

A high-angle, aerial photograph of two humpback whales swimming in clear, deep blue ocean water. The whales are positioned diagonally, with one slightly ahead and to the right of the other. Their dark, mottled skin and white patches are clearly visible against the blue background. The water's surface shows gentle ripples and some white foam from the whales' movement.

OCEANA Protecting the
World's Oceans

OCEANA CANADA
ANNUAL REPORT
2019-2020



“ The sea has always challenged the minds and imagination of men and even today it remains the last great frontier of Earth.”

- Rachel Carson,
The Sea Around Us,
Preface to the 1961 Edition



Icebergs are an iconic sight off the coast of Nunatsiavut, Northern Labrador. What lies below the water's surface is just as spectacular: fascinating ecosystems brimming with life. In August of 2019, Oceana Canada documented life on the sea floor, in partnership with the Nunatsiavut Government and collaborating with the local community.



Oceana Canada Annual Report 2019-2020*

Oceana Canada was established as an independent charity in 2015 and is part of the largest international advocacy group dedicated solely to ocean conservation. Canada has the longest coastline in the world, with an ocean surface of 7.1 million square kilometres, or 70 per cent of its landmass. We believe that Canada has a national and global obligation to manage our natural resources responsibly and help ensure a sustainable source of protein for the world's growing population.

Oceana Canada has successfully campaigned to end the shark fin trade, make rebuilding depleted fish populations the law, improve the way fisheries are managed and protect marine habitat. We work with civil society, academics, fishers, Indigenous Peoples and the federal government to return Canada's formerly vibrant oceans to health and abundance. By restoring Canada's oceans, we can strengthen our communities, reap greater economic and nutritional benefits and protect our future.

Join the cause at oceana.ca.

** This report features editorial content from July 2019 to June 2020 and financial information for the 2019 calendar year.*

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Fishers in Fogo Island, Newfoundland, clean and process their catch of Atlantic cod. Northern cod populations collapsed in the early 1990s. Today, Oceana Canada campaigns for the government to implement a rebuilding plan for this stock.



Letter From The Executive Director



These are challenging times. As we struggle with a global pandemic, the devastating impacts of climate change are quickly becoming evident. Both these events have enormous consequences for the oceans and for all who rely upon them for food or livelihoods. We face these new hardships having already depleted the Earth's largest life support system through overfishing and habitat destruction.

Our challenge, as a species and as a nation, is to find a way to change what we do so that the oceans and its resources can help us build back better and sustain us in the future as it has in the past. This is not business as usual.

Canada is uniquely well placed to take up this challenge. Oceana Canada campaigns for science-based policies that restore and protect an abundant ocean, so that the blue economy can help lead a sustainable recovery.

The term "blue economy" is a flexible one that can include almost anything related to the ocean: energy, shipping, tourism, recreation, aquaculture, transmission cables and much more. But now, more than ever, we cannot afford to ignore the original and still vital foundation of the blue economy: wild fish to support the domestic seafood industry.

According to government figures, the oceans are a source of approximately 350,000 jobs in Canada – often in communities with few other employment options. You will find that much of this annual report includes photos of these communities in Canada and the small-scale fishers that call them home.

Communities in Nunatsiavut in Northern Labrador rely on the ocean not just to support livelihoods but also for food, social and ceremonial purposes. Oceana Canada's expedition to this area explored the culturally and ecologically significant coastal habitats along our Arctic coastline in partnership with the Nunatsiavut Government. We exchanged knowledge, resources and expertise, collected data about important fish species such as Arctic char and habitats in coastal bays and fjords – including kelp forests, rocky reefs that are home to corals and sponges and open water areas surrounded by seasonal sea ice.

Canada is warming twice as fast as the rest of the world and the Arctic is warming three times as fast. Northern ecosystems and the people and communities deeply connected to them are at the forefront of climate change. Protecting areas of ecological and cultural significance is essential for the long-term health of the ocean and these communities.

Unfortunately, Canada's fisheries have been severely depleted over many decades and only a quarter of our fish populations can confidently be considered healthy. The value of Canada's wild caught seafood is dominated by a few shellfish species like lobster, crab and shrimp, and even these economically valuable species are showing worrying signs of decline. This leaves little room for error or continued inaction.

Over the past few years, the federal government has made much-needed investments in fisheries science and management, restoring capacity after many years of cuts. Despite these investments, Oceana Canada's annual *Fishery Audits* show that the overall health of Canada's fish stocks continues to decline. It's time to ensure these investments bear fruit. As we have seen from examples all over the world, wild fish populations will usually rebound if we just give them a chance. If we don't, there will be no long-term recovery – a massive loss for future generations.

In the five years that Oceana Canada has been campaigning, we have helped secure a new *Fisheries Act*, ban the shark fin trade and protect critical marine habitat. Just this year we launched a new campaign to protect critically endangered North Atlantic right whales and ban unnecessary single-use plastics in Canada. This is only the beginning.

The COVID-19 pandemic and the associated global economic hardship remind us of the hundreds of millions of people around the world whose food and livelihood depends on an abundant ocean. The public health and economic crisis also remind us that our donors have many good causes to support. We are, more than ever, grateful to you for your loyalty to Oceana Canada.

Together, we are saving the ocean and feeding the world.

Sincerely,



Josh Laughren
Executive Director, Oceana Canada



Credit: Jason van Bruggen

Oceana Canada's Approach

Oceana Canada's mission is to win policy victories that restore the world's oceans. Why? Because doing so will make the seas — which cover two-thirds of our planet — more abundant and biodiverse.

This mission matters because healthy marine ecosystems full of life can support fisheries that will help feed more than a billion people globally in a sustainable way. We can preserve our natural wonders for future generations while protecting a food source — wild seafood — that requires no fresh water or arable land, produces minimal greenhouse gas emissions and provides cheap, healthy protein to people around the world.

Just 29 countries and the EU account for 90 per cent of the global fish catch. We can, on a country-by-country basis, restore healthy oceans through responsible policy making at the national level. Canada is an ocean nation, with the longest coastline in the world. This country can play a leading role in helping to save the oceans and feed the world. We know this is possible: evidence from fisheries around the world has shown that when the right measures are put in place, fish populations bounce back.

Oceana Canada fights for policies that are based in science and rely on proven strategies that help restore healthy oceans.



Rebuild
Abundance



Protect
Habitat



Stop
Seafood
Fraud



Protect North
Atlantic Right
Whales



Stop Plastic
Pollution

A rock crab hides among kelp fronds swaying in the ocean current. Kelp forests provide important habitat for hundreds or thousands of species, including invertebrates, fishes and other algae.



Rebuild Abundance

Managing the amount of fish taken from the ocean by establishing and enforcing science-based catch limits maintains the health of wild fish populations—and in many cases can lead to a dramatic increase in numbers. Learn more at oceana.ca/RebuildAbundance.

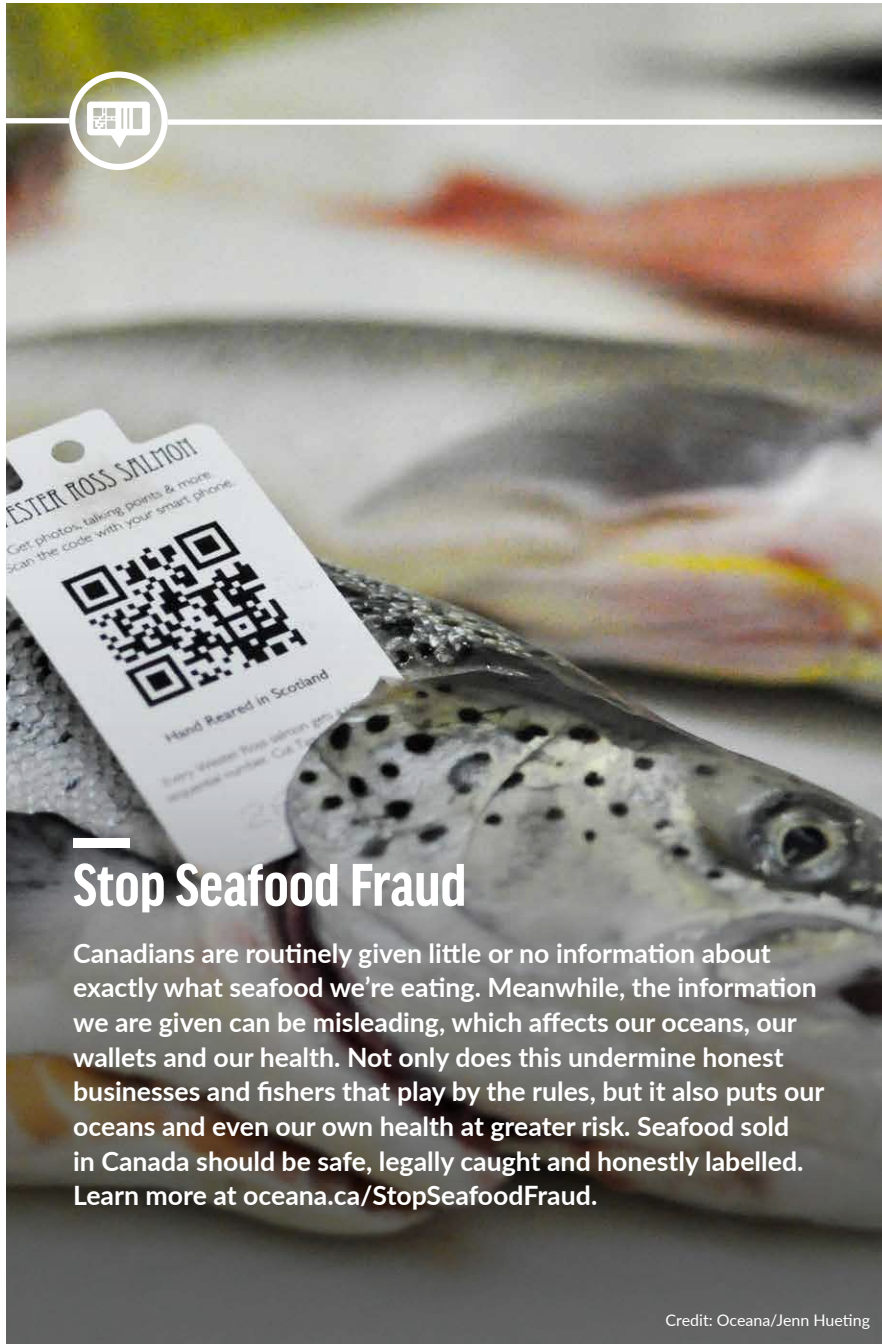
Credit: iStock/Lagunatic Photo



Protect Habitat

Protecting vulnerable ecosystems will preserve places that play crucial roles in the life cycles of marine animals. Oceana Canada mounts expeditions and collects scientific data to help win protections for key ocean habitats and places. Learn more at oceana.ca/ProtectHabitat.

Credit: Nunatsiavut Government and Oceana Canada



Stop Seafood Fraud

Canadians are routinely given little or no information about exactly what seafood we're eating. Meanwhile, the information we are given can be misleading, which affects our oceans, our wallets and our health. Not only does this undermine honest businesses and fishers that play by the rules, but it also puts our oceans and even our own health at greater risk. Seafood sold in Canada should be safe, legally caught and honestly labelled. Learn more at oceana.ca/StopSeafoodFraud.

Credit: Oceana/Jenn Huetting



Protect North Atlantic Right Whales

North Atlantic right whales are one of the most endangered large whales on the planet. Scientists estimate that even a single human-caused death a year threatens the species' chances of recovery.

To prevent extinction, these whales must be protected from fishing gear entanglements and ship strikes. Oceana's campaign in Canada and the U.S. works to do this by requiring ships to slow down and reducing the amount of vertical fishing lines in the water in areas where right whales may be present. Learn more at oceana.ca/RightWhaletoSave.

Credit: Nick Hawkins



Stop Plastic Pollution

The oceans face a massive and growing threat from something we encounter every day: plastics. It is everywhere and in everything – the air we breathe, the food marine life and all of us eat and the deepest part of the ocean. To solve this crisis, we must significantly reduce unnecessary and harmful single-use plastic at its source. Learn more at oceana.ca/Plastics.

Credit: Shutterstock/Roman Mikhailiuk



Oceana has helped protect nearly 10 million square kilometres of ocean.

For a complete list of Canadian victories, visit oceana.ca/Victories

© Shutterstock/4691

How Oceana Canada works

The good news is that we can restore the oceans to their former abundance. Oceana affiliates around the world have won, together with our allies, more than 225 victories and protected more than 10 million square kilometres of ocean. Oceana has the tools to win. We are:

✔ Campaign Driven

We focus our resources on strategic, directed campaigns to achieve measurable outcomes that will protect and restore our oceans to former levels of abundance. Our campaigns are specific, targeted and designed to be won in a three- to five-year timeframe.

✔ Fact Based

Our advocacy relies on scientific research to help us understand the ocean's problems and identify practical, effective solutions.

✔ Expedition Powered

We recognize that getting on the water – with scientists, divers, underwater photographers and campaigners – and bringing to life the most important marine places helps us make the case for needed protections. Oceana's expeditions have supported our campaigns and led to victories across the globe.

✔ Multi-Disciplinary and Expert

Our scientists work closely with our teams of economists, lawyers, communicators and advocates to achieve tangible results for the oceans.

✔ Supported by Citizens and Allies

The global Oceana network has a base of more than six million supporters, including more than one million Wavemakers. In Canada, we work with civil society, academics, fishers, Indigenous Peoples and the federal government to return Canada's oceans to health and abundance.



Community members from Nain, Nunatsiavut visited the Imappivut Expedition ship to learn about the expedition's research surveying the seafloor and to share their experiences from the area.

Credit: Oceana Canada/ Evermaven



Oceana Canada staff meet with a Member of Parliament to discuss boat-to-plate traceability in Canada.

Credit: Oceana Canada

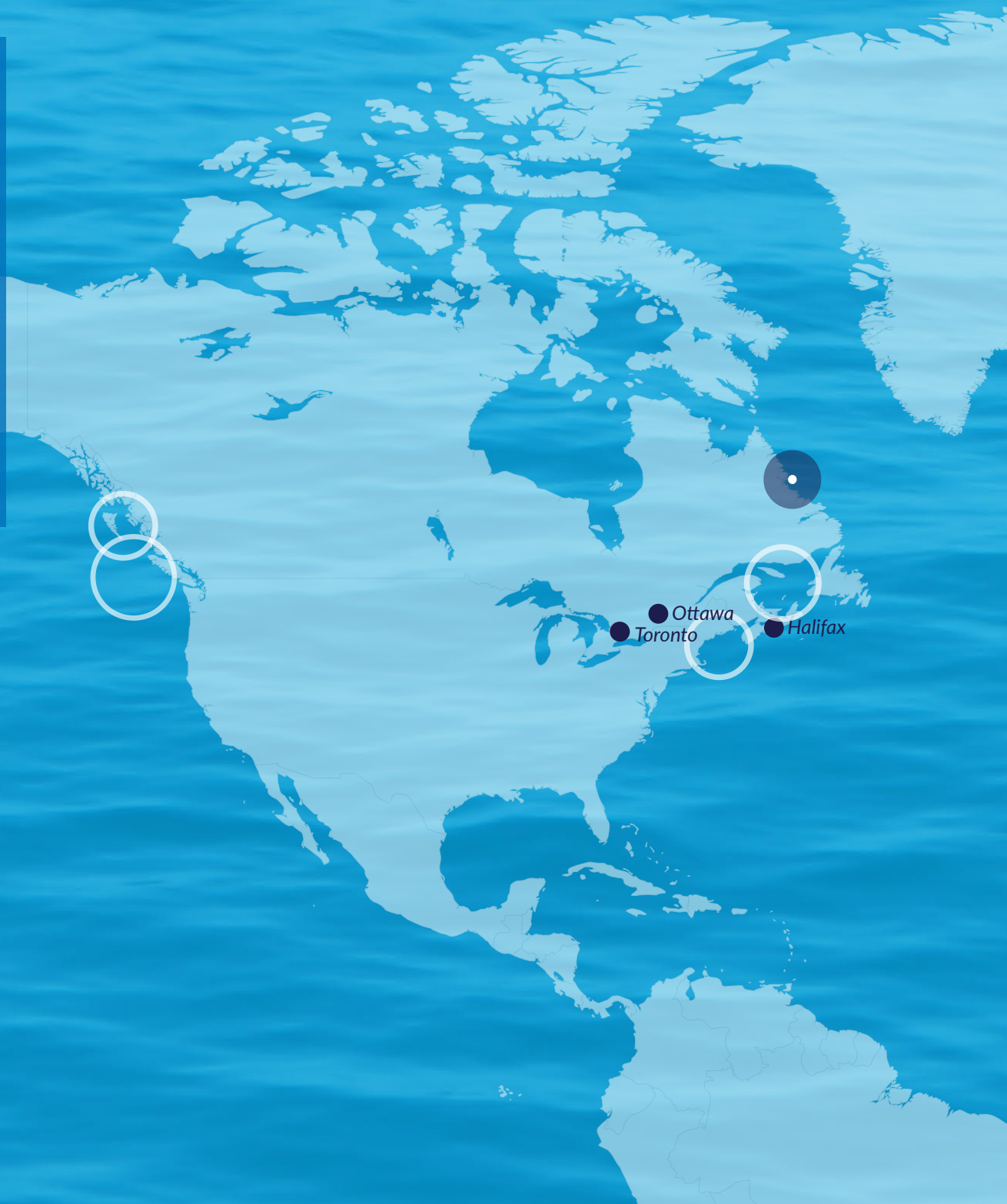


A loggerhead sea turtle, flanked by a small school of fish, swims along ocean currents. Loggerheads will travel hundreds or thousands of kilometres between their feeding and nesting grounds. In Canada, they can be seen off the Atlantic coast.

On The Water

Around the world, Oceana expeditions bring to life the essential underwater areas that we seek to protect. We document unique habitats and, using photos, video and scientific data gathered on our expeditions, collaborate with local communities and partner to win victories that protect these places.

Oceana Canada has launched five expeditions since 2017, documenting life on the seafloor in the Atlantic and Pacific Ocean as well as in Arctic waters.



● Oceana Canada offices

● 2019-2020 Expeditions

○ 2017-2018 Expeditions

Circle size corresponds to approximate expedition distance.



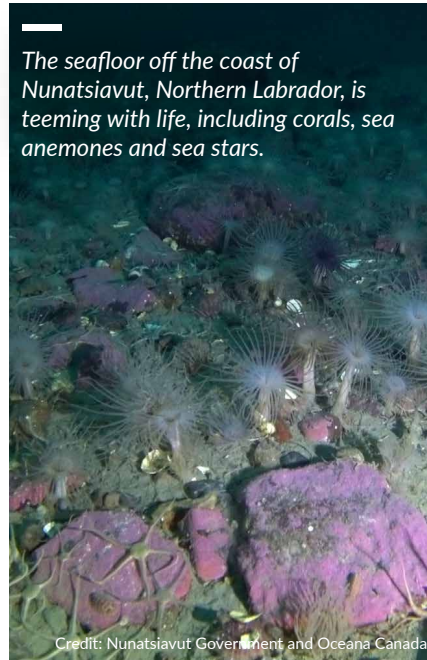
 CANADA,

Nunatsiavut, Northern Labrador

In August 2019, Oceana Canada and the Nunatsiavut Government embarked on the Imappivut Expedition to explore the culturally and ecologically significant coastal habitats of Nunatsiavut in Northern Labrador.

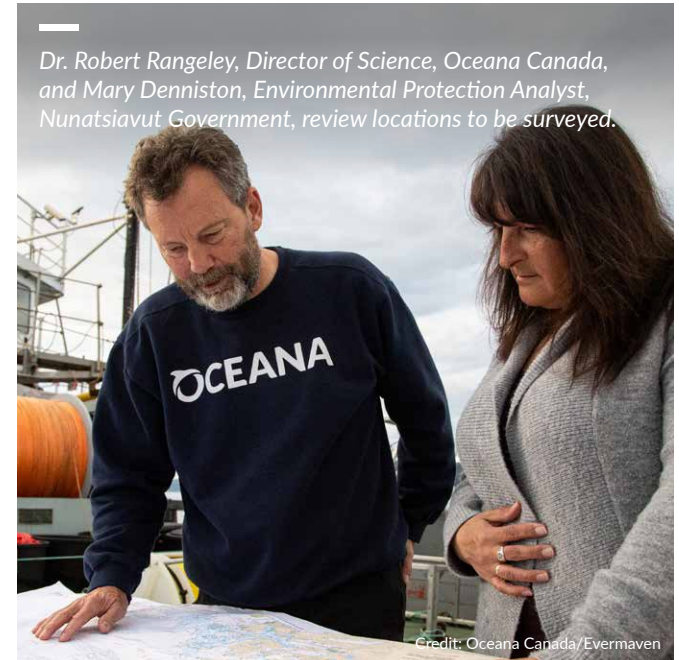
Imappivut, an Inuktitut word that means “our oceans,” is a marine planning initiative in Nunatsiavut that focuses on community well-being and ocean conservation. The expedition explored and surveyed areas south of Torngat Mountains National Park in the fjords and channels around Hebron and Okak, former Inuit communities of deep historical and cultural significance, and near Nain, which is home to the largest community in Nunatsiavut.

During the 10-day expedition aboard the *Leeway Odyssey*, the team collected data using drop cameras and baited cameras. Researchers captured images and videos of marine life on the seafloor, documenting species and habitats to inform future marine protection in this area.



The seafloor off the coast of Nunatsiavut, Northern Labrador, is teeming with life, including corals, sea anemones and sea stars.

Credit: Nunatsiavut Government and Oceana Canada



Dr. Robert Rangeley, Director of Science, Oceana Canada, and Mary Denniston, Environmental Protection Analyst, Nunatsiavut Government, review locations to be surveyed.

Credit: Oceana Canada/Evermaven



The Imappivut Expedition team climbed aboard a zodiac to get a closer look at a nearby iceberg.

Credit: Oceana Canada/Evermaven

Arctic char are an important fish species for food, social and ceremonial fisheries for many communities in Nunatsiavut, Northern Labrador.



Oceana Canada achieves its goals by identifying the key decision-makers and then leveraging science, law, grassroots engagement, advocacy and strategic communications to win victories for the oceans.

Science & Policy ▶

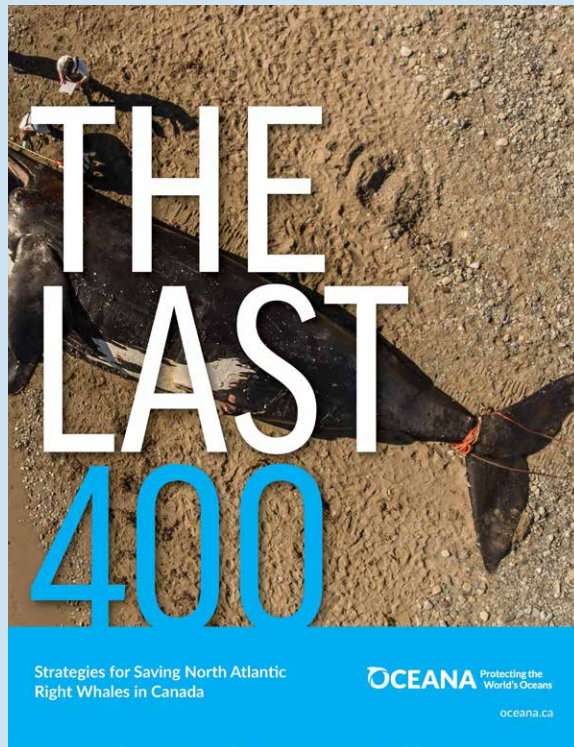
Grassroots Organizing & Advocacy ▶

Strategic Communications ▶

Science & Policy Reports

Oceana Canada wins victories for the oceans through effective campaigns based in science and research. Reports and papers published from July 2019 through June 2020 include:

The Last 400: Strategies for Saving North Atlantic Right Whales in Canada



Last Chance for Survival for North Atlantic Right Whales



Twenty-eight North Atlantic right whale deaths were reported between January 2017 and August 2019 – 20 of them in Canadian waters. Given that less than 400 of them remain, the species is teetering on the brink of extinction. *The Last 400: Strategies for saving North Atlantic right whales in Canada* calls on the Canadian government to put enhanced measures in place, including fisheries closures, mandatory ship speed restrictions and improved surveillance in waters where right whales may be present. The report received significant national and local media coverage. Oceana in Canada and the U.S. also released a companion report, *Last Chance for Survival for North Atlantic Right Whales*, which focused on threats to these whales across their habitat in both countries.



Mislabelled: Montreal Investigation Results and How to Fix Canada's Seafood Fraud Problem

A 2019 investigation into seafood fraud at Montreal restaurants and grocery stores found that this city, the second largest in Canada, has one of the highest rates of mislabelling in the country. DNA testing found that a shocking 61 per cent of samples were either a substituted species or didn't meet the labelling requirements set out by the Canadian Food Inspection Agency. This testing contributed to Oceana Canada's national, multi-year investigation – the most comprehensive study of seafood fraud and mislabelling at grocery stores and restaurants ever conducted in Canada.



Fishery Audit 2019: Unlocking Canada's Potential for Abundant Oceans

Oceana Canada's annual *Fishery Audit* reports on the state of Canada's fisheries and tracks progress on how well the government is meeting its policy and management commitments. The 2019 report revealed that the health of fish populations has declined over the past three years and the government is not acting with the speed and rigour needed to rebuild depleted stocks. Since the first *Fishery Audit* in 2017, the number of fish populations in a critical state has increased to 17 per cent (from 13.4) and the number that are considered healthy has decreased to 29.4 per cent (from 34.5).

Grassroots Organizing & Advocacy

Six million plus supporters and advocates - ranging from local fishers to activists on social media - help Oceana and our allies win victories all over the world.



Credit: Oceana Canada

Oceana Canada staff swim for the Great Lengths fundraiser.

GREAT LENGTHS

Swim for Plastic-free Oceans

In September 2019, Oceana Canada launched Great Lengths: Swim for Plastic-Free Oceans, a peer-to-peer swim challenge fundraiser to help stop single-use plastics from entering our oceans and harming marine life. Participants took to their local pools, lakes, or ocean shorelines to complete the challenge and raise funds for Oceana Canada's Stop Plastic Pollution campaign.



Credit: Oceana Canada

Strategic Communications

Oceana Canada's campaigners design media and communications strategies that target key decision-makers, inform the public and help us win victories. Here are some of our press highlights from 2019–2020:

CTV News: Advocacy group campaigns for Canada, U.S. unity on right whale conservation



National Observer: Expedition discovers wondrous life in Labrador's unexplored fjords



Huffington Post: Seafood fraud is widespread in Canada, researchers find



Journal Métro de Montréal: Une nouvelle campagne pour protéger les baleines noires de l'Atlantique Nord



CTV News: Audit finds Canada's fisheries in decline, says response lacks urgency



Radio Canada International: Eye on the Arctic: Expedition seeks to better understand underwater sea life in Inuit region of Atlantic Canada



Yahoo! Canada: Ninth North Atlantic right whale found dead this year, strengthening extinction concerns



Chronicle Herald: Conservation group raps DFO management of fisheries



CBC News: 'Seafood fraud' widespread in Canada, says ocean advocacy group



La Presse: Du thon ou du « laxatif des mers » ?



Vancouver Sun: The slow death of plastic: Why the path to a plastic-less future is so complicated



CBC News: Ahoy, Hebron! Non-profit expedition currently exploring Labrador



Montreal Gazette: Are Montrealers getting the fish they pay for? Study says no



Canadian Geographic: Environmental groups say emergency plan missing in new right whale protection measures



Support Oceana Canada

Donate to Oceana Canada

Each of us has the power to help save the oceans and feed the world. Your support allows Oceana Canada to carry out targeted campaigns to rebuild abundance, protect habitat, stop seafood fraud, protect North Atlantic right whales and stop plastic pollution. Oceana Canada wins victories that restore ocean abundance and biodiversity for generations to come. Become part of a growing base of ocean advocates by joining Oceana Canada today.

You can provide financial contributions to Oceana Canada via web, phone or mail. Credit card donations may be made on a sustaining basis by designating a monthly, quarterly or annual contribution. Cheques may be mailed to the address on this page. For more information, visit oceana.ca/Donate.

Giving via Phone or Mail

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Toll-free: 1.844.362.3262
Email: info@oceana.ca

Tax Deduction for Donations

All donations to Oceana Canada will receive a charitable tax receipt. Oceana Canada Charitable Registration Number: 82161 8139 RR0001.

Follow Oceana Canada

Follow Oceana Canada on social media for breaking news and insights into research and campaigns.



Oceana Canada



OceanaCAN



[oceana_canada](https://www.instagram.com/oceana_canada)



Oceana Canada

Take Action

Become a Wavemaker and join supporters from across Canada who have signed up with Oceana Canada to save our oceans from destruction. Being a Wavemaker means you won't stand by while endangered marine life is caught up in harmful fishing gear or as our fisheries remain in a critical state. With your help, Oceana Canada can fight these and other threats.

Take action to help protect our oceans by visiting oceana.ca/support.

By the Numbers:

Facebook followers:

90,759

Twitter followers:

12,567

Instagram followers:

9,690

Wavemakers:

31,614

Canadian Supporter actions:

117,626

Donors, Financial Summary, Board Of Directors And Staff

This work would not be possible without the generous support of many donors. Thank you.

Oceana Canada's Board of Directors and staff extend their deepest appreciation to Oceana Canada's contributors for their support and generosity during 2019.

Donors

Contributions of \$5,000 and More

Anonymous
Donner Canadian Foundation
Gordon and Betty Moore Foundation
John and Elizabeth Irving
The Nikita Foundation
The Wyss Foundation*

*Contribution was made to Oceana, Inc.

Financial Summary

Oceana Canada benefits from significant multi-year grant commitments. In 2019, total revenue was \$2,967,608 and total expenses were \$2,876,594.

Oceana Canada used these funds to advance its efforts to preserve and rebuild ocean life, including conducting an expedition off Nunatsiavut, Northern Labrador, and developing reports on seafood fraud, the *Fishery Audit* and protecting North Atlantic right whales.

Financial data was derived from audited financial statements, copies of which are available at oceana.ca/Financials or by contacting info@oceana.ca.

Board Of Directors

Valarie Van Cleave, Chair

Valarie's business career encompasses work in mergers and acquisitions, sales and marketing and new business development. She has spearheaded successful fundraising efforts for political campaigns and conservation advocacy. She co-founded and co-chairs SeaChange, a record-breaking benefit for Oceana.

David Delagran

David is a partner with Beard Winter LLP, where he practises civil litigation with a focus on Trusts and Estates Litigation. He has more than 25 years of trial and appellate court experience and has appeared and argued cases before all levels of court in Ontario as well as the Alberta Court of Appeal. Within the firm, David is mentor to several associates and is past Chair of the Articling Committee. When not engaged in law-related activities, David can often be found on a soccer pitch or on the waters of Georgian Bay.

Pamela Hillen

Pamela is a Hicks Morley Knowledge Management Lawyer. She enhances collaboration and knowledge sharing at the firm by ensuring its intellectual capital is captured through a collection of precedents and practice group resources on the firm's leading-edge intranet. She is involved in monitoring and delivering updates on legislative and case law developments in areas of the firm's expertise, as well as generating timely client communications, including FTR Now updates and posts on the firm's blogs, *Human Resources Legislative Update and Case in Point*.

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Diana Demjanenko, Executive Assistant

Melinda Hung, Finance and Administration Coordinator

Alex Ivankine, Director of Finance and Administration

Tammy Thorne, Communications Manager

Jennifer Whyte, Online Engagement and
Content Manager

Lesley Wilmot, Communications Director

Rachelle Young, Grassroots Project Coordinator

Halifax

Devan Archibald, Fisheries Scientist

Jean Hodgson, Research Assistant

Reba McIver, Fisheries Analyst

Robert Rangeley, Director of Science

Alexandra Vance, Marine Scientist

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Kim Elmslie, Campaign Director

Sayara Thurston, Seafood Fraud Campaigner









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