, more than 300 Oceana supporters across the country heeded the call as well.

"We didn't think we were going to get hardly anybody to volunteer," said Beth Lowell, Oceana's seafood fraud campaign director. "It was amazing how many people ended up participating."

Three years later, Oceana released its national seafood fraud report, and blew the lid off the national problem of seafood fraud.

In February, it was difficult to open a newspaper or turn on the television without hearing about the widespread mislabeling and deception in the seafood industry.

Fully one-third of the more than 1,200 samples across 21 states tested by Oceana staff and volunteers were mislabeled. Consumers from Miami to Seattle and everywhere in between (Kansas City, Austin, Denver and Chicago) were being sold fraudulently labeled fish. Of the 118 sushi venues Oceana sampled, 95 percent sold mislabeled fish. For some individual fish, the rate of mislabeling was almost unbelievable.

"Out of 120 samples we tested of fish labeled 'red snapper' only seven were actually red snapper," said Lowell. "It's just alarming. It was hard for us to find an honestly labeled red snapper anywhere in the country no matter how hard we tried."

This, Lowell and Warner explained, hurts the red snapper fisherman who has to sell his scarce product in a market flooded with fraudulent inventory, but it also hits consumers as well. With no way to verify the origin of a fillet—outside of the kind of resource-intensive effort undertaken by Oceana—there is little to stop an

unscrupulous vendor from marking up less valuable fish.

For salmon alone, one estimate holds that consumers are overspending by $7 million per year on farmed salmon marketed and sold as the wild variety.

"This issue is great at connecting people with the oceans because while not everyone is interested in conservation, nobody likes being ripped off," said Lowell.

But perhaps even more than seafood fraud's economic implications, the media latched on to the troubling consumer safety issues. There were the disconcerting revelations—84 percent of white tuna samples tested were actually escolar, a fish whose high content of indigestible wax esters can cause extremely unpleasant intestinal symptoms—and then there were the downright dangerous ones.

"From a health standpoint I found it really troubling that king mackerel was sold as grouper in Florida and tilefish as halibut and red snapper in New York," said Warner. King mackerel and tilefish are on the FDA's do-not-eat list for sensitive groups like pregnant or nursing women as well as young children.

"There are only four types of fish on [the FDA's] list and we found two of them disguised as healthier choices!" added Lowell.

But somewhat buried in the media frenzy was the fact that seafood fraud represents a serious conservation issue as well. Every year billions of dollars' worth of fish are caught illegally worldwide. This can include anything from fish caught outside of quota limits, to fish caught with destructive gear, to fish caught in protected habitat, or all of the above. With some of the least restrictive import controls for seafood in the world, the United States is a likely target market for illegal fishermen looking to launder their illicit catch.

"If you're fishing illegally, you don't care if you killed 75 sea turtles because you're not following the law anyways," said Lowell.

But with the release of the National Seafood Fraud Report, the conversation about US seafood has changed. Now the

effort turns towards correcting a broken system. Soon after the release of Oceana's Boston report in 2011 and a coincident investigation by *The Boston Globe* into mislabeling in the greater Boston area, Massachusetts Congressman and newly elected senator Ed Markey called Oceana saying that he intended to introduce a bill in the House of Representatives to stop seafood fraud. There are now two such bills requiring traceability for all seafood sold in the United States working their way through Congress: Rep. Markey's SAFE Seafood Act and its companion in the Senate introduced by Senator Mark Begich of Alaska. Oceana is working on Capitol Hill and beyond to build support and secure their passage.

"Everyone knows about seafood fraud now and that's because of Oceana," said Lowell. "We've changed the playing field on this issue."

DISCOVERING
DESVENTURADAS

BY EMILY FISHER

More than 500 miles off the coast of Chile, across from the parched Atacama Desert, the Desventuradas Islands breach the Pacific Ocean. The Desventuradas – which translates to "the unfortunate islands" – are visited by only a handful of lobster fishermen and Chilean Naval officers every year. The seas around them have remained unexplored, until now.

In February, Oceana and National Geographic launched a joint expedition to the Desventuradas, which is comprised of the islands of San Félix and San Ambrosio. With a team of all-star scientists and the use of cutting-edge technology, the expedition was the first to explore what is considered one of the last potentially pristine marine environments left in South America.

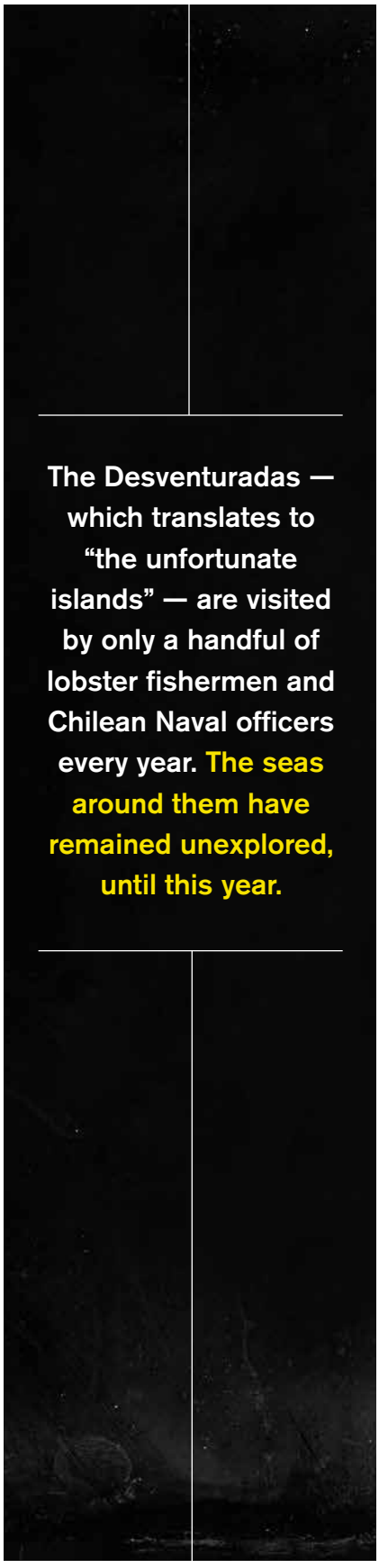
"Thanks to this expedition, the Desventuradas Islands went from being the least known corner of Chile to one of the most studied," said Alex Munoz, executive director of Oceana in Chile. "This new scientific information will allow us to determine their ecological value as well as the best way to protect this incredible ecosystem."

It took nearly a year to plan the expedition, and during that time, the team had very little background information to work with. They had a report from 1875 about the island of San Ambrosio, but they couldn't find a single underwater photo of the Desventuradas – they had no idea what they were going to find. "I felt like I was parachuting in, at night, over unknown territory," National Geographic Explorer-in-Residence Enric Sala wrote on the expedition blog.

The team completed over 280 dives, resulting in more than 80 hours of video, and 12,000 photos – all completely new to science. Outfitted with a state-of-the-art three person submarine, called DeepSee, which is capable of reaching depths of almost 1,500 feet and has a 360-degree view, the team of explorers sent back stunning imagery. The team also used National Geographic's drop cameras that allowed them to document life more than two-and-a-half miles deep; some of these cameras were used on an expedition to the Marianas Trench, the deepest place in the ocean. Sala and the expedition's cinematographer, Manu San Félix, used rebreathers, which let them dive for double the amount of time possible with regular tanks of nitrox.

The team found undulating kelp forests, brightly colored corals, a rare ocean sunfish and one especially bizarre jellyfish that nobody on the team could identify. Enormous amberjacks and yellowtail jacks dwarfed the crewmembers in size and weight.

Of the most encouraging sights – and the largest predators found – were friendly Juan Fernández sea lions, which live only in the Desventuradas Islands and the Juan Fernández archipelago. The once-abundant sea lions were hunted by Europeans and Americans; in the Juan Fernández archipelago between 3 and 5 million were killed for their skins and their oil between the 17th and the 19th centuries. By the end of the 19th century, the scientific community thought them extinct. Fortunately, a few individuals survived and were able to start replenishing their population. The expedition crew only saw a handful of sea lions.



The Desventuradas — which translates to "the unfortunate islands" — are visited by only a handful of lobster fishermen and Chilean Naval officers every year. The seas around them have remained unexplored, until this year.

◀ The DeepSee submarine, capable of submerging up to 1,500 feet, was used to collect scientific information on the sea floor and surrounding waters of the Desventuradas Islands.

In addition to beautiful photos and video, the expedition will result in a comprehensive scientific report on the marine life and habitat of the Desventuradas. The report will be crucial for Oceana to define the best way to protect this unique place.

Lobsters big and small were also among the highlights of the expedition. The team found massive specimens – some of the largest lobsters they found clocked in at nearly two feet long and 15 pounds – the largest lobsters that Sala, a seasoned explorer, had seen in his life. "Everywhere else, lobsters are much smaller, mainly because they are fished intensely," he wrote. "The Desventuradas are remote and only lightly fished, and still harbor what appears to be one of the healthiest lobster populations in the Pacific."

"Because of the lack of fishing activity, lobsters, amberjacks and other fishes live longer and get consequently immense," explains Carlos Gaymer, team member and marine biologist from the Universidad Católica del Norte in Chile. "This area proved to be a nursery for several important fishing resources, which calls for protection before it's too late."

In addition to beautiful photos and video, the expedition will result in a comprehensive scientific report on the marine life and habitat of the Desventuradas; the report will be key for Oceana and National Geographic to define the best way to protect this unique place. These two organizations have followed this path of expedition to policy change many times with great success.

In 2010 and 2011, Oceana and National Geographic journeyed to Salas y Gómez and Easter Island, also off of Chile's coast, to document the richness of that important ecosystem, which includes some of the country's seamounts. These expeditions and the subsequent campaign around it resulted in the designation of the fourth-largest fully protected no-take zone on the world around Salas y Gómez. Moreover, last year the Chilean Congress voted to stop bottom trawling on all 118 of Chile's seamounts and to overhaul its fisheries with one of the most progressive and scientific management systems in the world, all thanks to Oceana's tireless advocacy work.

The team members dived up to 130 feet along the coasts of the Desventuradas Islands, encountering species such as enormous yellowtail jacks (above) and giant lobsters (below).

Munoz has been leading the charge to protect Chile's waters. Nearing the end of the expedition, he said, "Now, from students in advanced marine science programs to little boys and girls in grade school around the world, it will be known that this remote place in Chile exists; and here in Chile, the authorities will have sufficient information to decide, I hope, how to protect it."

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

ASK DR. PAULY

What are distant-water fishing fleets, and how do they affect overfishing?

Distant-water fishing fleets are the fishing vessels that operate within the 200 mile Exclusive Economic Zones (EEZs) of other countries, and less often further offshore, in what is known as the high seas. The flags that these vessels fly are important here, because there are countries – Belize, Liberia and Panama come to mind – that will lend them so-called 'flags of convenience' for a few bucks. According to the United Nations Convention on the Law of the Sea (UNCLOS), distant-water fleets must be offered to take the 'surplus' of fish not caught by a given country in its EEZ, against a fee that is part of a negotiated 'access agreement.'

After World War II, the US had a large distant-water tuna fleet in the Eastern Pacific, but no agreements were needed then, as there was no UNCLOS and no EEZs. Then Japan, the USSR (remember?) and its successor republics followed, notably Russia and the Ukraine, along with South Korea, Taiwan, Spain and France. These fleets quickly acquired questionable reputations as they often were found to deploy illegal gears, or catching amounts of fish above the agreed quota. In addition, negotiated access agreements, when they do exist, tend to award a paltry 5 percent or less of the landed value of the fish that is caught.

China's distant-water fleets, which began their build-up around 1985, are no exception to this. Also, they are huge, operate largely without access agreements (or under access agreements that are secret, thus we don't even know if their catch is legal or not), and they are completely undocumented, i.e., Chinese authorities are not publishing catch statistics or evaluations of the stocks exploited by their fleets.

Thus, there are good reasons to think that China's distant-water fleets, legally or not, catch well above the surplus in the countries where they operate. This is particularly acute in Africa where Chinese distant-water fleets are highly active, and where they directly compete with local artisanal fisheries, causing unemployment and endangering the long-term food security of the local populations.

Inaugural Oceana Ball in New York City at Christie's Raises $1 Million for the Oceans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On April 8, more than 300 guests gathered at Christie's in New York City for the Inaugural Oceana Ball. The event was co-chaired by Susan and David Rockefeller, Annie and Steven Murphy and Oceana Celebrity Ambassador Kate Walsh, and emceed by "Survivorman" Les Stroud.

During the cocktail reception, guests enjoyed browsing stunning installations provided by photographer Peter Lik, artist Peter Tunney and event sponsor OMEGA while mingling with celebrities such as Chris Hemsworth, Elsa Pataky, Adrian Grenier, Luke Hemsworth, Sami Gayle, Almudena Fernandez and Jennifer Tilly. The program included remarks from Oceana Senior Advisor Alexandra Cousteau and CEO Andy Sharpless, among others. The first Oceana Ball Ocean Champion Award was presented to leading sponsor JW Marriott Resorts and Hotels for their commitment to sustainable seafood and their support of Oceana's efforts to ban shark finning. The award was presented by Sharpless and accepted on behalf of JW Marriott by Mitzi Gaskins, the brand's Vice President and Global Brand Manager.

The evening ended on an exciting note with a live auction consisting of extraordinary trips provided by JW Marriott, JetBlue and Etihad Airways and a once-in-a-lifetime opportunity to enjoy dinner at the Blue Hill at Stone Barns with President Clinton and Susan and David Rockefeller. Just before an energetic musical performance by O.C.A.D., featuring Olivia Cipolla and Arie Dixon, kicked off the after-party, co-chair and Oceana board member Susan Rockefeller announced the event's fundraising total. With a little help and a spontaneous pledge from fellow co-chair and President and CEO of Christie's, Steven Murphy, over $1 million was raised for the oceans.


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Top Left: Luke and Chris Hemsworth; **Top Middle:** Mitzi Gaskins, Alexandra Cousteau and Andy Sharpless; **Top Right:** Angela Kilcullen, Peter Tunney and Stephen Kilcullen; **Middle Left:** Elsa Pataky and Almudena Fernandez; **Middle Right:** Sami Gayle and Ocean Council Vice Chair Julie McMahon; **Bottom Left:** Susan Rockefeller and Steven Murphy; **Bottom Right:** Kate Walsh

Stars Celebrate World Oceans Day at Nautica sponsored Oceana Beach House

Some of Hollywood's best and brightest celebrated World Oceans Day on June 8th with Oceana and Nautica at the inaugural Oceana Beach House event in Santa Monica, CA. The evening presented an opportunity for guests to learn more about Oceana while they enjoyed a Pacific sunset and the musical talents of Brett Dennen and DJ Benjamin Walker. The event was hosted by actors and ocean advocates Aimee Teegarden, Keegan Allen and Tyler Blackburn. Other special guests included Elsa Pataky, Leonor Varela, Sam Trammell, Rachael Harris, Maya Gabeira, Bethany Joy Lenz, Jesse Spencer, Nadine Velazquez, Emily Osment, Ryan Newman and more. The Oceana Beach House was presented by Nautica and promoted by media partner Los Angeles Confidential.

Top: Keegan Allen, Nautica's Rosalind Drisko, Oceana Board President Keith Addis and Oceana Chief Executive Officer Andrew Sharpless; **Bottom Left:** Co-hosts Keegan Allen, Aimee Teegarden and Tyler Blackburn; **Bottom Middle:** Elsa Pataky; **Bottom Right:** Sam Trammell

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

October 16, 2013
2:30pm – 3pm EST

Toll-free: 1 (866) 939-8416
International : + 1 678 302 3534
Participant code : 5616345#

SeaChange Kickoff in Laguna Beach

On April 18th, several Oceana supporters gathered at Karen and Bruce Cahill's stunning coastal residence in Laguna Beach for a dinner to kick-off the 6th Annual SeaChange Summer Party. The guests of the dinner savored the incomparable views from Villa de Sogni as well as cocktails and a gourmet dinner presented by the Montage Resort in Laguna Beach.

During dinner, Oceana Senior Advisor Alexandra Cousteau shared stories of her childhood adventures with her grandfather, famed ocean explorer and filmmaker Jacques-Yves Cousteau. Oceana Chief Executive Officer Andy Sharpless provided updates on a campaign that is closely followed in Orange County – Oceana's efforts to end seafood fraud.

After an enjoyable evening, guests left eager to return once again for the 6th Annual SeaChange Summer Party, which will be held just 4 months later on August 18th. Singer/songwriter Sheryl Crow will perform at an anticipated sold-out event. For more information, please visit www.seachangesummerparty.org.

Above: Mike Ruffatto, Alexandra Cousteau, SeaChange Co-Chair Eve Kornyei-Ruffatto **Top Left:** Jerry and Maralou Harrington, Harriet Sandhu, Bettie Aiken, Sandy Sandhu **Middle Left:** Alexandra Cousteau, Oceana board member and SeaChange Co-Chair Valarie Van Cleave, Karen Cahill **Bottom Left:** Barbara and Greg McGillivray, Michael Berns, Andy Sharpless, Tricia Berns

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Mitzi Gaskins

Vice President & Global Brand Manager, JW Marriott Hotels & Resorts

How did you learn about Oceana?

Living in Washington, D.C., I have been familiar with the organization and its mission for many years, but more recently have had the opportunity to learn about its great work in depth as a partner of ours at JW Marriott. This spring we launched a partnership with Oceana to further raise awareness and educate the public on how critical it is to protect the world's oceans. We couldn't be more excited to partner with such an important and relevant organization and have created a series of brand-wide initiatives introducing our guests and associates to the partnership and to Oceana's imperative role in ocean conservation.

Have you always been interested in ocean conservation?

Yes! I grew my sea legs when I was very young growing up in West Texas. As a child, my favorite thing to do was fish off a small boat with my grandfather — of course, this was on a Texas lake and not on the ocean — where I used to catch grasshoppers to use as fishing bait. At a very young age, my grandfather taught me that we cannot take nature for granted and that we needed to protect our ecosystems. As I grew older, I spent more and more time at the beach and in the ocean, and grew fascinated by the mysterious, secret world that lay beneath our waters — there was so much to see, so much to explore — and my dedication to ocean conservation grew quickly.

What ocean conservation issue is the most compelling to you and why?

Sustainable seafood is one of the most compelling, current conservation issues. As a mother of a 6-year-old and a 9-year-old, I'm very conscious of what I am feeding my family, and seafood is a staple in our household. But it can feel overwhelming to try to understand and find sustainable seafood. Overfishing is extremely destructive to our oceans — it wipes out marine habitats, entire species of fish and other ocean life, and has a huge environmental impact overall. I want my children to grow up being able to enjoy and appreciate the ocean as much as I have.

Is there a coastal place you feel most connected with?

Outer Banks, NC, is my refuge, one of my favorite places in the world to visit. I have been going there since my early twenties and it's a favorite place of my family. There is something about the air there that immediately makes me happy. We rent a house for week or so every year to enjoy the beach, have some delicious seafood, and watch the fisherman reel in their catches — the Outer Banks has some of the largest blue marlin in the world!

Anything else you want Oceana readers to know about you or your work?

JW Marriott is dedicated to protect the world's oceans — this is absolutely imperative for the world's biodiversity, food supply, climate, trade, and enjoyment. We plan on rolling out our partnership with Oceana brand-wide through experiences and educational programs at our hotels and resorts, and through the support of marine exploration beyond our shorelines. The JW brand is also committed to serving sustainable seafood and to raising awareness about the importance of the responsible sourcing.

I WANT MY CHILDREN TO GROW UP BEING ABLE TO ENJOY AND APPRECIATE THE OCEAN AS MUCH AS I HAVE.

April Bloomfield

Chef April Bloomfield hails from Birmingham, England, but in recent years she has risen to the top of the New York food world.

Following a stint at Alice Waters's legendary Chez Panisse, April opened a New York City gastropub with business partner Ken Friedman, the Spotted Pig, and later, the Breslin, both of which have earned a coveted star from the Michelin Guide. Chef Bloomfield has become known for her embrace of whole-hog cooking – from pig feet to pig ears and everything in between – and also for her ability to mix high-brow and low-brow cuisine using seasonal, local ingredients. This recipe, from Bloomfield's John Dory Oyster Bar, appears in the new book *The Perfect Protein: A Fish Lover's Guide to Saving the Oceans and Feeding the World*, by Oceana CEO Andy Sharpless and Suzannah Evans.

Oyster Pan Roast with Tarragon Toasts

Prep time: 15 minutes | Cooking time: 15–20 minutes

Serves 4

4 tablespoons unsalted butter, softened

1/4 cup fresh tarragon leaves, minced

1 1/2 teaspoons fresh lemon juice

Kosher salt

1 tablespoon extra-virgin olive oil

1/2 small onion, minced

1 clove garlic, minced

1/4 cup dry vermouth

3/4 cup water

2 dozen oysters, such as Wellfleet, shucked

1/4 cup oyster liquor reserved

1 cup heavy cream

8 baguette slices, toasted

1 clove garlic

In a medium mixing bowl, mix the butter with the tarragon and 1/2 teaspoon of the lemon juice. Season with salt to taste. Set aside. Heat the oil in a large sauté pan over medium heat. Add the onion and minced garlic. Cook for about 5 minutes, or until translucent and softened. Add the vermouth (carefully; it may flame) and increase the heat to medium high.

Simmer for 1 to 2 minutes, or until reduced by half. Add the water and reserved oyster liquor and simmer for 3 minutes. Add the cream and reduce the heat to medium. Simmer for about 5 minutes, or until the sauce thickens enough to coat a spoon. Remove from the heat. Add the remaining 1 teaspoon lemon juice. Season with salt. Add the oyster meat to the sauce. Cook over medium-low heat for 2 minutes, or until cooked and warmed through.

While the oysters are cooking, assemble the toasts. Lightly rub the baguette slices with the whole garlic clove. Spread each toast with the reserved tarragon butter. Serve immediately.

Fishing vessels in the port of Gilleleje, Denmark. Shot during Oceana's Baltic Coastal Expedition in June 2013.

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