





**WINNING
VICTORIES
FOR THE OCEANS**

OCEANA CANADA 2016 ANNUAL REPORT

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Oceana Canada was established as an independent charity in 2015 and is part of the largest advocacy group dedicated solely to ocean conservation.

Canada has the longest coastline in the world with an ocean surface area of 7.1 million square kilometres, or 70 per cent of its land mass. Oceana Canada believes 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 works 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.



LETTER FROM THE EXECUTIVE DIRECTOR

UNLOCKING CANADA'S POTENTIAL TO REBUILD OCEAN ABUNDANCE

The world needs more sustainable sources of protein, with the global population forecasted to grow to an estimated 9.6 billion by 2050. If all of this additional protein is produced on land, the cost will be enormous—to our aquifers, rainforests, climate and biodiversity. Wild seafood, by contrast, is healthy, uses minimal freshwater, generates little carbon dioxide and can have less of an impact on biodiversity.

On the surface, Canadian fisheries seem to be doing well. The value of seafood exports is on the rise and total sales reached \$6 billion in 2015.

If we look deeper though, the actual state of these fisheries is more troubling.

Since 1970, Canada has lost 50 per cent of the biomass of our fish—half of this incredible resource that sustained so many for so long, gone in one lifetime. Many species, such as cod and other groundfish, have never been given a real chance to recover after serious overfishing in the 1980s and 1990s.

The Canadian government has a rare opportunity to put our fisheries on a path to abundance. This can be achieved through amending the *Fisheries Act* to include a duty to support rebuilding our depleted fish populations

This legal backing matters. Since a similar provision was brought into force in the U.S. in 2006, 32 populations have been rebuilt, generating 54 per cent more revenue than they did in their overfished state. Today, the most productive fisheries have more fish in the water and on the fishing boat, including species that are commercially fished in Canada, such as New England redfish and scallops.

Despite a policy commitment from the federal government to develop rebuilding plans for all depleted populations, there is currently a grand total of three such plans in place. Meanwhile, a rebuilding plan for Northern cod still isn't in place a quarter of a century after its economically and socially devastating collapse.

More fish means more fishing. Rebuilt fish populations means thriving coastal communities, a more vibrant economy and stronger food—and job—security.

Experience around the world shows that embedding the duty to rebuild our fish populations into the laws that govern fishing is the key to unlocking this potential. Countries that have enforced these kinds of regulations rebuild their stocks. Those that don't, do not.

2016 was an important year for Oceana Canada. It secured its first victory for more transparent fisheries management with the release of essential data, announced by the Honourable Dominic LeBlanc, Minister of Fisheries, Oceans and the Canadian Coast Guard. It launched a foundational report that represents the most comprehensive and up-to-date analysis of Canada's fisheries. It convened Canadian and international experts in science, management, policy, law, social equity, economics and First Nations knowledge systems at a science symposium on creating a sustainable future for Canada's fish and fisheries. It also laid the groundwork for two world-class research expeditions in 2017.

In the two years that Oceana Canada has been campaigning, it has benefitted from—and helped influence—a rare confluence of conditions. In 2016 alone, the Canadian government delivered policy action on transparency, a commitment to provide timelines for

rebuilding plans for critical populations and significant funding to allow for increased science capacity. It also began a review of the *Fisheries Act*. This provides tangible opportunities to rebuild the diversity and abundance of our oceans and support the communities that rely upon them.

These new commitments deserve recognition and support. But they're also just the beginning. To improve the health of our oceans, we must make sure that these new commitments, processes and funds result in tangible, measurable changes in how Canada manages our marine resources. That's what drives everyone at Oceana Canada.

I would like to thank the generous funders who make this work possible and the growing base of supporters and Wavemakers for their commitment to ocean conservation. I'd also like to thank Oceana Canada's board of directors for their voluntary leadership and the international family of Oceana organizations for their generosity in helping protect and rebuild Canada's fisheries and the oceans that support them.



For the oceans,

Josh Laughren
Executive Director,
Oceana Canada

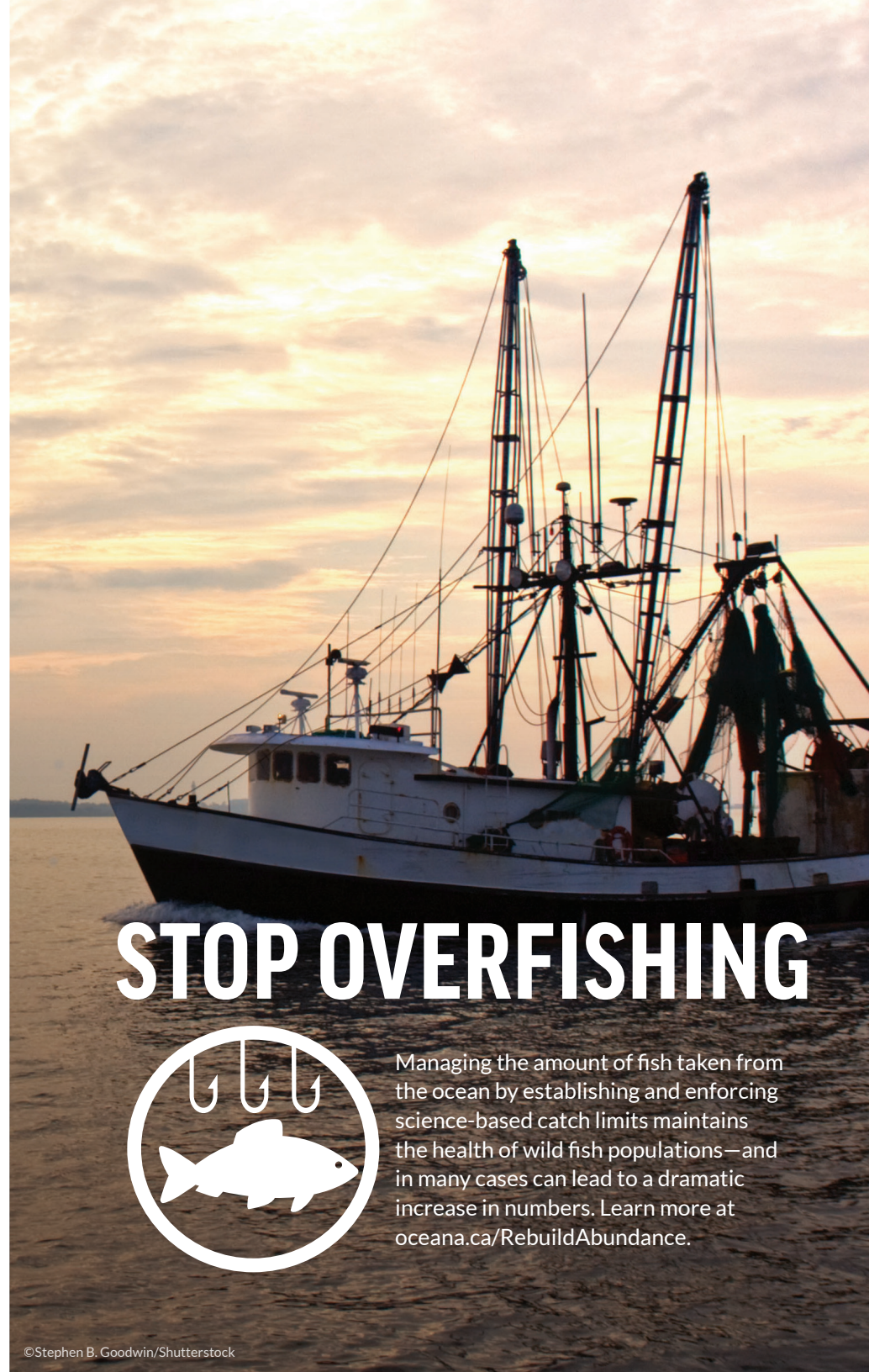
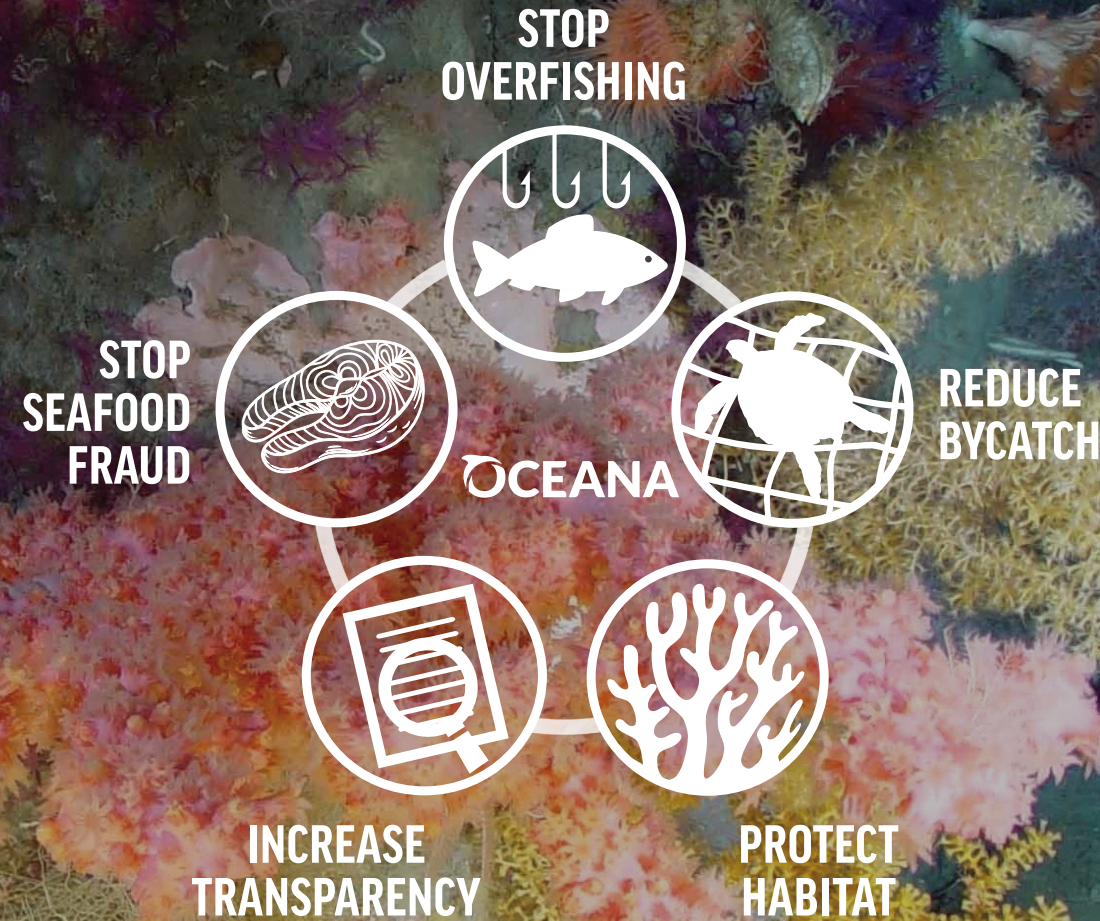
OCEANA CANADA'S APPROACH

Oceana Canada is committed to restoring Canada's oceans by winning policy victories that increase biodiversity and abundance through science-based fisheries management.

This mission matters because healthy marine ecosystems full of wildlife 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 to produce, 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. 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 five proven strategies that help restore healthy oceans:



STOP OVERFISHING



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.



REDUCE BYCATCH



Each year, fishing gear unintentionally kills or injures millions of animals including endangered and threatened species like sharks, whales, dolphins, fish and sea turtles. This problem can be addressed by improving bycatch monitoring and reporting, setting national bycatch limits for fisheries and providing incentives for using more selective gear. Learn more at oceana.ca/ReduceBycatch.



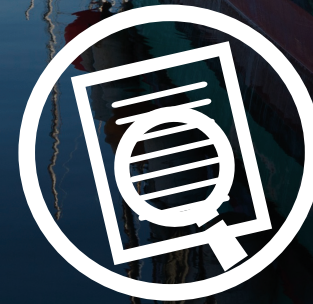
PROTECT HABITAT



From the brightest corals to the most remote waters, invaluable seascapes exist below the surface of our oceans. Many of these locations play essential roles in the lives of marine animals—providing food, protection from predators and places to spawn. By minimizing the damage from fishing in areas such as these, we can allow fish populations and other marine life to flourish. Learn more at oceana.ca/ProtectHabitat.



INCREASE TRANSPARENCY



Effective policy-making and enforcement of fishing regulations depends upon timely, accurate information. But too often, decision-makers lack this information or do not make it available to the public. Oceana Canada campaigns for government transparency because knowing the extent of the problem is the first step toward crafting an effective solution. Learn more at oceana.ca/Transparency.



STOP SEAFOOD FRAUD



Canadians are routinely given little or no information about exactly what seafood they're eating. Meanwhile, the information they 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, allowing us to make choices that are healthier for ourselves and for our oceans. Learn more at oceana.ca/StopSeafoodFraud.



WITH YOUR HELP, OCEANA CANADA CAN CONTINUE TO FIGHT FOR THE MEASURES THAT WILL RESTORE OUR OCEANS. WE CAN SAVE THE OCEANS AND HELP FEED THE WORLD.

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 nearly 200 victories and protected more than nine million square kilometres of ocean. Oceana is now campaigning in countries that account for one-third of the wild fish caught across the globe. In addition to Canada, this includes Belize, Brazil, Chile, the European Union, Peru, the Philippines and the United States.

Oceana Canada is:

CAMPAIGN-DRIVEN:

We focus our resources on strategic, directed campaigns to achieve measurable outcomes that will protect and restore our oceans.

FACT-BASED:

We believe in the importance of science in identifying problems and solutions for the oceans

EXPEDITION-POWERED:

We recognize that identifying and documenting the oceans' most sensitive zones is a critical step to ensuring vibrant ecosystems, healthy ocean food webs and sustainable fisheries for the future. Our expeditions inform and empower our campaigns.

MULTI-DISCIPLINARY AND EXPERT:

Our network of expertise includes scientists, economists, lawyers, communicators and advocates working to achieve tangible results for the oceans.

SUPPORTED BY ALLIES:

The global Oceana network has a base of more than three million supporters, including more than 700,000 Wavemakers. We work with civil society, academics, fishers, Indigenous Peoples and the federal government to return Canada's oceans to health and abundance.



The Honourable Dominic LeBlanc, Minister of Fisheries, Oceans and the Canadian Coast Guard, announces the release of key fisheries data as well as a new financial investment for science activities that support healthy fish populations at Oceana Canada's science symposium, *Rebuilding Abundance: Restoring Canada's Fisheries for Long-Term Prosperity*.



From left: Oceana Chief Science and Strategy Officer Mike Hirshfield, Oceana Senior Advisor Alexandra Cousteau, Oceana Board Member Sam Waterston, Oceana Board Member Diana Thomson (foreground) and Fin Donnelly, MP, Port Moody-Coquitlam and Critic for Fisheries, Oceans and Coast Guard at Oceana Canada's science symposium.



SUCCESS:

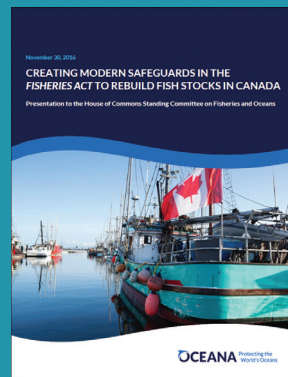
TOGETHER, WE STOOD UP FOR CANADA'S OCEANS

For the first time, the Canadian government released key information on the status of the country's fish populations. The government has also shared the results of an annual *Sustainability Survey for Fisheries* and invested an additional \$24 million to increase Fisheries and Oceans Canada's science capacity.

The Honourable Dominic LeBlanc, Minister of Fisheries, Oceans and the Canadian Coast Guard, announced these changes at Oceana Canada's symposium, *Rebuilding Abundance: Restoring Canada's Fisheries for Long-Term Prosperity*. Oceana Canada began calling for increased transparency and public access to Canadian fishery information immediately after we began operations in 2015.

REPORTS

Oceana Canada wins victories for the oceans through effective campaigns based on science and research. Reports and papers published in 2016 include:



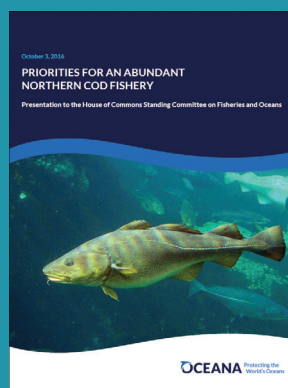
CREATING MODERN SAFEGUARDS IN THE FISHERIES ACT TO REBUILD FISH STOCKS IN CANADA

Appearing as witnesses before the House of Commons Standing Committee on Fisheries and Oceans, Oceana Canada's Josh Laughren, Dr. Robert Rangeley and Kim Elmslie provided a comparative analysis showing that Canada's legal requirements lag behind other countries regarding rebuilding fish populations.



HERE'S THE CATCH: HOW TO RESTORE ABUNDANCE TO CANADA'S OCEANS

This report assesses Canadian fisheries and represents the most comprehensive and up-to-date public analysis ever conducted on the state of the country's fish. It draws from a larger scientific analysis commissioned by Oceana Canada: *Canada's Marine Fisheries: Status, Recovery Potential and Pathways to Success*. *Here's the Catch* found that less than a quarter of Canada's fish populations can be considered healthy and that the status of almost half of them is unknown.



PRIORITIES FOR AN ABUNDANT NORTHERN COD FISHERY

Oceana Canada presented recommendations to the Standing Committee on Fisheries and Oceans regarding how to ensure the return of the Northern cod fishery. Recommendations included developing a rebuilding plan, reducing bycatch and considering larger ecosystem impacts.

AUDITOR GENERAL REPORT ON SUSTAINABLE FISHERIES

In October, the Commissioner of the Environment and Sustainable Development released an Auditor General report on sustainable fisheries. The troubling findings echoed the research and recommendations from Oceana Canada's June report, *Here's the Catch: How to Restore Abundance to Canada's Oceans*.

The Commissioner's report concluded that although Fisheries and Oceans Canada knows what tools are needed to sustainably manage our fisheries, they are not being used for many populations. Furthermore, the government lacks key information needed to effectively manage Canada's fish.

Fisheries and Oceans Canada has acknowledged and agreed to implement all of the report's recommendations, including developing timelines and priorities for establishing rebuilding plans for all depleted species. Ensuring that the government delivers on these commitments—and that the information is publicly accessible—will be the next focus of Oceana Canada's campaign to rebuild ocean abundance.



SCIENCE SYMPOSIUM

Oceana Canada hosted an historic science symposium in Ottawa in October 2016. This was the first time such a wide diversity of voices interested in fisheries rebuilding came together at a single symposium. They included members of Parliament, senators, indigenous leaders, scientists, students, policy-makers and representatives from a variety of non-governmental organizations.

The program featured a morning keynote by Oceana board member Dr. Daniel Pauly, a talk by popular actor and Oceana Board member Sam Waterston and a special lunch presentation by Alexandra Cousteau, filmmaker, Oceana Senior Advisor and granddaughter of Jacques-Yves Cousteau. Leading academics, industry representatives as well as community and First Nations leaders presented their perspectives to an audience of 200 guests.



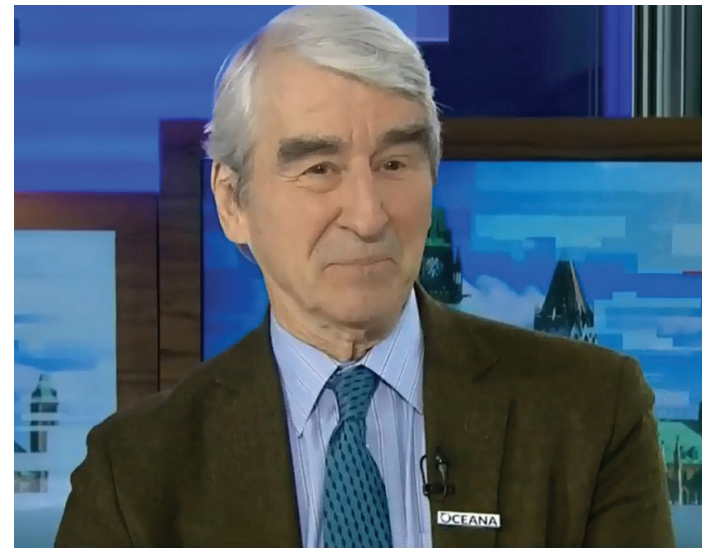
From left: Oceana Canada Science Director Robert Rangeley, Oceana Board Member Diana Thomson, Oceana Chief Science and Strategy Officer Mike Hirshfield, Oceana Board Member Dr. Daniel Pauly, Minister of Fisheries, Oceans and the Canadian Coast Guard, the Honorable Dominic LeBlanc, Oceana Senior Advisor Alexandra Cousteau, Oceana Board Member Sam Waterston and Oceana Canada Executive Director Josh Laughren.



Dr. Daniel Pauly, Sea Around Us, Institute for the Oceans and Fisheries & Department of Zoology, University of British Columbia and Oceana Board of Directors.



Dr. Jeff Hutchings, Killam Chair in Fish, Fisheries and Oceans, Dalhousie University.



Sam Waterston speaks with CTV News about protecting Canada's oceans and Oceana Canada's campaign to rebuild abundance.



From left: Dr. David VanderZwaag, Professor of Law and Canada Research Chair in Ocean Law and Governance at the Marine & Environmental Law Institute, Schulich School of Law, Dalhousie University and Dr. Julia Baum, University of Victoria.



Dr. Rashid Sumaila, OceanCanada and University of British Columbia.



From Left: Alexandra Cousteau and Audrey Mayes, Assembly of First Nations.

REBUILDING ABUNDANCE
Restoring Canada's Fisheries for Long-Term Prosperity

October 26, 2016

TOP MEDIA COVERAGE IN 2016

POACHERS ON THE HIGH SEAS BEWARE: YOU'RE BEING WATCHED

- The New Brunswick Telegraph-Journal, September 16

REBUILDING CANADA'S FISH STOCKS A RARE CHANCE TO REWRITE HISTORY

- Huffington Post, July 19

FISH RESOURCES POORLY TRACKED – REPORT

- The Chronicle Herald, June 29

MOST OF CANADA'S MARINE FISH STOCKS ARE UNHEALTHY

- Canadian Geographic, June 28

RESEARCHERS SAY GETTING FEDERAL DATA ON FISH STOCKS IS A CHALLENGE

- The Globe and Mail, June 26

FISHING FOR INFORMATION: CANADA'S FISHERIES RUN 'LIKE THE WILD WEST'

- iPolitics, June 24

MORE PROFIT, LESS FISH: STUDY SHOWS CANADA FAILING AT OCEAN STEWARDSHIP

- CBC News, June 23

FISH STOCKS SEVERELY DEPLETED: OCEANA REPORT

- Radio Canada International, June 23

CANADA'S FISHERY IN SEVERE DECLINE, WARNS OCEAN WATCH GROUP

- National Observer, June 23

CANADA HAS THE OPPORTUNITY TO RESTORE DECLINING FISH STOCKS

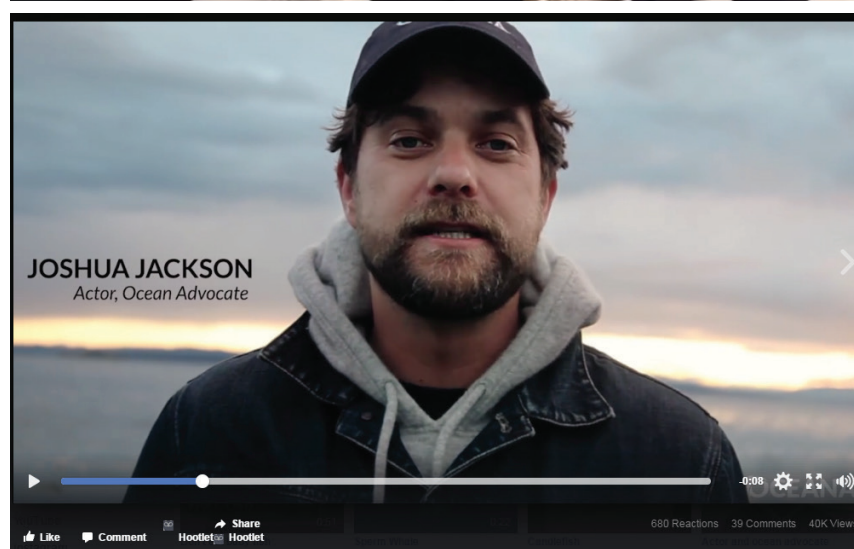
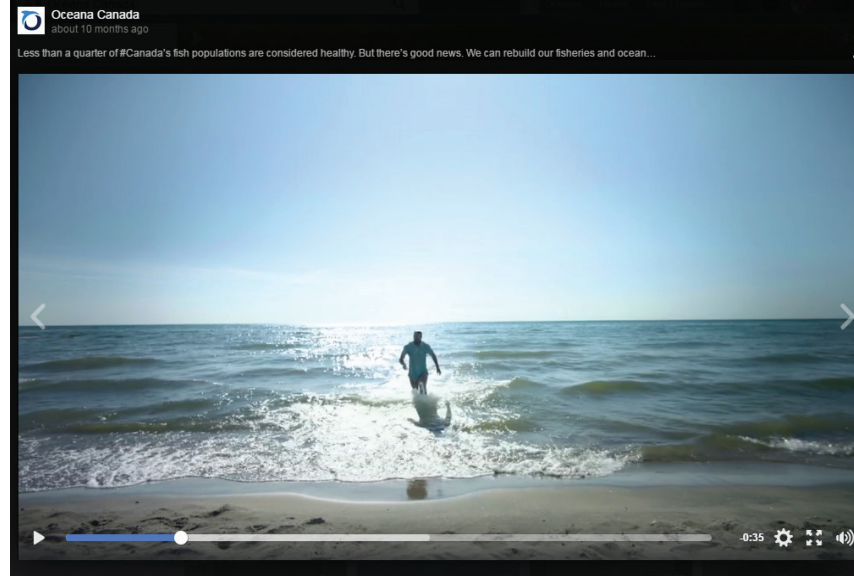
- Huffington Post, May 18

GOVERNMENT ANNOUNCES HIRING SPREE FOR MARINE SCIENTISTS

- Ottawa Citizen, May 11

WHAT IS OTTAWA HIDING IN OUR OCEANS?

- iPolitics, May 9



ENGAGE WITH OCEANA CANADA

Together, we can build a brighter future for our oceans.

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 end overfishing, limit bycatch, protect habitat, increase fisheries management transparency and recover Canada's fisheries. Oceana Canada works to restore ocean abundance and biodiversity for generations to come. Become part of a growing community of ocean advocates by joining Oceana Canada today.

DONATE

You can provide financial contributions to Oceana Canada via web, phone or mail. Credit card donations may be made as a single gift or on a sustaining basis by designation a monthly contribution. Cheques may be mailed to the address below. For more information, visit oceana.ca/donate.

GIVING VIA PHONE OR MAIL

Oceana Canada
 Attn: Operations Department
 18 King Street East, Suite 505
 Toronto, ON M5C 1C4
 Phone: 1.416.583.2350
 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 RR001.

BECOME A WAVEMAKER

Join supporters from across Canada who have signed up with Oceana Canada to save our oceans and recover our fisheries. 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 support, Oceana Canada can help fight these and other threats.

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

LEARN AND SHARE

Follow Oceana Canada on social media. Check out the blog for breaking news and insights into research and campaigns and share your passion for ocean protection with friends and family.

OCEANA.CA



**BY THE NUMBERS
OCEANA'S GLOBAL REACH**

FACEBOOK FOLLOWERS:
2.1 MILLION

TWITTER FOLLOWERS:
302,000

INSTAGRAM FOLLOWERS:
273,000

WAVEMAKERS:
700,000

SUPPORTER ACTIONS
5 MILLION



THIS WORK WOULD NOT BE POSSIBLE WITHOUT THE GENEROUS SUPPORT OF MANY DONORS. THANK YOU.

Oceana Canada's Board of Directors and staff extend its deepest appreciation to Oceana Canada contributors for their support and generosity during 2016.

2016 DONOR LIST

CONTRIBUTIONS OF \$5,000 OR MORE

Echo Foundation
 Fisheries and Oceans Canada
 Oceana, Inc.
 Peter Hawkins Dobberpuhl Foundation*
 The George Kostiuik Family Private Foundation
 The J.W. McConnell Family Foundation
 The Krupp Foundation*
 The Nikita Foundation
 The Schad Foundation
 The Wyss Foundation*

*Contributions were made to Oceana, Inc.

FINANCIAL SUMMARY

Oceana Canada benefits from significant multi-year grant commitments. In 2016, Oceana Canada recognized \$2,277,580 as part of these commitments and individual donations. The total expenses in 2016 were \$2,233,047.

Oceana Canada used these funds to advance its efforts to preserve and rebuild ocean life by hosting a national fisheries rebuilding symposium in Ottawa; securing a victory with increased transparency in fisheries management; launching a foundational report on the status of Canada's fisheries; and laying the groundwork for two expeditions in 2017.

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

Simon Sidamon-Eristoff, *Chair*

Simon leads the tax-exempt organizations group at Kalbian Hagerty LLP. He has deep experience working with national and international non-profit organizations, both as a board member and as a staff member. His non-profit experience includes chairing the boards of both the Chesapeake Bay Foundation and American Friends of Georgia. He has also served as General Counsel for American Farmland Trust and as a staff attorney for the Trust for Public Land and the Rails-to-Trails Conservancy.

David Delagran, *Vice-Chair*

David practices civil litigation at Beard Winter LLP. He has appeared and argued cases before all levels of court in Ontario and has extensive trial and appellate court experience. David maintains a diversified litigation practice, which includes contract, tort and estates cases. He has directed a full range of commercial litigation matters, including partnership disputes, secured creditors' remedies, property disputes, commercial fraud, mortgage priority issues and a broad range of employment matters.

Pamela Hillen, *Treasurer and Secretary*

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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Julia Levin,
Seafood Fraud Campaigner





 **OCEANA** Protecting the
World's Oceans