

# OCEANA

WINTER 2015 OCEANA.ORG

## THE WYSS FOUNDATION TAKES OCEANA TO CANADA AND PERU



PLUS: OCEANA'S SHRIMP FRAUD REPORT | Q&A WITH MARIA DAMANAKI | SAVING SEA TURTLES

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**ON THE COVER:**

Hansjörg Wyss of  
the Wyss Foundation



## FEATURES

- 6 FISHING FOR FORTY** The Wyss Foundation takes Oceana to Canada and Peru
- 10 SAFEGUARDING SEA TURTLES** New protections for loggerheads in US waters
- 13 THE TRUTH ABOUT SHRIMP** A new report reveals widespread seafood fraud in US shrimp
- 15 Q&A WITH MARIA DAMANAKI** European Commissioner for Maritime Affairs and Fisheries
- 17 ASK DR. PAULY** What is so good about mussels and oysters?

## DEPARTMENTS

- 1 CEO'S NOTE** Counterintuitive Conservation
- 2 MAKING WAVES** Bottom trawling protections in Portugal and mercury-free chlorine plants.
- 4 NEWS & NOTES** Antibiotics in Chile, Austin Nichols goes shark tagging, and a seafood fraud map.
- 5 Q&A** Paul Greenberg, author of American Catch
- 18 FISH TALE** Chesapeake Bay striped bass
- 19 EVENTS** SeaChange Summer Party and promoting The Perfect Protein
- 21 SUPPORTER SPOTLIGHT** Hansjörg Wyss of the Wyss Foundation
- 22 CHEF'S CORNER** Sam Talbot's smoked sardines with heirloom tomatoes and herbs
- 23 PARTING SHOT** Philippine fishermen in the Tañon Straight

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 **OCEANA** Protecting the World's Oceans

# Counterintuitive Conservation

**“A medieval fisherman is said to have hauled up a 3-foot-long cod, which was common enough at the time.** And the fact that the cod could talk was not especially surprising. But what was astonishing was that it spoke an unknown language. It spoke Basque.”

So begins Mark Kurlansky's wonderful book on the history of a fish that has long helped feed the world.

Last summer I was invited to appear on CBS This Morning, the live national morning news and talk show out of New York City. As promised by the producer, they picked me up at the hotel in midtown before dawn, and before long they had draped me in a bib, and the makeup lady was vigorously rubbing rouge on my very pale cheeks. About three minutes before air time, Gayle King, who co-hosts the show, greeted me. Notes in her hand, she peered quizzically at me over her reading glasses and said “I don't get it. You want to save the fish so that we can eat them?”

It's not as surprising as a Basque-fluent fish, but it does indeed seem counterintuitive. You, of course, know the answer. The ocean is like a bank account or an investment fund. Build it up, and we can live very well off its interest and dividends. But deplete the principal, and we are headed for inevitable crisis.

Science shows us that we can rapidly produce an abundant ocean with sensible, scientific ocean management in just 30 countries. One full of the wildlife that we love: whales, turtles, dolphins, sea birds and fish. An ocean so abundant that it could feed 1 billion people a healthy seafood meal, every day, and do so forever.

One month ago, I had another counterintuitive ocean moment. At the invitation of one of Switzerland's most generous men, Hansjörg Wyss, I flew in to Denver, caught a connecting flight to Idaho Falls, rented a four-wheel-drive pickup truck, and went to Sears to buy two cans of Fix-a-Flat. The next morning I drove three hours north and east, deep into Montana's wide, open, big-sky country, near Yellowstone. My goal? To explain to his foundation, deeply and heretofore exclusively committed to land-based conservation, why saving the oceans is good for terrestrial biodiversity.

The biggest driver of biodiversity loss on land is agriculture. Not urban sprawl, not roadways,

but farming. Put very simply, that's because we cut down the forest — the biodiverse place where wildlife thrive — to plant cornfields. And the most intensive form of agriculture is livestock production. So if you're going to feed a planet headed for 9 billion people by 2050 — two China's worth larger than right now — and you want to protect life on the land, you need the oceans to be feeding as many people as possible.

If you're happy that the U.S. was the first country in the world to create a system of national parks, championed by that great Republican conservationist and livestock rancher Teddy Roosevelt, then consider what you're doing for the land by saving the oceans. While some cattle ranches are beautiful places — like the one I saw on my drive in Montana — to produce beef equal to the ocean fish the world eats every day, we'd need to develop an area equal to Kentucky, Indiana, Maine, South Carolina, West Virginia, Maryland, Vermont, New Hampshire, Massachusetts, New Jersey, Hawaii, Connecticut, Delaware and Rhode Island. Combined.

Or to put it in terms that President Roosevelt would appreciate, not one, not two, not 10, not 25, but 68 Yellowstone National Parks.

The really good news is that we know what to do to restore abundant oceans full of fish for people to eat. And in three of the top ten fishing countries of the world — the U.S., the European Union, and Chile — ocean fisheries are rebuilding right now. With your support, Oceana and our allies have helped win national policies that will put 40 percent more fish in the European sea by 2020, a battle heroically led by Maria Damanaki, the EU Fishery Commissioner. Only 10 percent of American fisheries are now being overfished. And the badly depleted top three fisheries in Chile are now, for the first time, fished under scientific quotas and are rebuilding.

Oceana is leading the battles that will replenish the ocean bank account. With your support, Oceana and our allies are winning victories that reinvest our ocean dividends and fill the ocean with fish.

## Key measures of progress include:

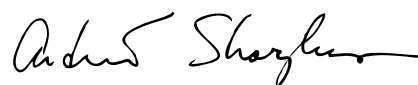
- A commitment to end Mediterranean overfishing by all the countries whose fleets operate there

- Portuguese protection of more than 2 million square kilometers from bottom trawling
- Adoption by Chile of a comprehensive national plan to stop illegal fishing
- Creation by the U.S. of the largest protected ocean and beach zone to benefit loggerhead turtles
- Establishment by President Obama of a task force charged with developing national rules to prevent the sale of black market fish

In addition to these policy advances, Oceana continues to grow organizationally. Thanks to the Wyss Foundation and several other generous Canadian and American donors, we are delighted to report that we have now raised nearly all the funds required to sustain an Oceana campaign team in Canada for five years. The Wyss Foundation's generous challenge grant for Peru brings us close to the start of policy campaign operations in that country, the most important fishing nation in the world, from whose waters more than 12 percent of the world's wild ocean fish catch by weight come every year. And our feasibility study of Mexico reveals a good opportunity for improving ocean abundance, so we are now seeking to raise the funds necessary to establish a Mexican campaign team.

As a loyal supporter of Oceana, your support, energy and generosity have allowed us to do much good for the oceans together. Thank you and congratulations! With your continued support, we will continue to win policy changes that rebuild ocean abundance. We're making sure that the future will have cod, and when one again deigns to speak to us, I know what it will say: **Ozeanoak salba ditzagun, mundua elika dezagun! (Save the oceans, feed the world!)**

For the oceans,



Andy Sharpless  
Chief Executive Officer



Oceana wishes to thank all of its supporters, especially its founding funders and foundations that in 2014 awarded Oceana grants of \$500,000 or more: Adessium Foundation, Arcadia Fund, Bloomberg Philanthropies, Leonardo DiCaprio Foundation, Oak Foundation, Oceans 5, Robertson Foundation, Rockefeller Brothers Fund, Sandler Foundation of the Jewish Community Endowment Fund, and Wyss Foundation.

## PRESIDENT OBAMA COMMITTS TO FIGHTING SEAFOOD FRAUD

In June, President Obama announced his plan to develop a comprehensive program aimed at combating seafood fraud and keeping illegal fish out of the U.S. market. Seafood fraud refers to any number of ways seafood can be misrepresented, including the mislabeling or misidentification of seafood, which both endangers human health and enables overfishing. It's a serious problem — DNA testing studies by Oceana discovered that 33 percent of seafood tested in the U.S. was fraudulently labeled. Because seafood travels through a long, complex process, traceability becomes increasingly difficult and opportunities increase for black market fish to reach your dinner plate. The president's task force is expected to deliver its first set of recommendations in December of this year, and Oceana will work to ensure that they are strong and properly implemented.





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## Fisheries managers vote to clean up the swordfish drift gillnet fishery

The Pacific Fishery Management Council is currently considering establishing hard caps, or limits, on the numbers of whales and sea turtles that can be injured or killed in the California-based drift gillnet swordfish fishery. If a hard cap is reached, the fishery would be shut down for the remainder of the fishing season. The council's goal of reducing bycatch in the drift gillnet fishery with hard limits on bycatch is consistent with Oceana's fishery

management approach to count, cap, and control bycatch. Species under consideration for hard caps include endangered fin, humpback, and sperm whales and endangered leatherback, loggerhead, olive ridley, and green sea turtles. All of these endangered animals are expected to be caught in this fishery. Federal fisheries managers are also considering bycatch reduction alternatives for other protected marine mammals, sharks, and fish species that are discarded in the fishery. The Council set a target to require 100 percent monitoring by the summer of 2016, so that all catch and bycatch is counted on every trip.

## Another chlorine plant goes mercury-free

Ashta Chemicals, one of only two U.S. chlorine plants that continue to use mercury to make chlorine, announced that it will stop using mercury. The chlorine industry once released massive amounts of mercury into the environment, where it accumulates in fish, especially those that are high on the food chain, like tuna and sharks. In 2004, Oceana

identified nine U.S. chlorine plants that continued to use antiquated mercury-based technology rather than switching to more efficient, mercury-free options that had existed for decades. After several years of campaigning, Oceana was successful in pressuring seven of these nine plants to convert to mercury-free production. Now, with Ashta's recent announcement, just one of the original nine plants still uses mercury, and only for 25 percent of its production.

## Portugal enacts historic bottom trawling protections

Portugal took a dramatic step to protect its marine resources by prohibiting bottom trawling in more than 2 million square kilometers of ocean. The decree prohibits all deep-sea fishing — with the exception of longlining authorized only under certain conditions — to protect Portugal's fisheries and deep-sea ecosystems. Just a few years ago, Portugal had the lowest percentage of protected ocean in all of Europe. The area now closed to destructive fishing methods is four times larger than the entire Iberian Peninsula. This decision comes after Oceana's efforts to convince Portugal to protect its huge range of underwater mountains, the Gorringe Bank. Oceana is now calling for Portugal's ban on bottom trawling to be extended to other fisheries in Portugal and the rest of the European Union.

## Spain bans trawling on Balearic seamounts

After campaigning by Oceana, the Spanish government banned bottom trawling on two seamounts and the Fort d'en Moreu coral reef, just off the coast of Spain's Balearic Islands. Oceana scientists undertook several scientific expeditions to document the amazing sea life that inhabits these places, including filming the first underwater footage of the Emile Baudot escarpment — a large, rocky wall running more than 180 miles from Ibiza to Menorca. This footage was then used to campaign for increased protection for these and other productive underwater ecosystems. Oceana's European campaigners are currently urging the Spanish government to expand Spain's Cabrera National Park to include all three of the places recently closed to bottom trawling.



OCEANA | Melissa Forsyth

1

**OCEANA'S NEW REPORT, WASTED CASH,** reveals that fishermen in the United States could be throwing away approximately \$1 billion annually in wasted catch, also known as bycatch.

2

**IN JULY, OCEANA AND KAWERAK, INC.** published the Bering Strait Marine Life and Subsistence Data Synthesis. This atlas combines data from western science and Alaska Natives' local and traditional knowledge to identify important marine ecosystems, as well as areas of importance and high abundance for marine species. The comprehensive atlas will help decision makers protect some of the most valuable and vulnerable marine areas in the Bering Strait from human threats, including offshore oil and gas, shipping, and large-scale commercial fishing.

3

**THE SECOND OUR OCEAN CONFERENCE** will take place in Chile in the fall of 2015. The inaugural conference, held in Washington in June, brought together individuals, experts, advocates, lawmakers, and the international ocean and foreign policy communities to discuss the future of the oceans and actions needed to protect them.

4

**A REPORT BY THE CHILEAN NATIONAL FISHERY AND AQUACULTURE SERVICE** revealed that salmon farming companies in Chile used 450,700 kilos of antibiotics in 2013, the world's highest amount for the industry.

5

**OCEANA DISCOVERED THAT SOME FISHERMEN IN MOROCCO AND ITALY** are once again using illegal driftnets in the swordfish fishery, despite laws prohibiting the practice.

6

**MASSACHUSETTS BECAME THE NINTH STATE** to regulate the trade of shark fins within its state borders. Unfortunately, the law excludes spiny dogfish and smooth hound dogfish from the trade ban, two of several species that are sold for shark fin soup.

7

**OCEANA AND OUR ALLIES ANNOUNCED PLANS TO FILE A LAWSUIT** to reinstate rules designed to protect endangered sperm whales from deadly, mile-long drift gillnets that target swordfish in ocean waters off California.

8

**ACTOR AND OCEAN ADVOCATE AUSTIN NICHOLS** tagged sharks off the coast of Florida with Oceana, Nautica, and the R.J. Dunlap Marine Conservation Program at the University of Miami. Nichols helped tag seven sharks while he was on the water, including a nurse shark, a blacktip shark, four blacknose sharks, and a lemon shark.

9

**OCEANA LAUNCHED A NEW INTERACTIVE GOOGLE MAP** of seafood fraud across the globe. The map compiles more than 100 studies from 29 countries and every continent except Antarctica, and is the most current and comprehensive review of seafood fraud literature to date. View the map at <http://bit.ly/1rr7Rka>.



# Q&A: PAUL GREENBERG

## Author of the books *Four Fish* and *American Catch*

### Your last book focused on four species of wild fish. What prompted you to focus on American seafood for your next book?

Most Americans are pretty much in the dark about where their seafood comes from and the stunning statistic that more than 85 percent of our seafood is coming to us from abroad was, I thought, worthy of a longer investigation. Add to that the fact that we control more ocean than any country on Earth and the disconnect is even more weird and perhaps profound. And then, on top of it, when you see that more than 3 billion pounds of American seafood is *exported* every year, you start to get the glimpse of a seafood system that is markedly out of sync with the move to more locally produced food. It was pretty low hanging fruit de mer.

### Why did you choose to focus on New York oysters, Gulf shrimp, and Alaskan salmon?

I wanted to talk about the dismantling of America's seafood infrastructure and each creature represented a different aspect of that. Oysters were about the dismantling of clean water and temperate reef structures that once held a lot more fish. Shrimp was in part about salt marsh and the incredible losses we have suffered. We've lost something like 60 to 70 percent of this country's salt marsh and salt marsh is a key component to about 70 percent of our coastal commercial seafood species (like several species of shrimp). But the shrimp chapter was also about the loss of this country's economic infrastructure — our declining market share of our own seafood supply and the economic effect farmed foreign seafood has had on the American seafood economy. Finally, Alaskan sockeye salmon was about the loss of the river/sea connection and the way the basic hydrology of this country has been and is being altered. We have done tremendous damage to our diadromous fishes (salmon, shad, and herring, for example) through damage to river based spawning habitat. That we could be about to do that again with the vast Pebble Mine project in the watershed of the largest sockeye salmon run on earth indicated to me that this is an issue that needed greater national attention.

### You write about eating an East River oyster, straight from the Bronx mud. What was that like?

It was both thrilling and terrifying. I'll never do it again and don't recommend that others do it. But once upon a time people did all the time. There was once an oyster variety called a "Gowanus" named for the canal that served as its home. Today, the Gowanus Canal is a SuperFund site.

### It seemed like there was support for sustainable, local seafood in all three locations you visited. How do you get those who don't have a personal tie or history with an area to care about bringing back local seafood?

I think you have to get people down to the docks and out on the water. You have to educate children about how coastal ecosystems work. And lastly you have to educate palates to get people to be able to taste the local water or "merroir" as one oyster aficionado calls the taste of one's local waters.

### How does seafood fraud fit into the picture? Does it inhibit Americans from being able to enjoy their native catch?

It certainly makes it harder for the very subtle flavors of locally sourced seafood to be authentically experienced.

### What did you think of President Obama's recent commitment to fight seafood fraud and illegal fishing?

I'm all for it. I was really struck by the recent study in the journal *Marine Policy* that noted that as much as 30 percent of the wild seafood we import is coming to us through illegal fishing. That's a huge burden we are placing on the oceans. Imagine if you told someone that the car they were buying at a dealership was stolen off the streets of another country? That is in effect what's happening with a lot of imported seafood.

### Do you have any tips for readers who want to eat sustainable, local seafood?

## AMERICAN CATCH

THE FIGHT for OUR LOCAL SEAFOOD



If you can, join a community supported fishery (CSF). There are not that many yet but the movement is growing. Readers should browse [localcatch.org](http://localcatch.org) to see if there's a CSF near them. If you don't have a CSF near you it's not a bad idea to look at Greenpeace's supermarket seafood ratings. This won't necessarily lead you to local seafood but it will help lead you to supermarkets that have sustainability practices in place and which try to have a handle on seafood traceability.

### Are you hopeful for the future of our American catch?

The jury is out. I think that we can have a sustainable domestic seafood supply if we're ready to pay for it and to widen the circle of conservation to include fishermen and aquaculturists. These are the people that spend by far the most time on the water. They need to be part of the solution rather than demonized as the cause of all the oceans' problems.

### Is there anything else that you want to tell readers of *Oceana* magazine?

I'll be doing a symposia series around *American Catch* for the next year in the Northeast, Gulf and on the Pacific Coast. I'll be posting the dates and locations of these events on twitter @4fishgreenberg and on Facebook at [facebook.com/fourfish](https://facebook.com/fourfish). It would be good to include *Oceana* readers in the discussion.

# FISHING FOR FORTY

## The Wyss Foundation takes Oceana to Canada and Peru

**F**orty percent of the world's seafood catch: That's more than 25 million metric tons of fish, lobster, and other seafood hauled in from the world's oceans each year and deposited on the docks of countries like Peru, the Philippines, and the United States. Seven countries and the EU are responsible for this share of the global seafood catch, and Oceana is now working to protect and restore our oceans in each and every one of them.

A \$10 million grant from the Wyss Foundation over the next five years will secure Oceana's expansion into Canada and Peru — bringing Oceana's science-based fisheries management strategy to the countries responsible for nearly 40 percent of the world's catch by weight. Wyss's grant is the foundation's first major investment in ocean conservation, and it builds on earlier grants from the Leonardo DiCaprio Foundation, Bloomberg Philanthropies, Canadians Peter and Diana Thomson, and other donors — all dedicated to saving the oceans to feed the world.

"After decades of declines among the world's fisheries, new science and smarter policies have proven that the productivity and health of our oceans can in fact be restored," said philanthropist Hansjörg Wyss. "With innovative management strategies, more and more fishing communities are rebuilding fish stocks, sustaining a way of life for future generations, and restoring the ocean's ability to feed the world."

Founded by Hansjörg Wyss, the Wyss Foundation is dedicated to supporting innovative, lasting solutions that improve lives, empower communities, and strengthen connections to the land. The foundation is particularly well-known for its work to conserve lands in the Western United States for public use and access.

The vast region where the Wyss Foundation has traditionally worked is best known for its natural beauty — jagged mountains, dense pine forests, colorful deserts, rolling grasslands — and the variety of national parks, monuments, and refuges designed to protect them. But even though these places are located in the middle of a vast continent, thousands of miles from the ocean, the principles behind their conservation echo the principles of ocean conservation.

Like the protection of public lands and forests, wise ocean policies can help preserve and restore a publicly shared good. Just as American sportsmen led the effort onshore to conserve wildlife habitat to improve hunting and angling opportunities, fishermen are among those working to protect marine habitat to improve fish yields.

"Healthier oceans can provide sustainable food supplies to help feed the world," says Andrew Sharpless, Oceana's chief executive officer. "Wild seafood is a source of healthy protein that could feed millions of people without further degrading the environment."

With better management, the global fish catch could increase by up to 40 percent from current levels, according to a 2012 study in the journal *Science*. If we can halt the decline and rebuild ocean abundance, we will be able to feed 700 million people a healthy seafood meal each day, according to Oceana. Seafood requires no land, little to no fresh water, and generates little to no climate-changing gases, unlike the vast amounts of methane created by cows and other livestock.

But for seafood to be a viable food source for the future, we need to fix how we fish and reverse decades of decline and poor fisheries management. Canada and Peru are among the 30 countries that control more than 90

# CANADA

Canada has the world's longest coastline and is responsible for 2.76 million square kilometers of ocean. This real estate makes it one of the world's major fishing nations, catching 1.1 million metric tons of fish each year, or 1.6 percent of the world's wild fish catch by weight, and consistently ranking within the top 25 fish-producing countries in the world. But even with these high yields, Canadian fisheries are performing below their full potential.

"The scientists we've spoken to all agree that Canada's fisheries management system needs improvement," says Michael Hirshfield, Oceana's chief scientist and strategy officer. Hirshfield attributes Canada's low catch rates to a vicious cycle called "sustainable overfishing" — where drastic declines no longer occur, but any time a fish population begins to grow, fishermen catch the excess and prevent overall population growth.

Canada's fisheries are more depleted than those in many other developed countries, well behind the European Union, United States, Australia, New Zealand, South Africa, Argentina, and other nations. Collapse of major fisheries is behind much of this decline — of the 131 fish populations that support Canada's major fisheries, the majority of them are collapsed, overexploited, or fully exploited with no room for growth. And the classic example of this collapse is cod.

Newfoundland's cod fishery was once so plentiful that it fueled colonization of North America. But rampant overfishing caused the cod population to decline by 99 percent from 1962 to 1992, leading to financial losses of more than \$1 billion annually. Similar catastrophic declines occurred in other Canadian fisheries, like Acadian redfish, porbeagle shark, and canary rockfish.

On top of overfishing, poor management, excessive bycatch and insufficient protection of important marine habitats have resulted in Canadian fisheries being much less productive than they should be. "Canada presents a good opportunity to sustainably raise fish catches," says Hirshfield. Practical conservation measures could increase Canadian marine fisheries production by up to 50 percent above current levels, according to estimates from the University of British Columbia.

Oceana will campaign for national policies that rebuild fisheries. Hirshfield says that Oceana will also work with the Canadian government to reduce the catch of unwanted species, and protect key habitats that provide important places for fish to breed and grow to maturity.

"No other organization is currently pursuing Oceana's model of campaigning to change fisheries policy at the national level in Canada" says Sharpless.

# PERU

Peru is the world's largest fishing country, and the fishery behind that superlative is the anchoveta. Twice as many pounds of anchoveta are caught every year in Peru as any other kind of fish is caught anywhere in the world, according to Oceana research.

“Sixteen percent of fishing at the global level takes place in these waters, particularly off the coast of Chile and Peru,” says Alex Muñoz, Oceana’s vice president for Chile. “The area is of vital importance for both fishing and the lives of many species that feed on fish species, including anchovy, mackerel and sardines.”

The four-inch long, silvery anchoveta may be small, but they are the base of a massive food web — the Humboldt Current ecosystem. Just offshore from Peru and Chile, this current transports cold, nutrient-rich water from the Antarctic Ocean northward to the Peruvian coast. And these nutrients fuel the anchoveta, which in turn feed tunas, seabirds, sea lions and hundreds of other marine mammals.

But the prevalence of anchoveta means that Peruvian fisheries dictate the health, and fate, of the entire Humboldt ecosystem. Hirshfield says that anchoveta populations can fluctuate dramatically, and a collapse would create

serious problems for the entire ecosystem.

Most of the anchoveta currently caught in Peru don't end up on local dinner plates. Instead, between 5 and 7 million metric tons of anchoveta are sent to more than 100 fishmeal plants each year, where it is boiled and ground into meal to feed farmed fish and pigs, according to research by Oceana. In 2010, Peru exported more than 1 million tons of this product, worth \$1.6 billion, mostly to Asia.

Muñoz says that Oceana will work with the Peruvian government to better manage both the anchoveta fishery, and campaign to allocate more of the anchoveta catch for human consumption. Improved scientific monitoring and management will allow fisheries managers to know exactly how much anchoveta is caught. Oceana will campaign to make scientific recommendations for fishing quotas legally binding, and to create a comprehensive management plan for the anchoveta that would integrate both the ecosystem-based and the precautionary approaches. Finally, Oceana will campaign to improve the scientific observers programs and enforcement against illegal fishing through the Peruvian Navy and other state agencies.





## **“APPLYING SCIENCE-BASED FISHERIES MANAGEMENT IN THESE TWO COUNTRIES WILL BE A TREMENDOUS STEP TOWARDS SAVING THE OCEANS TO FEED THE WORLD.”**

percent of the world’s wild fish catch. By supporting locally developed, science-based policy reforms within these countries, Oceana believes that it is possible to restore the global oceans in a short amount of time. With Wyss’s help, Oceana will restore fisheries in the seven countries and the EU that catch nearly 40 percent of the world’s seafood.

Through the Wyss Foundation grant, in addition to support from other funders including the Leonardo DiCaprio Foundation, William H. Donner Foundation, Schad Foundation, Krupp Foundation, J.W. McConnell Family Foundation, and the Echo Foundation, Oceana will support scientists and policy experts in Canada and Peru who are implementing three strategies that are proven to recover fisheries around the world: setting science-based catch limits; reducing bycatch, or the incidental catch of non-targeted animals; and protecting important marine habitat.

“Wyss is bringing Oceana to Canada and Peru — one country is a historic player in global fisheries, the other has been the largest fishing nation in the entire world,” says Sharpless. “Applying science-based fisheries management in these two countries will be a tremendous step towards saving the oceans to feed the world.”

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The Wyss Foundation’s grant is complimented by the support of other funders, including the Leonardo DiCaprio Foundation, William H. Donner Foundation, Schad Foundation, Krupp Foundation, J.W. McConnell Family Foundation, Echo Foundation, and other funders, that are already bringing Oceana’s science-based fisheries management strategy to the countries that are responsible for nearly 40 percent of the world’s catch by weight. Hirshfield and Sharpless say that they are currently hiring teams of local Canadians and Peruvians to lead campaigns in each country.

“Working in countries that control nearly 40 percent of the world’s catch by weight,” says Sharpless, “Oceana is poised to make a big impact.”

**For more about the Wyss Foundation, see our Q&A with Hansjörg Wyss on page 21**

# Safeguarding Sea Turtles

## Two victories protect loggerhead sea turtles in US waters

By Brianna Elliott

Scientists estimate that only one in 1,000 loggerhead sea turtle hatchlings survive to adulthood. From the moment these turtles hatch from their eggs, they're at risk from natural and manmade threats. Hatchlings make a tasty treat for wildlife along the shore, including ghost crabs, seagulls, and sharks, while artificial lighting on oceanfront hotels and highways may lure turtles inland to their death. And reaching sexual maturity doesn't necessarily mean turtles find a safe haven: Overfishing, pollution, marine debris, and disease threaten turtles at all life stages.

Sadly, all loggerheads found in U.S. waters are at risk. The North Pacific Ocean Distinct Population Segment is listed as endangered under the Endangered Species Act (ESA), and the Northwest Atlantic Ocean Distinct Population Segment is listed as threatened. Fortunately, after mounting pressure from Oceana and conservation allies, this summer the federal government created overdue protections that will help protect loggerheads for years to come.

"The threats to loggerhead sea turtles are numerous," says Jacqueline Savitz, Oceana's vice president for U.S. oceans. "We need strong protections to safeguard turtles from fishing-related threats, seismic airgun use, and oil and gas development. These actions will help to allow this iconic species to finally recover on both coasts."

The Northwest Atlantic population of loggerhead turtles nests on beaches through the southeast United States, and forages, migrates, and seeks shelter in Sargassum

seaweed habitat along the Gulf Stream off the Atlantic coast. Coastal development, offshore oil and gas development, and sea level rise continue to threaten their nesting beach habitat, while marine pollution, indiscriminant fishing practices, seismic airgun use, and boat strikes threaten their ocean habitat.

In 2013, Oceana, the Center for Biological Diversity (CBD), and Turtle Island Restoration Network (TIRN) sued the National Marine Fisheries Service (NMFS) after it failed to respond to petitions dating back to 2007 that advocated for stronger protections for loggerhead sea turtles. The government listed loggerheads as threatened under the ESA in 1978, but it never instituted the critical habitat protections that the ESA listing requires.

In response to that lawsuit, the federal government made a historic move for Atlantic loggerheads this July, when it established the largest critical habitat designation to-date. The U.S. Fish and Wildlife Service protected 685 miles of nesting beach from North Carolina to Mississippi, and NMFS protected more than 300,000 square miles of ocean habitat from the Atlantic Ocean to the Gulf of Mexico.

The critical habitat designation requires that all federal activities — anything from building beach-front hotels to authorizing fisheries to operate — within these waters receive an extra level of scrutiny before proceeding, ensuring they do not threaten loggerhead prey and habitat sources. The beach protections cover 84 percent of the turtles' known nesting habitat, while the ocean habitat protection encompasses five different





**“Critical habitat must be designated for threatened and endangered species by law, because it is so crucial to ensuring that human activities do not place these animals at risk.”**

offshore environments that loggerheads need: near-shore reproductive areas, breeding areas, migratory corridors, winter habitat, and Sargassum seaweed habitat.

“Critical habitat must be designated for threatened and endangered species by law, because it is so crucial to ensuring that human activities do not place these animals at risk. Studies have shown that species with designated critical habitat are twice as likely to show signs of recovery than those without it,” says Amanda Keledjian, a marine scientist at Oceana. “This designation will help ensure the long-term survival of loggerheads.”

Shortly after loggerheads in the southeast won this major victory in July, loggerheads on the West Coast gained their own form of protection: safety from the California swordfish drift gillnet fishery. This fishery deploys mile-long nets at dusk each night to catch swordfish, but ends up capturing a staggering amount of other marine life, including dolphins, sea turtles, sea lions, and whales. The intersection of loggerheads and drift gillnets becomes particularly acute during years of El Niño conditions, when the warm, nutrient-rich waters of the Pacific draw loggerheads further north in search of pelagic red crabs, one of their main prey sources.

“North Pacific loggerheads are found across the North Pacific Ocean, with nesting grounds in Japan to foraging hotspots in the central and eastern Pacific. All along the way, they’re running a gauntlet of threats from pelagic longlines and coastal drift gillnets when they enter Baja and Southern California,” says Ben Enticknap, a marine scientist at Oceana. “When they get caught in drift gillnets, they drown and die. Fishing mortality is one of the biggest threats to this endangered population.”

NMFS is required by law to close the drift gillnet fishery in the Pacific Loggerhead Conservation Area — an area greater than 25,000 square miles off California, stretching from just north of Santa Barbara to south of San Diego — during predicted or observed El Niño years from June 1 to August 31. When NMFS didn’t take the legally required action to prohibit drift gillnets in the Pacific Loggerhead Conservation Area this summer, despite clear signs of El Niño conditions, Oceana, CBD, and TIRN called on the federal agency urging NMFS to follow its own rule to protect these endangered sea turtles. After mounting pressure, NMFS closed the fishery in the Pacific Loggerhead Conservation Area from July 25 to August 31.

“This is smart fisheries management — it is stopping interactions with fishing gear that can be fatal to turtles at a time when we know turtles are in our water,” says Susan Murray, Oceana’s deputy vice president for the U.S. Pacific. “It doesn’t shut down the fishery permanently or forever, but it prevents the intersection of an endangered species with a gear known to kill this species at a critical and otherwise deadly time.”

Though this closure was a positive step for loggerheads, Oceana would like to see drift gillnets banned in an industry-wide shift to more sustainable fishing gear for selectively targeting swordfish. In the interim, Enticknap says full observer coverage and strict limits on all bycatch would be important and positive steps toward safeguarding marine life from drift gillnets.

The California swordfish drift gillnet fishery has one of the highest rates of bycatch — over the last five years it’s been estimated that 61 percent of the marine life caught by the fishery is thrown overboard. It’s such a dirty fishery that the State of Oregon prohibits its fishermen from using these nets, and drift gillnets are banned in waters off of Washington state, as well as internationally on the high seas and in the Mediterranean.

“Ultimately, drift gillnets need to be a prohibited gear type on the West Coast. There are other legal, more sustainable ways to catch swordfish cleanly without having high levels of bycatch,” says Enticknap. “In the meantime, Oceana is working to get 100 percent observer coverage and strict limits on bycatch, like dolphins, seals, megamouth sharks, billfish and more.”

While there is more work to be done to protect loggerhead sea turtles, the actions taken this summer are certainly a victory for these marine reptiles. Loggerheads are the most frequent nesting sea turtles in the U.S., and these protections work to safeguard an iconic marine species — one that connects land and sea, fishermen and conservationists.

“If we want to ensure that sea turtle populations recover and remain resilient against future threats such as climate change, it is essential that we minimize the number that die in fishing nets and protect habitat,” says Keledjian. “These Oceana victories are a stepping stone for the future, where loggerheads in both the Atlantic and Pacific are protected both from fishing injuries and habitat degradation.”



# THE TRUTH ABOUT SHRIMP



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## A new report reveals widespread seafood fraud in US shrimp

By Justine E. Hausheer

Aquarium pets don't belong in the frozen foods aisle. But that's exactly what Oceana's Kim Warner and Rachel Golden found last summer, during an investigation of Gulf Coast shrimp. Using DNA testing, they discovered a banded coral shrimp, *Stenopus hispidus*, in a bag labeled "wild salad shrimp" in the frozen foods section of a Pensacola, Florida grocery store.

"The species is actually an aquarium pet," says Golden, a former science fellow with Oceana. "It's usually sold in pet stores and online, so we were shocked to find this species in a bag of frozen shrimp from Vietnam."

Golden and Warner, an Oceana senior scientist, spent 10 days traversing the United States' Gulf Coast, collecting samples of shrimp from grocery stores and restaurants in 10 cities. Subsequent DNA testing revealed that a full 31 percent of the shrimp products tested were misrepresented — a form of seafood fraud.

"Seafood fraud refers to any number of ways that seafood is misrepresented, including mislabeling or misidentification of seafood," says Beth Lowell, Oceana's seafood fraud campaign director. "This substitution can happen at each step of the supply chain — at the restaurant, the distributor, or the processing and packaging facility. It can also occur deliberately, when high-quality seafood is swapped out for a less desirable, cheaper, or more abundant species."

Shrimp is the most consumed seafood in the United States and the most highly traded seafood worldwide, according to Oceana, making it a prime target for seafood fraud. In 2012, 89 percent of the shrimp consumed in the U.S. was imported from other countries, according to a 2013 report by the National Oceanic and Atmospheric Administration.

The U.S. Gulf Coast is famous for its seafood, including shrimp. "We wanted to go to a region famous for locally caught seafood in the middle of

shrimp fishing season," says Warner, "and see how this local product was marketed, sold, and also presented." Other Oceana staff members collected additional samples from New York, Oregon, and Washington DC, to see if shrimp fraud varied around the country.

Their investigation discovered high levels of seafood fraud — DNA testing revealed that a full 30 percent of the shrimp products tested were misrepresented: either mislabeled (15 percent), misleading (10 percent) or unidentifiable or comingled with at least two different species in the same bag (5 percent). And about 75 percent of frozen grocery store bags of salad-sized shrimp that the team tested had at least two species of shrimp.

"We used a technique called DNA barcoding," says Golden, "which tells us the exact species of the sample we collected."

In addition to the surprising discovery of the aquarium species in a grocery store, DNA testing also identified three species of shrimp not yet known genetically to science: one in a bag of frozen, wild, salad-sized shrimp from India, comingled with a domestic Gulf species, and another in a grocery store's prepared shrimp salad, both purchased in New York City. The third new species was located in a bag of frozen wild salad-sized shrimp from India, purchased in Silver Spring, Maryland.

Despite shrimp's popularity, most consumers don't know what species of shellfish they are eating: More than 40 species of shrimp are allowed to be labeled and sold as just "shrimp" in the U.S., while only seven types require a more specific name at the point of sale. Important details like whether a shrimp was wild-caught or farmed, or even where the shrimp was farmed or caught are important details that are often left off of restaurant menus and seafood labels.

"In addition to DNA testing, we wanted to understand how shrimp was being marketed and presented," says Warner.

She and Golden surveyed how shrimp was described on 600 menus and in 27 grocery stores from the Gulf, Washington, DC, New York City, and Portland, Oregon. They looked for information that indicated if the shrimp was farm raised or wild caught, what species it was, or where, when and how it was caught.

As predicted, they found that consumers are given very little information. For example, less than 1 percent of restaurant menus revealed whether the shrimp was wild caught or farm-raised. In grocery stores, 30 percent of the products did not provide information about where the shrimp was from and 20 percent not provide details on whether the shrimp was wild caught or farm-raised.

"For Gulf fishermen, mislabeling or a lack of information can hurt their businesses as their seafood products are competing in a market of mislabeled or misrepresented shrimp," says Lowell. Warner and Golden found that 25 percent of shrimp samples that were labeled as wild or presumed to be wild (often called "Gulf") were actually farm-raised shrimp. In the Gulf region, 36 percent of the shrimp tested and labeled "Gulf" were farmed-raised. The most common substitution found was farmed whiteleg shrimp, which stood in for wild caught products, including those labeled "wild," "Gulf," "Carolina," "Texas," and "rock."

## 30 PERCENT of the shrimp products tested were misrepresented

15 PERCENT were mislabeled

10 PERCENT were misleading

5 PERCENT were unidentifiable or comingled with at least two different species in the same bag

Of the 75 percent of shrimp that was labeled as wild or presumed to be wild (often called "Gulf") 25 PERCENT of those samples were actually farm-raised shrimp

Lowell says that U.S. fishermen are required to follow certain regulations, like staying under set catch limits or using turtle-excluder devices to avoid catching and killing sea turtles. Yet, without more information available to consumers, it is nearly impossible to distinguish seafood from responsible fisheries from unsustainable options. And misrepresented seafood puts those who play by the rules at an even greater disadvantage.

Adhering to those regulations can be costly, she says, especially when fishermen then sell their wild Gulf product into a marketplace flooded with imported farmed Asian shrimp mislabeled as wild.

Oceana's shrimp testing builds on data collected from 2010 to 2012, when Oceana conducted one of the largest seafood fraud investigations in the world to date, collecting more than 1,200 samples of finfish from 14 metropolitan areas to determine if they were honestly labeled. That investigation discovered an astonishing 33 percent of finfish samples were mislabeled, according to U.S. Food and Drug Administration guidelines.

"Consumers have a right to know where, when, and how the seafood that they purchase and eat was fished," says Lowell. "We want to have traceability for all seafood that allows

consumers and regulators to be able to trace that fish from the boat to the plate."

In June 2014, at Oceana's recommendation, President Obama created a dedicated task force with a commitment to combat black market seafood — including seafood fraud as well as illegal, unreported and unregulated fishing. The goal of the task force is to help stop seafood fraud and illegal fishing. Oceana calls on the task force to establish comprehensive traceability requirements to ensure that critical information follows our seafood throughout the supply chain and all the way to the end consumer, confirming that it's safe, legally caught, and honestly labeled.

Lowell says that improved traceability would also help prevent illegally caught seafood from entering the marketplace, deter human rights violations around the world, and provide consumers with the information they need to make informed, responsible seafood choices.

The president's task force issued draft recommendations to combat illegal, unreported and unregulated fishing and seafood fraud in December of 2014.

"Oceana submitted comments to the task force on the draft recommendations," says Lowell, "and once the final recommendations are released, we will work to ensure they are fully implemented."

# Q&A: MARIA DAMANAKI

## Former European Commissioner for Maritime Affairs and Fisheries

**B**orn in Crete, Damanaki began her political career in the 1970s, when she helped lead the underground student opposition to the dictatorship in Greece. She served as speaker of the clandestine radio program broadcasting from the occupied National Technical University of Athens, where her voice became known as the voice of the uprising. She was subsequently imprisoned by the dictatorship.

Among other distinctions, Damanaki then went on to become a member of parliament at the age of 25 and the first woman ever to be elected vice-president of the Greek parliament. Damanaki is completing seven years of service as the European Commissioner for Maritime Affairs and Fisheries, where she has spearheaded a complete overhaul of fisheries management in the European Union.

### When did you become interested in the oceans and fisheries?

I have been living closely to the sea from my childhood, having been born in a Greek island, Crete. So you can imagine that the sea has always played a role in my life, and I have always been familiar with the concerns of coastal communities such as small-scale fishermen and their families. That was also why I was extremely pleased to have been tasked to work on maritime and fisheries at the European Commission in 2009. Oceans are like the air we breathe: they are essential for life. We are already today seeing the consequences of us not taking care of them enough.

### What accomplishment are you most proud of from your time as the Commissioner for Maritime Affairs and Fisheries?

Let me put it this way: With the reform of the Common Fisheries Policy, we radically changed the way fishing will be done in Europe for the next decades. We set the foundation so that overfishing and discarding fish can one day be a thing of the

past. We stopped the top-down decisions from Brussels to make room for input from regional stakeholders and we introduced binding sustainable rules for international fisheries.

On maritime affairs, I hope to have helped create something new at European level: a true ocean policy. And we Europeans took a leading role when it comes to setting rules to manage and preserve the oceans. More jobs and economic opportunities can arise in the maritime sector, from ocean energy to biotechnology. Under one condition: we want sustainable growth, not a competition between growth and sustainability.

### You led major reforms to the Common Fisheries Policy. How will these changes benefit European oceans and fisheries?

What I wanted to achieve with the reform was simple: to have more fish in the sea. Because this will benefit everybody at the same time: the fishermen, the oceans, and our future generations' food supply. We are inseparable from the sea. For example, restoring fish stocks is not only healthy for our ecosystems, it also means more income for fishermen. With the measures we took, we have already tripled the number of fish stocks fished at sustainable levels in 2014 to 27. And for 2015, we can reach even 30 fish stocks fished sustainably. This is a massive achievement, which could soon mean 30 percent more jobs in the catching sector alone.

### What was the biggest challenge you faced in reforming the Common Fisheries Policy?

I have said from day one that you cannot negotiate with biology. If the fish stocks collapse, because we have not followed scientific advice, then it is too late. So it was challenging to get everybody around the table and convince all stakeholders that reform is necessary for the sustainable future of fisheries and the need to put an end to overfishing. What was most difficult for me was to deal with the wheeling and dealing



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**“I have said from day one that you cannot negotiate with biology. If the fish stocks collapse, because we have not followed scientific advice, then it is too late.”**



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that went on behind closed doors in the Fisheries Council between Ministers on how much fish is taken out of the sea in the annual fish quota negotiations. Today, there has been a true change of culture: we are no longer discussing if we should go for sustainable fisheries, but how quickly. This is new, and puts us on the right path.

#### **How important are the oceans to European culture and life?**

You only have to travel around Europe to see the impact that seas and oceans have on our everyday lives. The oceans are everywhere: in the things we eat, the things we buy, the jobs we have, the communities we live in, the places we go, and even the clothes we wear!

This is of course is even more obvious in those communities dotted along Europe's sprawling coastlines. In these places, the local economy is ocean-dependent in one way or another, whether that is through tourism, aquaculture, fisheries, or even border controls. Small-scale fisheries in particular often are important for jobs – they hold together the social fabric of coastal communities and shape the cultural identity of many of Europe's coastal regions. That's why they need specific support and we have made sure to factor this into the reform.

We recognise that the ocean is the lifeblood for many Europeans and we will continue to offer support to help local economies adapt to the changes in policies.

#### **Have you seen Europe's oceans change in your lifetime?**

Absolutely. I was born near pristine coasts. I cannot see fish there anymore. I cannot swim wherever I want because the water is no longer as clear as it was then. Coastal erosion is present in Aegean Islands. I have seen it on my holidays there in the recent years. But of course we cannot stick to the past. People have to live. So I can understand the need for change. But the only way to us for survive is to reconcile ourselves with nature.

#### **Do you feel hopeful about the future of the oceans and fisheries?**

Look at the changes we have achieved in Europe within only a few years, with so many stakeholders and 28 governments around the table. We can also achieve change at the international level. We set important foundations to fight illegal fishing, to have stronger Regional Fisheries Management Organizations, and we have set incentives for countries we have fisheries partnerships with to fish sustainably. As soon as governments

and stakeholders will feel the benefits of this, I'm optimistic that even more is possible. And more is necessary.

#### **What is the most important thing we can do right now to restore fisheries and ocean health?**

International cooperation is absolutely crucial. I believe we have to continue our clampdown on illegal fishing around the world, make sure that we apply the same sustainability principles to our work internationally, and continue to invest in marine knowledge to help us make smart decisions moving forward. Now is the time to roll up our sleeves and work together to achieve radical policy changes.

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

Let me use this opportunity to congratulate Oceana on their tremendous effort to fight for sustainable fisheries and the health of our oceans. I have appreciated its contribution in our effort to reshape fisheries in Europe. We have established a warm relationship which I hope that we can keep alive in the future.



## ASK DR. PAULY

# What is so good about mussels and oysters?

It has become fashionable to consume mussels, oysters and other shellfish, but before I try to explain why this fashion might be a good thing, we must be clear about what these shellfish actually are.

Shellfish are animals that live in the sea, but are not fish — fish have no shells. But lobsters and shrimp are also called shellfish. And thus, to distinguish oysters, mussels, and similar animals from other shellfish we should call them bivalves, referring to the fact that their shells consist of two halves, which can close and protect the animal living within. Most bivalves do not move. Rather, they attach themselves to rocks or the ropes of bivalve farmers. Only scallops can jump, by quickly snapping their shells when they see a hungry starfish approaching, which they see with a dozen blue eyes, like six tiny Scandinavians in a row.

Bivalves feed by pumping water into their bodies and filtering out the matter suspended in the water surrounding them, mainly living and dead microscopic algae. In effect, they clean the water in which they live. Many of us will recall school experiments in which two or three oysters placed in an aquarium, whose waters had been blackened by China ink, will restore the tank to clean water in an hour or so (but I suggest that you don't eat the oysters afterward).

Because they can't move to escape from waters they do not like, bivalves will only thrive when the water around them is clean.

In Chesapeake Bay, where once-giant oyster reefs kept the water crystal clear, the reef was destroyed by overfishing. Now, oysters have had difficulty reestablishing themselves because the water is too polluted. Thus, bivalves require clean water, but they also contribute to clean water along our coasts.

Now, why should anything that is good to eat be mentioned in connection with cleaning water — or China ink?

Bivalves are among the few marine herbivores that humans eat in large amounts. Herbivores are animals that eat plants on land, like grass and leaves, or their marine equivalent, the microscopic algae which are known as phytoplankton. In the sea, however, most herbivorous animals — the flea-sized zooplankton — are much too small to be eaten by humans. To contribute to our seafood, zooplankton must first be consumed by small fish which we can eat, like sardine, or by big fish that eat the small fish which we can also eat.

Thus, in the sea, we usually consume the equivalent of lions, wolves, or other predators that feed on herbivores, or of animals that eat lions and wolves (like dragons). The only animals that we eat in great amounts from the sea that are equivalent to our herbivores on land — antelope, sheep and cattle — are mussels, oysters and other bivalves.

Now where does all the good stuff that we expect our seafood to provide — like Omega 3s, iodine and other micronutrients —

actually come from? Not from zooplankton, or from the fish that feed on zooplankton. The good stuff all comes from phytoplankton, from the microscopic algae that are the food of bivalves. Bivalves feed on the very plants that synthesize the good stuff we want in our seafood, and this is also the reason why they are so tasty, especially when served raw, smoked, or as part of a paella.

Because they do not need to be given costly animal feeds — as do farmed salmon — farm-raised oysters and mussels, like those grown on ropes hanging from floating rafts, are also quite inexpensive.

Thus, eating bivalves from farms will provide you with animal protein from animals that do not suffer existential angst and that do not mess up the environment, but rather clean it. And this package of good things will not cost you much. So go ahead and eat an oyster; and if you don't like them, eat mussels.



*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.*

# FISH TALE

Recovering fisheries and restoring abundance

By Brianna Elliott

## HISTORY

**A**s Maryland's state fish, striped bass is highly prized by recreational and commercial fishermen alike along the Atlantic coast, and is the top sport fish in the Chesapeake Bay. These long-lived fish are anadromous — meaning that they swim in the Atlantic but return to freshwater areas to spawn, primarily in the Chesapeake Bay and its tributaries. Prior to the 1980s, most fishermen in Maryland and Virginia were catching young, sexually immature fish — patterns not in line with good fisheries management. By the 1980s, scientists became increasingly concerned this fishery was at risk of collapse when strong year classes, or abundances of baby fish, were declining.

In 1985, Maryland made a rare move and declared a fishing moratorium on striped bass, banning all fishing from 1985 to 1990 — the time when a three-year spawning running average exceeded previous levels. Virginia soon followed suit and issued a moratorium from 1989 to 1990, while other Atlantic states restricted their catches. Not only was the moratorium effective, but Maryland's moratorium was unique in that their Department of Natural Resources spent that five-year period discussing how was the fishery was to be managed when it reopened. The crisis resulted in strengthened federal law, requiring all states to comply with the Atlantic States Marine Fisheries Commission (ASMFC) decisions, or to face their own fishing moratorium. This type of fisheries management forced East Coast states to stay within healthy catch quotas and effectively manage striped bass together.



## CHESAPEAKE BAY STRIPED BASS

**SPECIES:** *Morone saxatilis*

**LOCATION:** Primarily spawns in the Chesapeake Bay and its tributaries, but ranges from Canada to Florida

**GEAR TYPE:** Gillnets by commercial fishermen and hook-and-lines by recreational fishermen

## REBUILDING ABUNDANCE

Though Maryland's moratorium was highly controversial, it was successful in rebuilding an iconic fishery. From 1995 to its peak in 2003, the commercial harvest steadily grew from 3.4 million pounds to 7 million pounds. Female spawning stock biomass — the number of females that are older than four years, or of reproductive age — has declined since 2004, but the ASMFC says striped bass are not yet overfished. Today, the striped bass fishery is one of the most tightly-controlled and effectively-managed fisheries.

## OCEANA'S APPROACH

Oceana works on two broad issues that affect Chesapeake Bay striped bass, as well as other commercial fish species in the Atlantic: reducing bycatch and maintaining forage fish populations. Oceana believes that it's important to maintain low bycatch numbers for commercial fish species to help prevent overfishing. Additionally, Oceana advocates for sustaining stable populations of forage fish to maintain healthy ecosystems.



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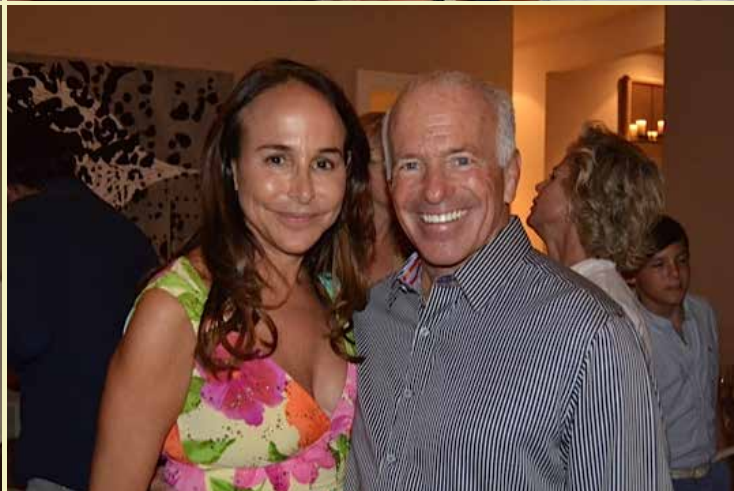
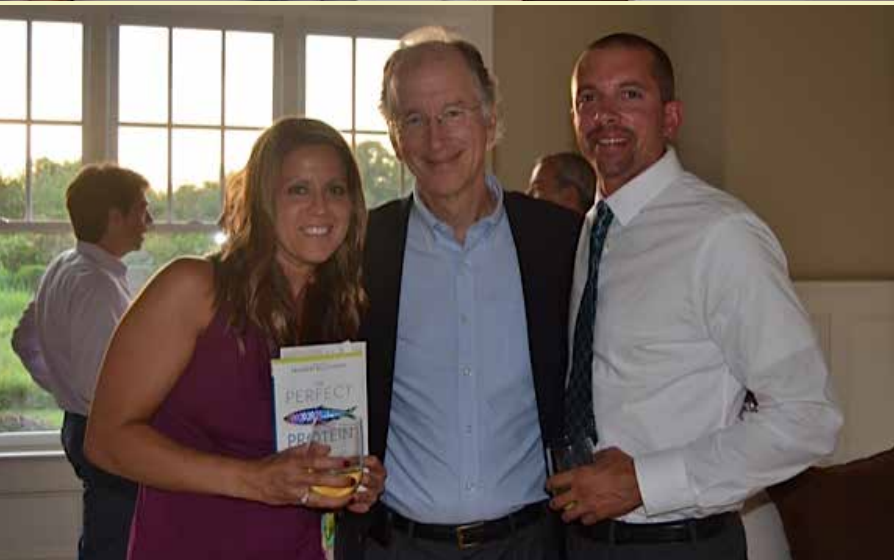
Top Right: Leonardo DiCaprio; Bottom Left to Right: Valarie Van Cleave and Eve Ruffatto; Glee's Jenna Ushkowitz and Dusky the Shark ; Dennis Haybert

## LEONARDO DICAPRIO HONORED AT OCEANA'S SEACHANGE SUMMER PARTY

"Allow me to get straight to the point," said Leonardo DiCaprio. "I truly believe that saving our oceans is the most important struggle of our time." DiCaprio was Oceana's honored guest at the seventh-annual SeaChange Summer Party in Laguna Beach, California on August 16, where he spoke about his commitment to Oceana and ocean conservation. The evening honored DiCaprio for his continued commitment to protecting the world's oceans, including a \$3 million grant to Oceana earlier this year.

"We have an obligation to protect our planet and all the species that inhabit it, and that is why I'm here today to celebrate Oceana's achievements," said DiCaprio. "For me and my foundation, Oceana is an absolute no-brainer to support because they deliver tangible results and that's what we need. We need someone to deliver tangible results in this fight."

Together, Oceana supporters donated an estimated \$1.5 million for Oceana. Other celebrity supporters in attendance were Ted Danson, Dennis Haysbert, Laura Dern, Miranda Cosgrove, Austin Nichols, Oscar Nunez, Rachael Harris, and Jenna Ushkowitz.



## PERFECT PROTEIN BOOK SIGNING

In September, Oceana CEO Andy Sharpless hosted an impromptu lesson on ocean conservation in the Hamptons home of Monica Vidal. Over drinks, he shared his thoughts about the link between ocean conservation and sustainable food sources in the future with 50 guests, many of them new to Oceana. Board members Mike Northrop and Loic Gouzer joined the festivities, as Oceana celebrity supporter Adrian Grenier. Attendees received copies of the recently published book, *The Perfect Protein*, authored by Sharpless and Suzannah Evans.

## JUNIOR OCEAN COUNCIL GATHERS IN LONDON

The Junior Council organized an evening with Andy Sharpless in London this September. More than 50 young professionals attended the event, which featured a discussion about *The Perfect Protein* and Oceana's commitment to saving the oceans to feed the world. The next Junior Council event will be a London fashion show fundraiser in February 2015.



# Q&A: HANSJÖRG WYSS

## Founder of the Wyss Foundation

### Can you tell me about your foundation's vision for environmental work?

We work to conserve public lands for everyone to experience and enjoy. In the American West, we do this by helping local communities conserve large landscapes, like the Crown of the Continent in Montana and the Hoback Range in Wyoming. We are also working to protect parts of the tropical forest in the Amazon in Peru, and to create a national park in Patagonia. This would be the first bi-national park between Chile and Argentina. We are also trying to create a national park in the Carpathian Mountains in Romania, one of the largest untouched areas in Europe.

### Why is your foundation now supporting ocean conservation?

We all know that the oceans have been overfished and polluted. They have been damaged by oil spills, illegal dumping, and industrial activities across every ocean. I feel that the time has come to protect the oceans the same way we try to protect land throughout the world.

### How are land and ocean conservation linked?

To conserve one, we must conserve the other. Rivers flow from mountain ranges, through flatlands, through prairies, into the oceans. In turn, oceans create clouds that the trade winds carry back to land, and they bring moisture, rainfall, and shade. So the oceans and continents are one; not two different things. They are interlinked in many different ways.

### Why did the foundation choose to partner with Oceana?

I have always been interested in all kinds of conservation. In the past, I have worked on cleaning up some rivers and lakes in Europe, but I never found the right partner to work with to help restore the oceans. We have seen proposals before, but they haven't been large enough in vision to protect a part of the oceans. But, as we have followed Oceana's work over the last few years, it became clear that they are making change

on a broad scale, across oceans. After Andy Sharpless visited the Centennial Valley, a beautiful valley in Montana, and delivered a fantastic presentation on Oceana, it was clear to us that it was time for our organizations to work together.

### Have you seen the natural world change in your lifetime?

When I grew up in Switzerland, you couldn't swim in one of the greatest rivers in Europe, the Aare in Switzerland, which flows to the Rhine, because effluent from every town was dumped into these rivers and streams. People didn't care. However, in the last 50 or 60 years, there has been a huge effort in Europe and the United States to clean up our rivers, lakes, and other waterways. So there has been an extremely positive change - and that has been the biggest transformation that I have seen. There has also been a good deal of destruction of land through the expansion of suburbs, mining, and other development. But, for the first time, I have noticed real efforts being made to protect large pieces of land, not only by us but by many other organizations in the world.

### Can you tell us about your personal connection to the oceans?

Growing up with my family, our father always took us to the Mediterranean coast, when it was unspoiled, and we went to the small villages near Marseilles, France. We had a wonderful experience learning to swim and play in salt water. My next experience with the oceans was trying to deep-sea fish, but I got terribly seasick. The ocean was not kind to me, and I've never gone deep-sea fishing again. But since then, I've been back on many boats, including a few months ago in Greece, where I saw firsthand how fantastic the interaction between islands and the sea can be.

### Do you feel optimistic about the future of the oceans?

I don't know. Unless there is a joint effort by many more nations, and unless there are



many more groups like Oceana starting to work on the oceans, I am not sure we will see huge improvements over the next 20 or 30 years. Because we all know that there are islands of plastic in the middle of the Pacific and the Atlantic. And unless a major effort is undertaken by shipping companies to clean up what they throw in the ocean, and unless we cut back on plastic waste everywhere, I am not sure the oceans will improve. But we certainly are going to try.

### What makes you hopeful that the world's fisheries can be restored?

We would not be supporting this project and Oceana unless I strongly believed that, in certain parts of the world, with cooperation of the nations that we work with, we can restore healthy fisheries. Absolutely. But we need the scientific background that Oceana provides and that others, like the Woods Hole Oceanographic Institution, can provide to help us to establish sustainable catch levels.

If we do this, the world's fisheries in certain areas will improve. If nations are allowed to fish with no sensible limits, then the world's oceans and fisheries will ultimately be destroyed. When you find the right scientific partner, at least in that part of the world you can make positive changes. But it needs the rule of law. Without the rule of law and strong government enforcement to ensure that the laws are followed, nothing will happen. But I strongly feel that the two nations we will work with, Canada and Peru, have the willpower to improve their fisheries and provide more food for everyone.



© Mark Rutherford



## SAM TALBOT'S SMOKED SARDINES WITH HEIRLOOM TOMATOES AND HERBS

It couldn't be any simpler than this. In keeping with the ease of a tomato salad, all you have to do here is to open up the can of sardines and chop some herbs. Regular red

tomatoes will also work, but heirlooms have interesting and unique flavors and give you the ability to mix and match different personalities on the plate.

### Serves 4

- 2 pounds super-ripe heirloom tomatoes (I prefer a colorful mix of varieties)
- Two 6-ounce cans smoked sardine fillets
- Salt
- ¼ cup chopped fresh soft-leaved herbs such as cilantro, parsley, mint, or chervil
- 1 bunch scallions, thinly sliced

### Directions

Slice the tomatoes ½ inch thick and distribute them among 4 plates. Flake the sardines over the tomatoes and drizzle the sardine oil over the top. Season to taste with salt; sprinkle the herbs and scallions over all. Serve immediately.

*This recipe is reprinted from For Cod and Country, released May 2011, with permission of Sterling Epicure.*



Fishermen return to their nets on the Tañon Strait in the Philippines at sunrise to collect their catch.

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

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A shoal of sardines at Panagsama  
Beach, Moalboal, Philippines.



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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](https://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.