



FINS ARE FINISHED

STATE SHARK FIN BANS ARE
UNDER THREAT — FROM NOAA

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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WHY BEING “SUSTAINABLE” IS NOT ENOUGH

If you follow ocean conservation, you probably hear a lot of talk about “sustainable fishing.” Everyone from nonprofits to fisheries managers uses the term to describe leaving enough fish in the sea to reproduce and keep populations stable. To, at least, maintain the status quo.

But there's a problem with sustainable fishing and the status quo—it all depends on the baseline. With the wrong baseline, we can fish “sustainably” and still take too many fish out of the sea, because we are failing to allow populations to rebuild from what is actually a historically depleted level. Dr. Daniel Pauly, an Oceana board member, one of the world's leading fisheries scientists and a contributor to our magazine, has written extensively about this phenomenon, which he has memorably described as “shifting baselines.”

Here at Oceana, our goal is to rebuild ocean abundance. What do we mean by ocean abundance? We mean returning populations of fish and other marine species to their full potential, instead of just accepting the status quo. When you look at past accounts of our oceans, you find that the size and numbers of the fish in the sea were much, much larger. Lobsters, for example, were so plentiful in colonial America that it was forbidden to feed them to prisoners and indentured servants more than three times a week. Cod were so plentiful that early fisherman described the sea as literally bubbling with life. And, the fish caught in the early 20th century were sometimes so large that they sometimes dwarfed the fisherman proudly standing next to them in photos.

At Oceana, we want to see populations of marine creatures flourish once again, not just hold steady around a diminished baseline. We want to rebuild our oceans so they are once again healthy, diverse

We want to rebuild our oceans so they are once again truly healthy, diverse ecosystems brimming with food and life.

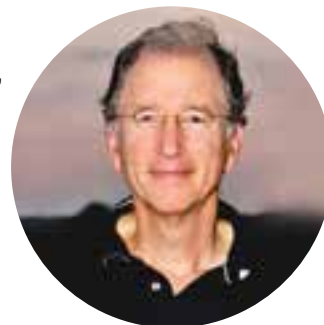
ecosystems brimming with food and life. The oceans offer us a rare opportunity to return to a more plentiful past, because unlike many land-based ecosystems the habitat and animals are still there. And we know we can get there with better-managed fisheries, because fish have a remarkable ability to reproduce quickly. By putting in place science-based quotas, reducing bycatch, and protecting habitat in just nine countries and the EU, which catch two-thirds of the world's seafood, we can bring the oceans back to abundance.

And, restoring this abundance in our oceans will be a critical step in safeguarding food security and our terrestrial environment for future generations. The world population is expected to reach nine billion by 2050, and we'll need to take dramatic steps to feed two billion more people. Our oceans can help meet this gap and provide one billion healthy seafood meals every day. This will lessen the need to rip up forests and prairies for agriculture, and drain aquifers to water our crops and livestock.

With better-managed fisheries, our oceans are guaranteed to rebound and provide a renewable source of protein for the world. But to get there we need to set goals that rebuild ocean abundance and do more than simply sustain a depleted status quo and oceans. It's ambitious, but eminently possible with your help.

For the oceans,

Adrian Sharkey



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.

OFFSHORE WIND ENERGY GAINS MOMENTUM ON THE EAST COAST

On July 31, the U.S. Bureau of Ocean Energy Management (BOEM) held its first-ever competitive offshore wind lease auction. The government leased 164,750 acres off the coasts of Rhode Island and Massachusetts for offshore wind development, which will generate clean energy and provide much-needed jobs in local communities. Then in early September, BOEM held a second auction, leasing nearly 113,000 acres off the coast of Virginia Beach for wind energy development. Oceana has been a leader in getting Congress to extend critical tax credits needed to encourage offshore wind energy development, a cleaner alternative to dangerous and risky ocean oil drilling.

ALEUTIAN VICTORY PROTECTS FISH, SEA LIONS

In July, the Ninth Circuit Court of Appeals upheld necessary protections for the endangered Western Population of Steller sea lions in Alaska's Aleutian Islands. To help this endangered population of sea lions recover, the National Marine Fisheries Service (NMFS) placed limits on fisheries for important prey species, including Atka mackerel and Pacific cod. With more fish available for the sea lions, both the marine mammals and the Aleutian ecosystem could recover. When the Seattle-based fishing industry and Alaskan state government fought the limits instituted by the NMFS in court, Oceana joined the federal government and other organizations to successfully defend the catch limits.



LIMITS SET FOR CHINOOK BYCATCH

After campaigning by Oceana and our allies, the U.S. North Pacific Fishery Management Council voted to establish a firm limit on how many Chinook salmon can be killed as bycatch in the massive Gulf of Alaska bottom-trawl fisheries each year. Now, the bottom-trawl fisheries that usually target rockfish, cod, and flatfish can bycatch no more than 7,500 Chinook salmon each fishing season. The new rule will be implemented in 2014, and will also require all bottom-trawlers to deliver their salmon bycatch to a processing facility. There an observer can count the number of fish and collect scientific data, which will aid efforts to understand why Chinook populations are declining state-wide.

CHILE REQUIRES TRACKING TECH ON BOATS

After campaigning by Oceana, the Chilean government now requires all fishing boats larger than 15 meters to have satellite positioning technology onboard by the end of 2013. This will allow Chile's National Fisheries Service to monitor fishing vessels in real-time and enforce fisheries laws that safeguard fish abundance.



FORAGE FISH GAIN INCREASED PROTECTION

They may be tiny, but forage fish play a big role in the ocean's food web. Now, thanks to Oceana's work, U.S. government fisheries managers will consider how forage fish species fit in to the big picture of ocean health management. In April, the Pacific Fishery Management Council (PFMC) adopted its first-ever Fishery Ecosystem Plan, which will prevent new fisheries from forming on hundreds of small-but-essential species. In September, the PFMC agreed upon a list of seven large groups of fish that it intends to protect through this effort, including smelts, saury, herrings, silversides, and pelagic squids. The hundreds of species included in this list are key food sources for predators, including Pacific Northwest salmon, tunas, rockfish, seabirds, and marine mammals, like sea lions and dolphins.



© Jürgen Freund

SHARK PROTECTIONS CONTINUE IN THE U.S.

As many as 73 million sharks are killed each year solely for their fins. Last May, after campaigning by Oceana and our allies, Maryland and Delaware became the first U.S. East Coast states to pass laws banning the possession, sale, trade, and distribution of shark fins within their borders, following similar decisions by Hawaii, California, Washington, Oregon and Illinois. New York followed with their own ban in July. Oceana and the Humane Society have been leaders in the campaigns to pass these state-wide bans. An average of 68 percent of the shark fins imported into the U.S. went to the eight states that enacted these bans. This means—if effectively enforced—the bans could significantly reduce the demand for fins in the United States.

SEISMIC AIRGUNS DELAYED AGAIN

Thanks to pressure from Oceana and other organizations, the U.S. Department of the Interior postponed a decision permitting seismic airgun use in 300,000 square miles of ocean on the east coast. The government's own estimates predict that at least 138,500 dolphins and whales will be injured or possibly killed by seismic airguns. Oceana then delivered more than 100,000 petitions to Tommy Beaudreau, director of the Bureau of Energy Ocean Management, insisting that airguns be kept out of our waters.



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EU ADOPTS DISCARD BAN

In a watershed victory for fisheries management, the European Parliament and the Council of Fisheries Ministers adopted a discard ban in European Union waters. The ban will phase in during 2015, and will be fully in effect by 2019 at the latest.

TRAWLING BANNED IN SPAIN'S BALEARIC ISLANDS

In July, the Spanish government agreed to prohibit bottom trawling on parts of the seamounts east of Cabrera and in the Mallorca Channel. The area is home to unique coral and rhodolites beds that were suffering from destructive illegal fishing, including bottom trawling. The government is required by law to protect these habitats, and Oceana successfully demanded that they ban destructive bottom trawling.

1

Jean Beasley, founder of the Karen Beasley Sea Turtle Rescue and Rehabilitation Center on Topsail Island, North Carolina is Oceana's 2013 Ocean Hero. Since 2007, her rescue center has rehabilitated and released more than 300 sea turtles back into the wild. The 2013 junior Ocean Heroes are **Rory and Maeve McCracken** of Baton Rouge, Louisiana. The siblings started kidslovethegulf.org to encourage other kids to get involved in gulf restoration efforts. They also wrote and published their own book, *G is for Gulf*. Ocean Heroes are chosen by Oceana's Wavemakers in an online election. See more at oceana.org/en/living-blue/ocean-heroes.



ADULT WINNER: Jean Beasley



JUNIOR HEROES: Rory and Maeve McCracken

2

In July, the Basque regional government supported the designation of Jaizkibel as special area of conservation in Spain. Oceana has fought for increased protections for this special place since 2010.

3

Oceana extends a warm welcome to two new board members, **Loic Gouzer** and **Diana Thompson**. Gouzer is an art specialist at Christie's Auction House and an avid ocean conservationist. Diana Thomson is the chair of the Nikita Foundation, a Toronto-based charity that supports initiatives in the areas of health, education, and environmental protection.

4

"iCarly" and "Despicable Me" star **Miranda Cosgrove** swam with dolphins to film a new Oceana public service announcement about how seismic airguns will harm marine mammals. Visit oceana.org/dolphinsong to see Miranda's video and learn what the noise is all about.



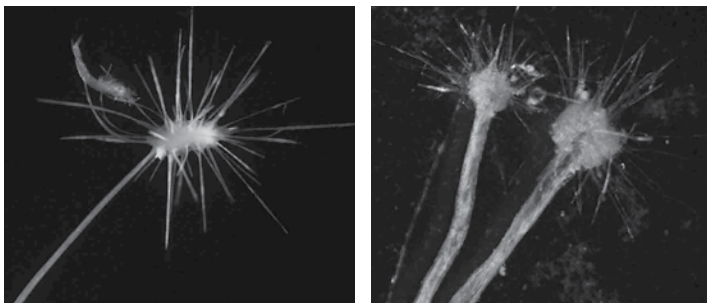
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6

In August, Oceana prevented the construction of a coal-fired power plant that threatened ocean fisheries in Chile.

The proposed Punta Alcalde Power Plant would have used vast quantities of seawater as coolant, killing millions of tiny fish larvae in the process. It also

would have dumped hot water back into the ocean, further damaging the local ecosystem. Oceana filed an injunction with the national Court of Appeals and won. The company, Endesa, and the government have appealed, and the case is now currently in the Chilean Supreme Court.



5

Oceana explorers co-discovered a new species of giant protozoan, or single-celled organism, on an expedition to the Seco de Palos seamount, off the coast of Spain, in 2012. Named *Spiculosiphon oceana*, the five-centimeter protozoan is especially unique because it imitates a carnivorous sponge. The discovery was recently published in the scientific journal *Zootaxa*.



© Alex J. Berliner

Clinton Takes the Stage

Hillary Clinton speaks at the Partners Awards Gala

BY JUSTINE E. HAUSHEER

As the crowd applauded, former Secretary of State Hillary Rodham Clinton took the stage at Oceana's Partners Award Gala in Los Angeles.

After thanking friends and supporters, Clinton spoke about the myriad problems facing the oceans that Oceana is fighting to change. "Unfortunately," she said, "we humans continue to degrade our oceans through pollution, overfishing, and a pattern of careless neglect that rests on the false assumption that somehow the seas are invulnerable to us."

But Clinton also reminded us that we shouldn't fail to recognize our victories.

"There has been progress," she said. "More and more people appreciate what oceans mean to them and to humanity, as places where billions make their livelihoods, find their food, home to countless other species,

as well as the front lines in the ongoing fight against climate change and environmental degradation." Clinton noted that Oceana's strength lies in asking the right questions, and then helping policy-makers find answers that will actually make a difference.

Drawing on her experience as Secretary of State, Clinton also spoke about how ocean conservation is an international issue, especially in the face of climate change and world hunger. Both challenges already affect millions of people across the world, and the oceans will play a critical role in humanity's ability to meet those challenges.

Earlier that evening, Oceana CEO Andy Sharpless gave a presentation on Oceana's recent successes, including the recovery of U.S. fish stocks. Clinton was especially heartened by this victory, she

said, as it is partly the result of legislation signed in 1996 by her husband, former President Bill Clinton, which set the stage for the protection of more than 1 million square miles of marine habitat.

Clinton concluded by thanking Oceana and their generous supporters for their tireless efforts.

"Oceana helps to focus the mind on what needs to be done," she said, pointing politicians and decision-makers to the issues that matter most.

"I am here to say thank you," Clinton said, "not only as an individual but as a former Secretary of State, for all the great work that you have done and will be doing."

Visit http://youtu.be/FHz_72rufBg to watch a video of Clinton speech.

DIVING IN

Three Oceana expeditions offer a rare glimpse of some of the ocean's unexplored habitats.

BY JUSTINE E. HAUSHEER



You might know the Balearic Islands as Mallorca, Menorca, Ibiza, and a handful of smaller islands clustered off the east coast of the Iberian Peninsula. Their sandy beaches and clear-blue waters are a popular playground for many Europeans, but beyond the partying tourists and shores of these famed isles lie vast expanses of unexplored and biologically rich deep ocean. In August 2013 Oceana launched an expedition to document the diverse and varied sea life inhabiting one of these places—the Emile Baudot escarpment.

“We have been working in Balearic Islands since the beginning of Oceana in Europe,” says Silvia García, Oceana marine scientist and member of the expedition crew. “It has rich marine biodiversity and important types of habitats and fishing resources that need to be maintained and recovered.”

Last August, the *Ranger* set course for the Emile Baudot escarpment, a large rocky wall that runs from Ibiza to Menorca, spanning more than 300 kilometers (or 186 miles) and reaching depths of up to 2,000 meters below the surface. The *Ranger*’s crew spent 10 days exploring the ridge with an ROV, gathering the first underwater footage of the escarpment and its inhabitants. Beneath the waves they encountered a fantastic and startling array of marine life.

Near the surface dolphins, manta rays, and swordfish lept out of the water.

Farther down, large grey groupers and long-spined sea urchins lurked in caves, while fields of brachiopods and crinoids blanketed the slopes of the escarpment. In the deepest areas, they found swaying sea fans and clusters of glass and lollipop sponges.

But the expedition also discovered that these deep-sea habitats are increasingly at risk from oceanic garbage. Footage revealed plastic bags, cans, and fishing gear as much as 700 meters below the surface.

Though the Emile Baudot escarpment lies just beyond the southern tip of Spain’s famed Cabrera National Park, it is completely unprotected from pollution and overfishing. “Spanish law established that marine escarpments should be represented in the Spanish Network of National Parks, but this is not happening at the moment,” says García.

Armed with footage and scientific data from the expedition, Oceana is urging the Spanish government to extend the national park to include the Emile Baudot escarpment and its amazing and varied habitats. If Oceana is successful, Cabrera will become the first national park to include an underwater escarpment.

“The Emile Baudot escarpment could play a key role in enhancing the diversity of ecosystems and marine life found in the national park,” says Xavier Pastor, executive director of Oceana in Europe.

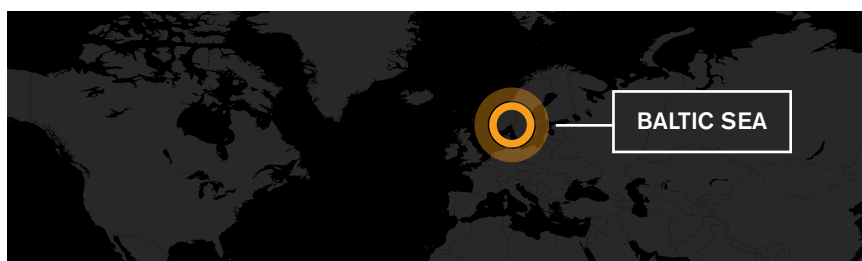


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Left: Oceana senior adviser Alexandra Cousteau getting ready to dive. Acts to support the enlargement of the Cabrera National Park. Santa Ponça, Mallorca, Balearic Islands, Spain. March 2013. **Right:** Blue jellyfish. Baltic Coastal Expedition. June 2013.



Road trips aren't something you usually associate with ocean science. But when the 2013 Baltic expedition team kicked off their journey, they didn't do it from the deck of a boat. In a first for Oceana, the team embarked on a 32-day amphibious research expedition, driving 7,000 kilometers through eight countries to document the health of the Baltic Sea.

The expedition confirmed earlier reports that the Baltic's shallow habitats are suffering from pollution and overfishing, like the deeper areas of the sea.

Scattered with large archipelagos, the Baltic Sea is home to a variety of underwater ecosystems and creatures. Where the southern Baltic meets the North Sea the ecosystems are distinctly marine, but as you move northward the sea gradually changes to a mostly freshwater environment. This shifting salinity makes the Baltic a very rough place for many of the species that live there, says Hanna Paulomäki, a marine scientist and Baltic Sea project manager with Oceana. "It's a very fragile environment, because not many of the species are perfectly adapted to the Baltic," she says. "For that reason it needs special care and special attention."

Unfortunately, this fragile place is one of the most polluted seas in the world, and destructive fishing practices like bottom-trawling are common. Twelve percent of the sea is safeguarded as marine protected areas (MPAs), but these MPAs are poorly managed and badly distributed, according to Xavier Pastor, director of Oceana in Europe and expedition leader.

After previous expeditions to the Baltic in 2011 and 2012, Oceana proposed the creation of 12 new MPAs and new management measures to improve the effectiveness of existing protected areas. If implemented, Oceana's proposal for new MPAs would nearly double the total protected areas in the Baltic, protecting more than 20 percent of the sea. To safeguard the region's biodiversity, Oceana's ultimate goal is to conserve a full 30 percent of Baltic.

Oceana's earlier expeditions concentrated on the deeper, offshore waters and some coastal areas of the sea. But the Baltic has many shallow, hard-to-navigate archipelagos not accessible to large boats. Approaching the areas from land provided better access some areas inside archipelagos, providing a more complete

picture of the Baltic's health, says Paulomäki.

So the 2013 expedition traded in their large boat for a caravan of small, trailered boats, driving clockwise around the Baltic. Oceana's team piloted 50 ROV dives from an inflatable boat, pebble-covered beaches, and even a public pier in Poland. The crew also donned scuba gear and dove in from the coast 20 times. High-definition cameras recorded hours of video footage and snapped 6,000 photographs during the six-week expedition.

Data and photos from this expedition allowed Oceana to enhance current MPA proposals, including adding a thirteenth proposed protected area. The expedition's findings confirmed that the sea's shallow archipelagos are suffering from pollution and overfishing, much like the deeper areas of the sea. Some archipelagos are suffering from land-based pollution even more than open waters, resulting in filamentous algae blooms that suffocate other algae and plants, like sea grass. In the most polluted areas, the algae growth is so rampant that it consumes all of the water's oxygen, killing fish and other animals.

"It's time to start analyzing in depth the results of the expedition and use the information we have collected to advocate for better legislation, management and implementation of the fisheries and habitats conservation policies," said Pastor in an expedition diary. "Oceana will keep carrying out initiatives to contribute to the protection and recovery of unique ecosystems of this region." 🐙



Right Sharpchin rockfish nestled in and around a barrel sponge, Daisy Bank, Oregon; **Left** Sandy monitoring the ROV



The north winds blowing, the crew of Oceana's Pacific expedition dropped anchor behind the cliffs of Cape Lookout, Oregon. The eight-man crew had set sail out of Newport, Oregon earlier that day, embarking on a week-long scientific expedition aboard a boat once used for bottom trawling. After watching the sun rise over the coast, they headed west to explore rare seafloor habitats off the coast of central and northern Oregon. The expedition collected data and footage that will now be used to support Oceana's proposal for increasing essential fish habitat protections in the Pacific.

"Some of the places we went, no one has ever been there before with an underwater camera, and we were really getting a first look," says Ben Enticknap, Oceana Pacific senior scientist and expedition leader.

Working long hours, the team completed 25 dives in seven days, reaching as far as 1,200 feet below the surface. Manned by Oceana's Matthias Gorny, the

remotely-operated vehicle (ROV) captured rare footage of the deep ocean floor, documenting some areas that have never been filmed before. The ROV filmed fields of vibrant cold-water corals, sea pens, sea whips, and clusters of decades-old glass sponges. "Hundreds of rockfish were nestled down in the folds of giant glass sponges, as if snuggled in a sleeping bag for the night," wrote Enticknap in an expedition blog. One of the dive sites was so covered with sea cucumbers, sea stars, and fern-like crinoids that the crew nicknamed it "Echinoderm Heaven."

But not every tract of seabed was overflowing with marine life. In some areas where the researchers expected to find abundant biodiversity, the ROV revealed deserts devoid of any living structures. No one will ever know what these previously-unexplored habitats looked like in the past, so the crew can't determine if this is the natural state of the habitat or the result of decades of bottom trawling, the most

destructive type of fishing gear to seafloor habitats. Oceana's discoveries illustrate the importance of protecting these rare rocky reefs and coral gardens.

Oceana will use this expedition data to fortify conservation proposals to protect important habitats for fish in the Pacific. Fish of all species need protected areas where they can find food, shelter, and where their offspring can grow. "If you are interested in having long-term sustainable fisheries," says Enticknap, "then we need to have intact and diverse habitats for those fish."

If implemented, Oceana's proposal would protect an additional 20,000 square miles of key habitats on the continental shelf and slope like the ones explored during the expedition, and an additional 120,000 square miles of deep-sea habitats. Overall, this would double the total amount of seafloor protections in the Pacific off the coasts of Washington, Oregon, and California.

Photos and video footage are critical to conservation work, especially in the largely-inaccessible deep ocean. "The only way we are going to be able to protect these places is if we can go and show people what is down there," says Enticknap.



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STATE SHARK FIN BANS ARE UNDER THREAT — FROM NOAA

BY JUSTINE E. HAUSHEER

Primordially graceful, sharks have roamed our oceans for 400 million years. They ruled the seas before the first vertebrates crawled onto land, swam alongside dinosaurs, and survived mass extinctions that exterminated 90 percent of all life on earth. But they might not survive us.

At a time when shark populations are crashing from overfishing, the National Oceanic and Atmospheric

Administration (NOAA) is considering steps to undermine state laws that protect sharks.

Shark finners are the major cause for the slaughter of as many as 73 million sharks every year to supply restaurants with shark fin soup, according to a 2006 study in *Ecology Letters*. Finners typically hack off every one of a shark's fins before hurling it back overboard, dead or dying. Largely thanks to finning,



© OCEANA

shark populations have declined by much as 90 percent for many species, according to a 2012 study in *Biological Conservation*.

Although shark finning is no longer allowed in U.S. waters, the international trade in shark fins is still legal. "There is still a disturbing amount of shark finning going on internationally," says Jackie Savitz, Oceana vice president for U.S. oceans. "By having a market in the U.S. where fins can be brought into our country, we enable and promote this destructive practice."

Eight U.S. states and two territories decided to address this issue by passing bans outlawing the possession, sale and trade of shark fins. Hawaii passed the first ban in 2010, and within three years California, Oregon, Washington, New York, Maryland, Delaware, and Illinois passed similar legislation, eliminating a large percentage of the U.S. market for shark fins. Previously, an average 68 percent of the fins imported into the U.S. went to the eight states that enacted these bans, according to data gathered by Oceana.

But after the bans went into effect, NOAA took two steps that could destabilize both the bans and their conservation benefits. In May, NOAA proposed a new rule claiming that federal law preempts, or overrules, state shark fin bans. They also filed documents in a lawsuit challenging the California state ban, supporting the plaintiff's claims that the ban is inappropriate.

In the federal rule, NOAA argued that the state bans "have the potential to undermine significantly conservation and management

of federal shark fisheries." In their submission in the California case, they claim that a state ban "may effectively shut down shark fishing because it prevents fishers from obtaining a significant part of the economic value of the shark." NOAA then explains that possession bans are problematic, because fishermen need to remove fins from the shark carcass in order to prepare, store, or sell the meat.

Supporters of the bans disagree with NOAA's claims that the bans interfere with fisheries management. In a letter to NOAA administrators, Representative Jared Huffman and 61 other members of Congress wrote: "These statutes address the market for sale of products made from shark fins, and do not attempt to regulate fishing practices or fisheries management."

Housed within the Department of Commerce, NOAA's mission is "to conserve and manage coastal and marine ecosystems and resources." "Those responsibilities create an internal tug-of-war between commerce and conservation," says Oceana campaign director Dominique Cano-Stocco. In this instance, she says, NOAA is deliberately prioritizing commerce over conservation, protecting a handful of shark fishermen at the expense of shark conservation.

Others argue that the state bans are not in conflict with federal law at all. In a letter to NOAA administrators, West Virginia Senator John D. Rockefeller IV wrote that state bans actually support fisheries management "because they promote the return of sharks as a keystone species in ocean ecosystems,

**"WE HAVE ASKED
NOAA TO BACK OFF,
AND TO LET THE
STATES' ACTION TO
PROTECT SHARKS
DO THE JOB IT WAS
INTENDED TO DO."**

*– Jackie Savitz, Oceana's Vice
President for U.S. Oceans*

which is beneficial to numerous other fish species with commercial and recreational value in those ecosystems."

Regarding differences between federal and state laws, Oceana's Savitz says that challenging state bans is the wrong solution. "We have asked NOAA to back off, and to let the states' action to protect sharks do the job it was intended to do," she says. "NOAA should help restore fish stocks and help sharks recover, rather than standing in the way of progress on conservation."

State shark fin bans do more than just outlaw trade in product—they help protect sharks across the world from finning by taking shark fin soup off the menu. By trying to protect shark fishermen, says Savitz, NOAA is aiding shark finners globally. She adds that NOAA is also overriding the will of state representatives who put these laws in place with bipartisan support.

As of early December, NOAA has not yet addressed the widespread concern from conservationists, citizens and their representatives in Congress. "Oceana will continue to raise public awareness and talk with NOAA," says Cano-Stocco. "We need to defend our state bans and make sure that we don't lose the immense conservation benefits they provide to sharks outside U.S. waters." 🐾

NET LOSS

MARINE ANIMALS DON'T DIE IN NETS—THEY SUFFOCATE. AS FISH SWIM THROUGH THE NET, THE CORDS SLIP BEHIND THEIR GILLS AND TRAP THEM IN THE MESH.

There they wait. Unable to pass water through their gills and absorb oxygen, they slowly suffocate. Whales die differently, although their end is no less gruesome. With their flukes and fins tangled in swaths of weighted netting, they're unable to reach the surface to breathe. Slowly, they run out of oxygen and asphyxiate.

As many as sixteen sperm whales suffered this fate off the coast of California in 2010, according to estimates from the federal government. Caught in drift gillnets, the whales died alongside thousands of other marine creatures caught as bycatch—incidental casualties of California's swordfish fishery. Oceana is fighting to replace

drift gillnets with cleaner gear, protecting sperm whales and other marine life from an unnecessary death.

Drift gillnets are known by another name in conservation circles: "walls of death." Set out by fisherman in the evening, these mile-long nets drift through the night, catching open-ocean animals that swim into the fine mesh. "These nets are designed to kill large animals, and whether it's a swordfish or a whale, the net does its job," says Ben Enticknap, Oceana's Pacific campaign manager and senior scientist.

The California drift gillnet swordfish fishery is surprisingly small—an estimated 25 boats in 2013. Yet despite its small size, this fishery has one of the highest bycatch rates in the country, says Susan Murray, deputy vice president of Oceana Pacific. It's also one of the top killers of whales, dolphins, and other marine mammals on the U.S. West Coast. Data from federal government observers for the last five years reveals that for every two swordfish the

fishery catches to sell, on average one blue shark, four ocean sunfish, and many other species are caught as bycatch.

"These levels of bycatch are extreme," says Murray. "We would never tolerate this level of waste in any other fishery."

Best known for their title role in Melville's *Moby Dick*, sperm whales live up to the literary legend. They're the largest toothed predators on earth—males can grow nearly 60 feet long and weigh up to 50 tons. Prized for their oil-rich blubber and the hundreds of gallons of spermaceti oil found inside their cavernous heads, sperm whales were the specialty catch of generations of New England whalers. The end of commercial whaling in the 1980s allowed populations to recover, and between 750 and 1,000 sperm whales now reside off the coasts of Washington, Oregon, and California.

While examining bycatch data for the drift gillnet fishery, Enticknap noticed that onboard



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The Moroccan driftnetter Agdal setting the nets. South of Alboran Sea, Morocco. Oceana Ranger Expedition 2011: Heading towards Seamounts. July 2011.

observers reported that drift gillnets killed two endangered sperm whales in 2010. He realized that the local swordfish fleet did not have legally-required authorizations from the Natural Marine Fisheries Service (NMFS) allowing it to conduct fishing that might harass, harm, or kill sperm whales.

After Oceana and other conservation organizations confronted NMFS about these deaths, the agency prepared a Biological Opinion study to determine just how harmful this fishery is for the local sperm whale population. NMFS estimated that the drift gillnet fishery could have a serious effect on the population. But then, Murray says, the agency ignored its findings and gave the fishery the go-ahead to continue fishing.

Oceana countered, raising public awareness and encouraging their supporters to protest. NMFS then backtracked, Murray says, refusing to issue the necessary permits and implementing a series of emergency restrictions for the remainder of the season. The fishery will close if the fleet catches just

one sperm whale, and all drift gillnet vessels are required to have GPS monitoring systems. If those vessels fish in waters deeper than 2,000 meters, where sperm whales are commonly found, they must also have an independent onboard observer present to document what the fisherman catch.

"As an interim measure for this fishery, this is extraordinary," says Murray. But she notes that these measures will expire at the end of this fishing season, and further action is needed to protect sperm whales and other non-target species killed by drift gillnets. "Our goal is to phase out this gear," Murray says, "which will either require legislation in California or action by the Pacific Fishery Management Council." A precedent exists in Washington and Oregon, which banned their fishing vessels from landing swordfish caught by drift gillnets in 1989 and 2000. Oceana's goal is to introduce legislation in 2014 to end the use of drift gillnets in the swordfish fishery.

"We're not going to be done until drift gillnets are off the water," adds Enticknap. 🐟

**"THESE NETS ARE
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DOES ITS JOB."**

*– Ben Enticknap, Oceana's Pacific
campaign manager and senior scientist*



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.

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ASK DR. PAULY

What are bycatch and discards?

Bycatch and discards are two very technical terms which nevertheless are worth learning about, because they allow us to think clearly about what fisheries do. Besides, they allow us to deal with an often-ignored ethical dimension of fisheries.

Fisheries usually target a given species, or species group, which defines them, and for which the fishing gear that is deployed is optimized. Thus, we have a “tuna fishery” that deploys longlines, or a “shrimp fishery” using a bottom trawl, or a “swordfish fisher” using harpoons.

The targeted species or group, except when the gear is very selective (like harpoons), is usually caught together with other species that live in the same habitat or have similar habits—the reason why they are caught by the same gear. Thus, longlines, or the now-banned pelagic driftnets, catch, besides tuna, a wide array of animal sharing open waters with tuna (like sharks) in amounts often exceeding the catch of the targeted species. Similarly, “shrimp trawls” catch, besides shrimps, organisms that live on or near the bottom of the sea, including corals, sponges and various species of fish, like sharks and rays. Shrimp trawls usually catch five to 10 pounds of other sea creatures for every pound of shrimp.

These non-target species are called “bycatch,” a word proposed in the early 1950s by W.H. “Bertie” Allsopp, a fishery scientist from Guyana, to replace the misleading terms “trash” or “waste” fish.

Once bycatch is caught and piled up on deck of a fishing boat, the fishers can either:

- Retain it, in which case it becomes part of the “landed catch,” or “landings,” or

- Get rid of it by throwing it overboard, in which case it becomes “discards.”

Marine fisheries worldwide generate huge amount of discards. In the mid-1990s discards were estimated at 26 million metric tons per year, or about one-quarter of the world catch at the time. In the 2000s global discards were estimated at 7-8 million metric tons, which is about one-tenth of current marine catches. The decline is thought to be due to more bycatch being retained to produce feed for use in fish farming, but this low estimate is contested.

Most people not connected with fisheries feel that discarding perfectly edible fish in our age of widespread hunger and scarcity is unethical, and they are right, even if it is *only* 7-8 million metric tons that are discarded. Moreover, some fishing countries, notably Norway, banned discarding altogether, and the European Union is poised to do so. If the European Union succeeds in banning discarding, it will force its fisheries to become more selective and generate “cleaner” catches, with fewer non-target species.

Oh, I almost forgot. There are an awful lot of marine mammals, seabirds, and sea turtles—many belonging to threatened species—among the bycatch and discards of the world’s fisheries. But as I hope to have shown above, discards are not limited to cute or threatened animals. Discarding is crazy and immoral even when we are looking only at fish.



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PARTNERS AWARD GALA HONORS HILLARY CLINTON AND RICHARD PLEPLER

The landmark Beverly Wilshire Hotel in Los Angeles served as a backdrop for the Partners Award Gala, which was held on October 30. Special guests HBO CEO Richard Plepler and Former Secretary of State Hillary Rodham Clinton spoke about the importance of Oceana's work and ocean conservation. Guests also heard speeches from Oceana CEO Andrew Sharpless and Oceana Board President and event chairman Keith Addis. The evening concluded with a live musical performance from award-winning recording artists Carly Simon and Natasha Bedingfield. They were joined on stage by Ben Taylor, the son of Carly Simon and James Taylor, and the Hamilton High School Choir.

More than 475 guests attended the event, including Oceana Board Member Ted Danson and his wife Mary Steenburgen, Diane Lane, Jane Fonda, Kate Walsh, Kristin Davis, Sam Trammell, Maria Menounos, Cobie Smulders, Constance Zimmer, Oceana Board Member Sam Waterston, Melanie Griffith, Seth MacFarlane, Laura Dern, Harvey Weinstein, Ed Begley Jr, Dean Norris, Angela Kinsey, Austin Nichols, Dennis Haysbert, Emily Osment and more.

Leading online Charitybuzz hosted a companion auction for the event. Ted and Michele Waitt donated one of many auction items—an opportunity to charter *Plan B*, the Waitt Institute's magnificent expedition vessel.

The Partners Award Gala would not have been possible without the generous help from the event chairs and hosts. Please see www.partnersaward.org for a complete host committee listing.



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Top Left: Former Secretary of State Hillary Rodham Clinton **Top Middle:** Natasha Bedingfield and Carly Simon **Top Right:** Oceana Board Member Sam Waterston, Jane Fonda and HBO CEO Richard Plepler **Middle Left:** Dean Norris and Oceana Board Member Ted Danson **Middle Right:** Diane Lane and Oceana Board President and Event Chairman Keith Addis **Bottom Left:** Oceana Board President and Event Chairman Keith Addis, Oceana CEO Andrew Sharpless, Former Secretary of State Hillary Rodham Clinton and young fundraisers **Bottom Right:** Kate Walsh and Kristin Davis



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6TH ANNUAL SEACHANGE SUMMER PARTY HONORS BUSH ADVISOR ON OCEANS

On August 18, celebrities, philanthropists and ocean advocates gathered once again at Villa di Sogni, Karen and Bruce Cahill's coastal estate in Laguna Beach for the 6th annual Summer SeaChange Party.

More than 400 guests enjoyed a performance by singer-songwriter Sheryl Crow and speeches from Oceana's Chief Executive Officer Andrew Sharpless, Master of Ceremonies Dennis Haysbert, Philippe Cousteau, Oceana Senior Advisor Alexandra Cousteau, and James L. Connaughton, advisor to former President George W. Bush on energy, environment and natural resources. Other special guests included Oceana Board Member Ted Danson and his wife Mary Steenburgen, Anna Torv, Angela Kinsey Anne Heche and James Tupper, Emily Osment, Mary Lynn Rajsakub, Oscar Nunez, Luke Tipple and Mary Murphy.

The evening also included a live auction, featuring a week-long charter of the HEMISPHERE, the world's largest recreational catamaran, donated by the world's Superyacht specialists at Burgess. This year's sold-out event raised over \$1 million for the oceans. Co-chairs Eve Kornyei Ruffatto and Oceana board member Valarie Van Cleave thanked SeaChange's underwriters and partners, listed at seachangesummerparty.org, for their generous support.



© Ann Chatillon



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© Ryan Miller



© Ryan Miller



© Nicholas Koon

Top Left: Sheryl Crow **Top Right:** Ocean Champion James Connaughton, Master of Ceremonies Dennis Haysbert, Oceana Senior Advisor and Ocean Champion Alexandra Cousteau and Ocean Champion Philippe Cousteau **Middle Left:** Oscar Nunez and Angela Kinsey **Middle Right:** Emily Osment and Kira Cahill **Bottom Left:** Event Co-Chair Eve Kornyei Ruffatto, Master of Ceremonies Dennis Haysbert and Oceana Board Member and Event Co-Chair Valarie Van Cleave **Bottom Right:** Oceana Board Member Ted Danson, Mary Steenburgen, Oceana President Jim Simon and Oceana Board Member Beto Bedolfe

NAUTICA SUPPORTS OCEANA AT THE GQ GENTLEMEN'S BALL

The 6th Anniversary of the GQ Gentlemen's Fund Ball was commemorated in New York City on Wednesday, October 23. Oceana was featured at the event thanks to Nautica, which, for the fourth year in a row, selected Oceana as its partner charity for the evening. Oceana was represented by actor Sam

Trammell, an Oceana celebrity spokesperson and Gentlemen's Fund Ambassador. "Oceana is deeply appreciative of Sam for appearing on our behalf, and of our partners at Nautica for letting us participate in this special event," says Jon Frank, Oceana's Senior Manager for Marketing and Corporate Relationships.

Make every day **EARTH DAY**

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



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



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





Left: Summer Osterman at the 2013 Oceana Ball. Right: Osterman scuba diving in Belize

SUMMER OSTERMAN

Yacht Charter Broker, Burgess Yachts

Q+A

Why were you drawn to the oceans?

It's always been a huge part of my life—my family lived on the beach, and my dad was a lifeguard and later owned beach related businesses. When I was a kid my mom used to go outside and ring a big bell when dinner was ready so my older sister would come in from surfing! My whole family scuba dives and are enchanted with the underwater world. I used to think that if I swam long enough underwater that I would eventually turn into a mermaid. I think I might have to blame the movie *Splash* for this? But I'd swim and I'd swim underwater until I was blue in the face but it wasn't to be... not yet at least!

Have you always been interested in ocean conservation?

Yes—I was fortunate enough to grow up in a coastal surf community where beach clean-ups were a regular part of grade school activities, and where we kept our lights out at night so we could emulate a natural habitat for the nesting sea turtles whose hatchlings could then be properly guided by the moon out to their new home in the sea.

What's your favorite ocean destination?

That's tough because there are so many, but I just returned from Tahiti and Moorea and had a few very special encounters with some amazing humpback whales, some of them calves, and it was just so magical. And I was swimming and diving with lots of different sharks—so I think French Polynesia is winning at the moment!

Tell us about a special experience with the ocean, perhaps while paddle boarding?

Well, the reason I love paddleboarding so much it is one of the very few water activities that my darling little pug can join me for! (She has her own little life jacket of course.) But being on the east coast and watching the sunrise over the ocean has always been one of my most sacred and spiritual rituals, and I take advantage of the amazing opportunity to do this whenever possible! I feel such tremendous gratitude every time I witness this and I would say this is my most special experience with the ocean—I feel all of the power and energy of the universe culminating into the beginning of a beautiful new day and it brings me so much joy!

How did you get involved with Oceana?

It was a perfect opportunity for Burgess to help protect and preserve the amazing oceans that essentially provide the playgrounds of our clients. Philanthropically, not only do we support Oceana but we take advantage of the opportunity to introduce Oceana and their many campaigns and interests and victories to our yacht owners and clients who have the ability to really make a positive impact. Through our ongoing efforts, I am also introduced to Oceana supporters who are obviously ocean enthusiasts and are very likely to be interested in the amazing on-the-water vacation experiences that Burgess provides. It's a win-win, no matter how you look at it, but my last three to four years of working with Oceana has taught me so much and it makes me realize that we need to do everything we can to get everyone educated

about how we can make a positive difference, and more importantly, how we can stop making choices that have destructive results.

What ocean conservation issue compels you most and why?

I am concerned about all of Oceana's crucial campaigns—but I am an emotional person by nature and protecting marine wildlife—especially marine mammals—is what really speaks to my heart. That being said, I recognize that by promoting responsible fishing, we are tackling so many important issues at once. The same policies that will help us feed earth's aggressively growing population will also keep my beloved dolphins from becoming bycatch!

Do you feel hopeful about the future?

Of course! Oceana makes me feel optimistic because they continually identify specific problem areas and develop strategies and solutions and fight to put them to work. As a result, victories are occurring globally and positive changes are being made regularly by their team. Oceana is effective and that gives us hope!

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

Of Read *The Perfect Protein* by Andy Sharpless if you haven't already!



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MARIO BATALI

Chef Mario Batali runs a vast empire of Italian cooking in the United States—from the Michelin-rated Del Posto to the bustling Eataly market. Recently, he signed on to Oceana's letter encouraging Congress to require seafood traceability, along with more

than 450 other chefs, restaurant owners, and culinary leaders. This recipe for jellyfish salad 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.

JELLYFISH SALAD WITH GOLDEN TOMATOES, OPAL BASIL, AND ARUGULA

By Mario Batali, originally published by Clarkson Potter

Serves 4

- 1 pound salted jellyfish
- 4 1-inch slices peasant bread, grilled or tossed
- 2 tablespoons best quality extra-virgin olive oil for drizzling
- 1 pint yellow and red pear tomatoes, halved
- 10 opal basil leaves, finely shredded
- 1 bunch arugula
- 2 tablespoons sherry vinegar
- 3/4 cup extra-virgin olive oil
- Kosher salt and freshly ground black pepper to taste

Directions

Rinse the jellyfish under cold water.

Remove and discard the tentacles, then cut the body into thin slices. Place the jellyfish slices in a large bowl.

Drizzle each bread slice with some of the olive oil.

Add the tomatoes, basil, and arugula to the bowl with the jellyfish. Add the vinegar, oil, salt, and pepper and toss well to coat evenly. Divide the salad among four chilled dinner plates and serve with a slice of bread.





Atlantic spotted dolphins swimming near South Bimini, Bahamas. These dolphins acquire more spots as they age.

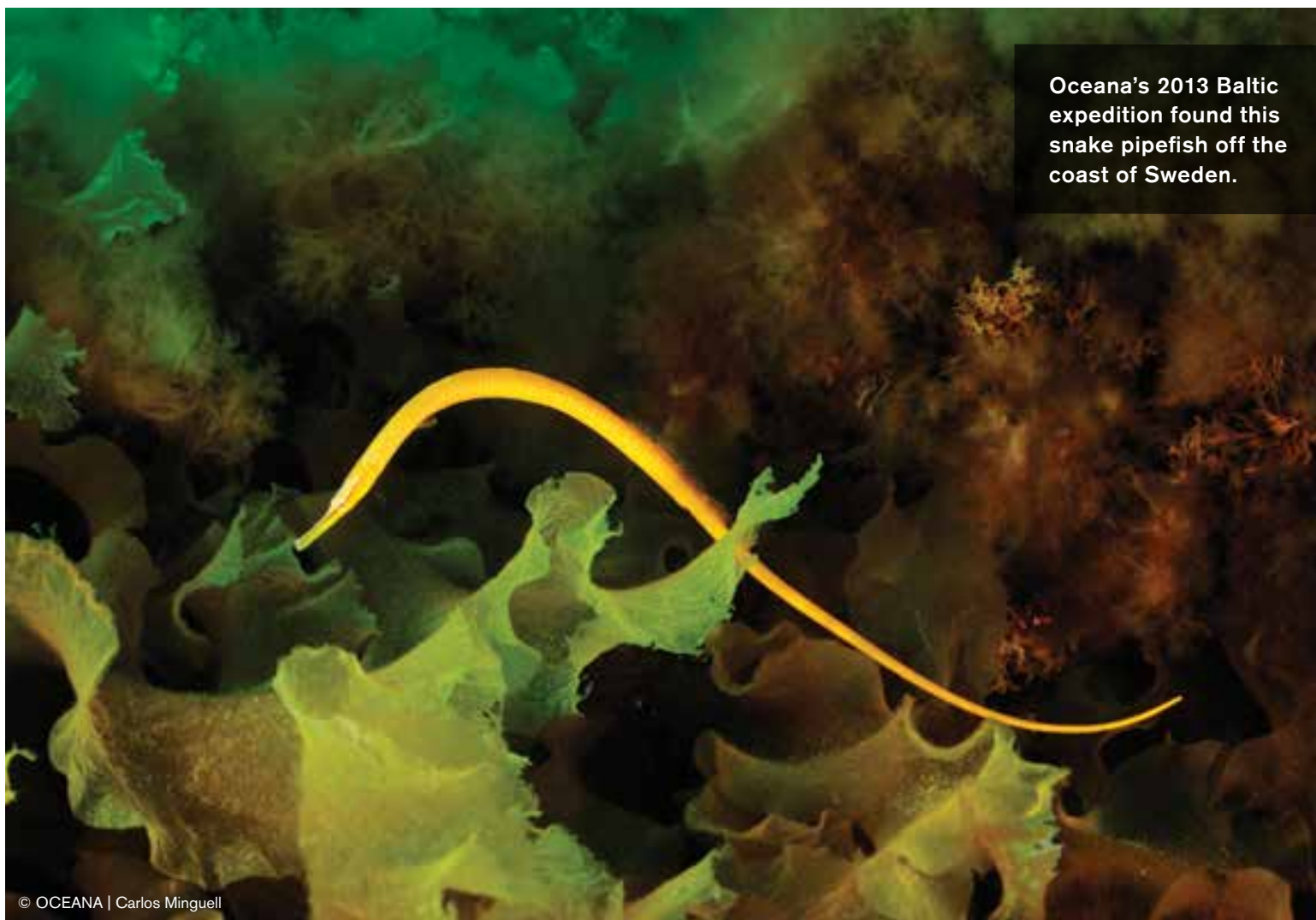


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Oceana's 2013 Baltic expedition found this snake pipefish off the coast of Sweden.

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

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