







“For most of history, man has had to fight nature to survive... he is beginning to realize that, in order to survive, he must protect it.”

*-Jacques-Yves Cousteau*



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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 area of 7.1 million square kilometres, or 70 per cent of its land mass. Oceana Canada believes that we have an obligation to our country, and the world, to manage our natural resources responsibly and provide a sustainable source of protein for a growing world.

Oceana Canada works with civil society, academics, fishers and the 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 us at [oceana.ca](http://oceana.ca).



## LETTER FROM THE EXECUTIVE DIRECTOR

### HOW WELL ARE WE MANAGING CANADA'S FISH POPULATIONS?

Canada is synonymous with a beautiful and vast natural landscape. Our geography, history and coastal communities connect us deeply to the ocean, which in turn provides significant employment, along with economic, recreational and cultural returns for industries and communities.

Most Canadians know about the collapse of the cod fisheries in 1992, which resulted in 30,000 lost jobs and cost \$4 billion. As we approach the 25<sup>th</sup> anniversary of this devastating event, we are finally seeing early signs of a fragile but broad-based cod recovery. This is a key moment in time to reflect on some critical questions: What is the overall state and recovery potential of Canada's fisheries? Are we now prepared to address recovery differently? Are we going to sustainably manage our world-class fishery resources?

In 2015, Oceana Canada commissioned scientists to answer these critical questions. The resulting report — *Canada's Marine Fisheries: Status, Recovery Potential and Pathways to Success* by Drs. Julia Baum and Susanna Fuller — represents the most comprehensive and up-to-date public analysis of Canada's fish stocks. Several troubling findings stood out.

First, less than a quarter of Canada's fish stocks can be confidently considered healthy. The status of a whopping 45 per cent couldn't be determined due to an absence of basic or up-to-date information.

Second, although most shellfish populations are in good shape, the state of many finfish populations remains grim, particularly for species like cod, mackerel and redfish. Rather than committing to rebuild in the wake of the groundfish collapse, we have instead relied on a handful of shellfish species to prop up the industry: mainly lobster, crab, shrimp and scallops. Depending so

heavily on so few stocks is not the recipe for a sustainable, resilient fishing industry.

Third, determining how our commercial fish populations are doing has proven to be an extremely difficult task. You might expect that because this is a common resource that belongs to all Canadians and supports a multi-billion dollar industry, information would be publicly and freely available and understandable. In the United States and the European Union, for example, a few clicks online allow any interested citizen to understand the state of fish and fisheries, including what's working and what's not.

This is not the case in Canada. The report authors spent months tracking down basic data from Fisheries and Oceans Canada (DFO), often from individual scientists. Far too frequently, the information wasn't available. Without it, Canada cannot manage fish stocks properly or assess the health of our oceans. Nor can we judge the effectiveness of management and rebuilding efforts.

Here's the good news: this can be fixed. When regulations are put in place that establish responsible management (science-based catch limits, habitat protection and bycatch limits), rebuilding can and does often occur in as little as a decade. This is because declining fish populations have great recovery potential when quick and decisive management action is taken.

The other good news is that the foundations are in place. Canada's government has committed to transparency and is reinvesting in science. We have an institutional and legal framework to build on, and we have a wealth of fisheries expertise.

What is needed — and what Oceana Canada and its supporters are campaigning for — is a clear, honest assessment of our fish populations and transparency about the science and other evidence that forms the basis for fisheries management decisions. We need to catch up to

the rest of the developed world by strengthening Canada's laws and regulations to prevent overfishing and mandate rebuilding depleted stocks. Most of all, we need the political will to fully implement the policies and rules that have already been established.

Today, almost 25 years after the infamous cod collapse, we have a rare chance to change the course of history for many of our fisheries and put them on a sustainable path. The great abundance of Canada's oceans was lost in one lifetime. It can also be rebuilt within our lifetime. Oceana Canada is committed to making this vision a reality.

In 2015, Oceana Canada rounded out its team with expertise in campaigning, science, communications and operations. It set up permanent headquarters in Toronto and offices in Halifax and Ottawa, and began foundational work to increase fisheries management transparency, recover Canada's fisheries, modernize the *Fisheries Act* and reduce bycatch, outlined in this report.

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 our nation's fisheries and the oceans that support them.

Sincerely,



**Josh Laughren**  
Executive Director

## OCEANA CANADA LAUNCHES ON WORLD OCEANS DAY 2015



Oceana Canada officially launched on June 8, 2015, with events focused on the future of our oceans, featuring Ted Danson, Oceana board member; Josh Laughren Oceana Canada's Executive Director; and Mike Hirshfield, Oceana's Chief Scientist and Strategy Officer. Ted Danson appeared on top-tier national television networks including CTV's *Canada AM*, CBC's *The Exchange* and *The Morning Show* on Global News.

## EARLY CAMPAIGN SUCCESS: MANDATING INCREASING TRANSPARENCY

The Mandate Letter from the Prime Minister to the Minister of Fisheries, Oceans and the Canadian Coast Guard in November 2015 included clear direction on increasing transparency, specifically calling on ministers to ensure government information is open by default. This mandate also resulted in a significant financial investment in open data initiatives and ocean science and conservation, as well as the largest single recruitment of marine scientists in nearly 40 years.



SAVING THE OCEANS TO FEED THE WORLD

Oceana Canada is committed to restoring Canada's oceans by winning policy victories that increase biodiversity and abundance through science-based fisheries management. It does this by running campaigns — leveraging law, science, grassroots mobilization and communications — designed to achieve specific policy outcomes that will make a difference for our oceans.

Globally, Oceana has won more than 100 victories, protected more than 2.5 million square kilometres of habitat and made real progress in restoring fisheries around the world. And Oceana is making a true global impact. It is now campaigning and winning victories 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.

What is at stake is essential for our planet. Wild fish are the foundation of countless marine ecosystems across the planet. Majestic ocean creatures — whales, sharks, sea turtles and more — rely on healthy fish populations to survive and thrive. Both marine food webs and ocean health are inextricably tied to the fish we catch. We can't have healthy oceans without healthy fisheries.

At the same time, the health of those of us on land is tied to the health of wild fish. The world's fisheries help feed billions of people, many of whom are living in poverty. And hundreds of millions of people depend on fisheries for their livelihoods.

Unfortunately, according to recent reports, many wild fish populations have hit historic lows due to irresponsible fishing practices, and the global fish catch is declining after reaching a peak in 1996. This reduction in wild fish catches comes at a time when we will need more seafood than ever before.



In 2015, the world's population reached 7.3 billion, and the United Nations projects that the number could surpass nine billion by 2050. In order to feed this many people, global food production will have to increase by 70 per cent. At the same time, the availability of fresh water, the amount of arable land and the ability of our planet to absorb the climate-changing gases associated with land-based food production are all in decline.

Restoring the world's fisheries is a critical part of the solution to the problem of global sustenance. Wild fish don't require fresh water or land to be harvested. And not only is wild fish healthy for the planet, it is also healthy for us.

Studies show that switching from beef to seafood can lower a person's risk of cancer, heart disease and obesity.

We need to save the oceans so we can help feed the world. We can achieve this by focusing on a select number of clear goals: stopping overfishing, reducing bycatch, protecting habitat and increasing transparency about the status of our fisheries and government decision-making.





BETTER MANAGEMENT BRINGS FISHERIES BACK

STOP OVERFISHING

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

REDUCE BYCATCH

Whales, sharks, dolphins, turtles, fish — they may be different species, but they all share a sad reality. Every year, millions of them around the world are caught unintentionally and thrown back into the ocean, often dead or dying, because the fishery operators are targeting another species. This bycatch threatens the health and vitality of marine ecosystems and fish populations. According to the most recent global estimate, bycatch totalled an average of 10.3 million metric tonnes (more than 22 billion pounds) per year from 2000 to 2010.

The promotion and implementation of three primary practices can help save marine animals that might otherwise be indiscriminately caught as bycatch. First, bycatch should be counted and reported in order to provide crucial information about its extent and determine its effects on marine ecosystems. Second, allowable bycatch limits should be determined and enforced based on scientific data. Fisheries that exceed the determined limit should be shut down for the remainder of the season. Finally, fishery managers should monitor and enforce existing regulations, provide incentives for using cleaner gear and prohibit fishing in regions with historically high bycatch.

PROTECT HABITAT

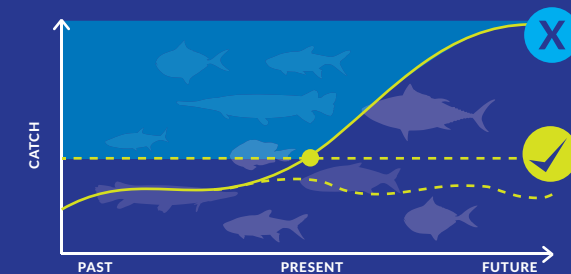
From the brightest coral reefs to the most remote waters, invaluable seascapes exist below the surface of the world's oceans. Many of these locations play essential roles in the lives of marine animals — providing food, protection from predators and places to spawn. By minimizing the damage of fishing in areas such as these, we can allow fish populations and other marine life to flourish.



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# THE DRIVERS OF OVERFISHING

## 1 UNSUSTAINABLE FISHING



Unsustainable fishing means catching more fish than the amount needed to maintain a productive fish population and support the ocean ecosystem.

**FACT** ▼

There is no legal requirement in Canada that quotas be set at levels recommended by science to ensure the long-term sustainability of our fish stocks.

## 2 BYCATCH

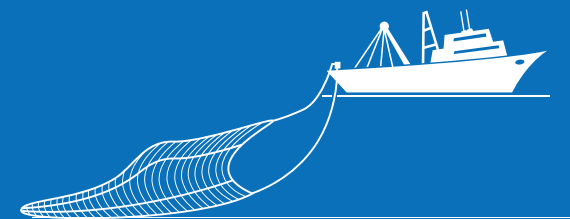


Bycatch results from fisheries capturing unintended species. This wildlife is treated as waste, thrown overboard either dead or dying. Some fisheries discard more fish at sea than they bring to port.

**FACT** ▼

There is no requirement to report on how many Canadian non-commercial species are killed through bycatch, so the amount of waste is often ignored.

## 3 HARMFUL FISHING GEAR

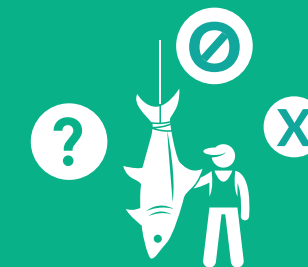


Harmful fishing gear such as bottom trawls, gillnets and dredges can affect seafloor habitats and increase bycatch.

**FACT** ▼

There is no national policy on using less impactful fishing gear to minimize habitat damage and reduce the bycatch of juvenile fish and non-target species.

## 4 ILLEGAL, UNREPORTED AND UNREGULATED (IUU) FISHING



Illegal, unreported and unregulated fishing is conducted in violation of national laws or internationally agreed conservation and management measures in effect in oceans around the world.

**FACT** ▼

Canada has sophisticated monitoring, control and surveillance systems. As a result, the amount of illegal fishing is likely low.



**INCREASING FISHERIES MANAGEMENT**

**TRANSPARENCY:** Revealing vital information about the state of Canada's oceans and fish

For far too long, Canadians have been kept in the dark about the alarming state of our oceans and fish, and about what steps the government is taking to manage them.

**THE CAMPAIGN**

Oceana Canada's efforts are focused on making the Canadian government more transparent in how it manages our fisheries and oceans so that our marine resources can become sustainable.

Unlike Europe and the U.S., Canada has never released a comprehensive review of the status of our fisheries and in many cases has not set targets for rebuilding them when needed. In Canada, the total amount of fish caught is at an all-time low. Since 1970, the biomass of Canadian marine stocks have declined by 55 per cent, and according to a 2012 report by the Royal Society of Canada Expert Panel on Sustaining Canada's Marine Biodiversity, the sustainability of our fisheries is among the lowest in the developed world.

There are many examples of successfully rebuilt fisheries. In virtually every case, the process starts with following the science, setting goals and timelines, and reporting publicly on progress and results. With a strong commitment to science and transparency, we can help save the oceans and feed the world.

Oceana Canada is calling for a transparent approach to Canadian fisheries management based on international best practices.

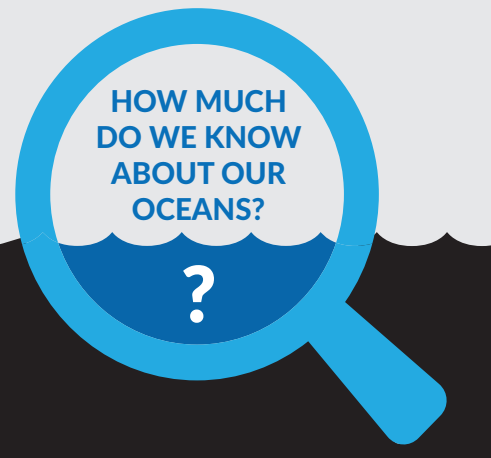
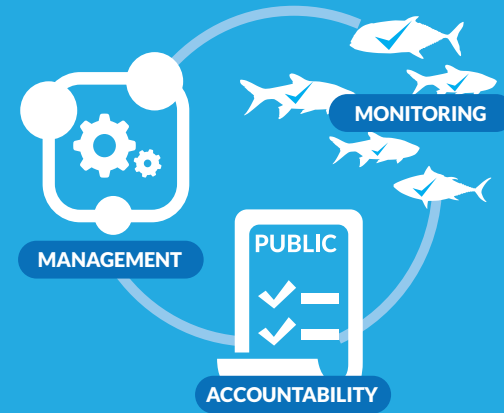
**CAMPAIGN GOAL**

By 2018, in accordance with global best practices, Fisheries and Oceans Canada (DFO) regularly compiles and releases public information on the status and trends of commercial fish stocks in Canada, on the performance of stocks in relation to reference points and on the status and implementation of recovery plans.

# IN THE DARK ABOUT OUR OWN OCEANS

**THERE IS A LACK OF EFFECTIVE MANAGEMENT, MONITORING AND PUBLIC ACCOUNTABILITY FOR OUR MARINE RESOURCES.**

The Canadian government should be conducting and releasing comprehensive reviews of our fish populations and setting targets to rebuild our depleted fisheries.



**HOW MUCH DO WE KNOW ABOUT OUR OCEANS?**

?

**VERY LITTLE**

Only ¼ of the species reviewed in Canada's Marine Fisheries: Status, Recovery Potential and Pathways to Success had an estimate of fishing mortality or exploitation rate.

**2 of 165**

Of the 165 fisheries in Canada, only 125 have had the status of the population assessed within the past five years and only two have been assessed for three consecutive years.

**45%**

45% of Canadian fisheries are dependent on species whose health is unknown.

**THE GOVERNMENT CAN PUT CANADA ON THE PATH TO HEALTHIER OCEANS BY:**

**1**  
**LIMITING OVERFISHING**

**2**  
**IMPROVING TRANSPARENCY**

**3**  
**IMPROVING THE LEGAL AND POLICY FRAMEWORK**

**RECOVERING CANADA'S FISHERIES:** Bringing new life to one of our most valuable resources

Less than a quarter of Canada's fish populations are considered healthy, leaving the success of our once-thriving fishing industry precariously balanced on the abundance of just a few species.

**THE CAMPAIGN**

Oceana Canada is working to rebuild Canada's fisheries to their former abundance. In the 1950s, Canada had the seventh most productive wild fishery in the world. Today, we have sunk to 21<sup>st</sup> place. By consistently implementing internationally proven principles of fisheries management, we can recover our threatened fish populations.

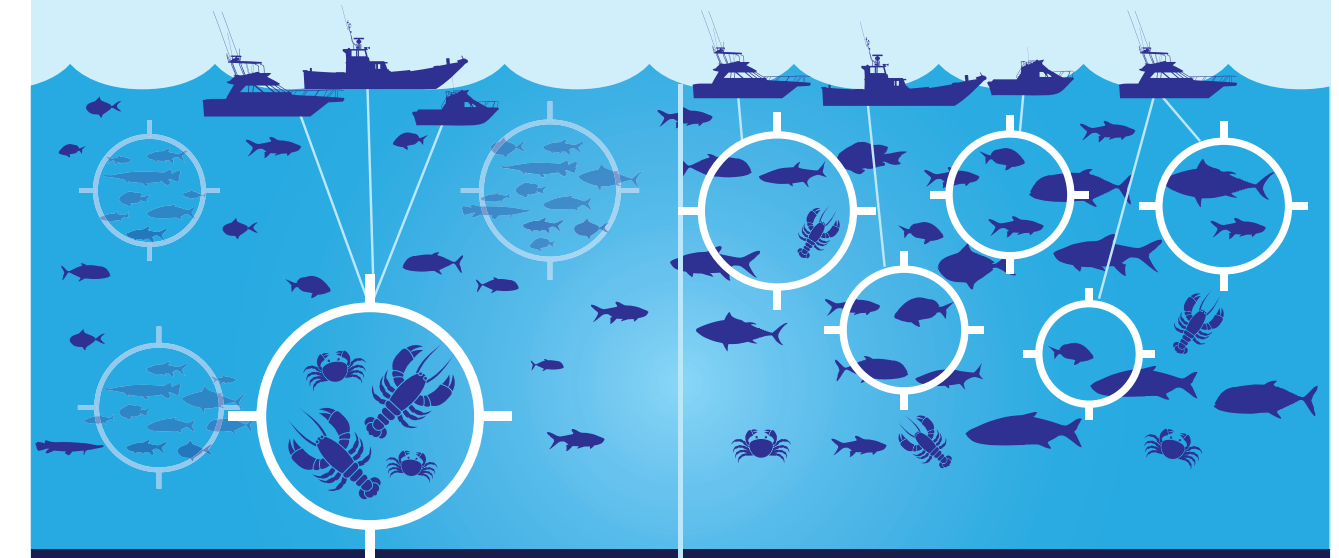
**CAMPAIGN GOAL**

By 2020, DFO establishes the policy and practice of requiring rebuilding plans for depleted fisheries.



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# WE NEED HEALTHY OCEANS



**CONCENTRATED**

**VS**

**DIVERSIFIED**

**WE'RE MAKING MORE MONEY FROM OUR SEAFOOD INDUSTRY THAN EVER, BUT ALL THE VALUE IS CONCENTRATED IN JUST A FEW SPECIES. THIS LACK OF DIVERSIFICATION IS NOT SUSTAINABLE.**

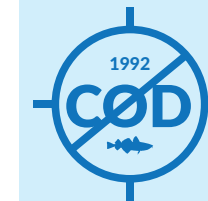
**\$6 billion**

Canada exported \$6 billion in fish and seafood in 2015.

**77%**

of Canada's seafood value now comes from shellfish in the Atlantic.

**Shellfish are vulnerable** to depletion from fishing pressure.



In 1992, a moratorium was placed on northern cod in the hope of rebuilding severely depleted cod stocks. The closure ended almost 500 years of fishing activity in Newfoundland and Labrador. It put about 30,000 people out of work, and hundreds of coastal communities that had depended on the fishery for generations watched their economic and cultural mainstay disappear overnight. We can and must do more to ensure the diversification of fishing communities to prepare for future shocks.



**REDUCING BYCATCH: Protecting marine species from being unintentionally caught and killed**

By taking steps to reduce bycatch in Canada’s fisheries, we can support healthy oceans and create more sustainable fisheries.

**THE CAMPAIGN**

Oceana Canada will work to reduce bycatch by advocating for national plans that focus on the following key principles:

- Count everything, because everything counts
- Use science-based limits to cap the catch of incidentally caught species
- Control bycatch through effective management measures

The first step to achieving this involves releasing a report on the impact of bycatch within Canada’s three oceans. The report will identify the fisheries where bycatch is the largest issue, highlight policy gaps and propose solutions to better protect species at risk.

**CAMPAIGN GOAL**

By 2020, DFO protects endangered species and reduces wasted biomass by putting in place new legally binding bycatch reduction policies, including bycatch caps, selective gears, time and area closures and monitoring based on a science-based determination of the worst bycatch problems in Canada.



**MODERNIZING THE FISHERIES ACT: Updating one of Canada’s oldest pieces of legislation**

To protect our oceans and fisheries, Canada needs a modern *Fisheries Act* that prevents overfishing and supports rebuilding depleted fish populations.

**THE CAMPAIGN**

Oceana Canada’s report on the state of Canada’s fisheries shows that many stocks have not recovered after being heavily overfished, in many cases because no rebuilding plan was ever developed. The reason for this is clear: unlike in many other countries, the government is not required to do so. Canada’s *Fisheries Act* needs to be modernized to align with international fisheries laws as well as laws in other fishing nations. It has not been updated to be compatible with the United Nations Fish Stocks Agreement, and it lacks critical legal requirements for targets and timelines for rebuilding stocks and preventing overfishing. The American *Magnuson-Stevens Act*, for example, lays out clear management actions for stock rebuilding once overfishing has been identified.

**CAMPAIGN GOAL**

By 2019, the Canadian government updates the *Fisheries Act* through amendments that include legal obligations to prevent overfishing, rebuild fish populations to science-based target within realistic timelines and create public transparency and accountability.



The good news is that we can restore the oceans to their former abundance, and Oceana Canada has the tools to help make it happen. Oceana Canada is:

**CAMPAIGN-DRIVEN:** It focuses its resources on strategic, directed campaigns to achieve measurable outcomes that will protect and restore our oceans.

**FACT-BASED:** It believes in the importance of science in identifying problems and solutions for the oceans.

**EXPEDITION-POWERED:** It recognizes that discovering and exploring the oceans shines a spotlight on vibrant and diverse marine ecosystems while furthering our

understanding of healthy ocean food webs and how to support sustainable fisheries.

**MULTI-DISCIPLINARY AND EXPERT:** Its network of expertise includes scientists, economists, lawyers, communicators and stakeholders — all working together to help achieve tangible results for the oceans.

**SUPPORTED BY ALLIES:** The global Oceana network has a base of nearly two million supporters, including 712,000 Wavemakers. Oceana Canada works with civil society, academics, fishers and the government to return Canada’s formerly vibrant oceans to health and abundance.





## DONORS, FINANCIAL SUMMARY, BOARD OF DIRECTORS AND STAFF

Our work would not be possible without generous support from our donors. The Board of Directors and staff extend their deepest appreciation to Oceana Canada's contributors for their support and generosity during 2015.

### 2015 DONOR LIST

#### \$100,000+

Oceana, Inc.  
The Echo Foundation  
The J.W. McConnell Family Foundation  
The Nikita Foundation  
The Wyss Foundation

#### \$50,000 – \$99,999

Krupp Family Foundation  
The Donner Canadian Foundation  
The Schad Foundation

#### \$10,000 – \$24,999

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#### \$5,000 – \$9,999

Love Family Trust c/o KingSett Capital

Together, we can restore marine life and habitats. Financial contributions to Oceana Canada will help ensure the health of our oceans and the future of our planet. Credit card donations can be made online at [oceana.ca/donate](http://oceana.ca/donate) as a single gift, or on a sustaining basis by designating a monthly, quarterly or annual contribution. Cheques may be mailed at the address on the back cover of this report.

All donations to Oceana Canada will receive a charitable tax receipt. Oceana Canada Charitable Registration Number: 82161 8139 RR001

### FINANCIAL SUMMARY

During the 2015 period covered in this report, Oceana Canada rounded out its team by hiring campaign, science, communications and operations staff and set up a permanent office in Toronto, with satellite offices in Halifax and Ottawa. Work began to advance efforts to increase fisheries management transparency and recover Canada's fisheries.

Oceana Canada benefits from significant multi-year grant commitments. In 2015, Oceana Canada received a total of \$1,295,054 in revenue, thanks to these commitments and to individual donations. Expenses in 2015 totalled \$1,360,003.

Financial data was derived from audited financial statements, copies of which are available at [oceana.ca](http://oceana.ca) or by contacting [info@oceana.ca](mailto: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 that 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 communications to clients including FTR Now updates and posts on the firm's blogs, Human Resources Legislative Update and Case in Point.

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Stephanie Boudreau, Fisheries Scientist  
Robert Rangeley, Director of Science

#### OTTAWA

Kim Elmslie, Campaign Director

(Oceana Canada staff as of August 2016)

## ENGAGE WITH OCEANA CANADA

### WITH YOUR SUPPORT, 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 habitats, 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 base of ocean advocates by joining Oceana Canada today.

**STAY CONNECTED:** Sign up to become a Wavemaker and get the latest updates from Oceana Canada at [oceana.ca](http://oceana.ca).

**SHARE:** Follow Oceana Canada on Facebook, Twitter and Instagram and share your passion for ocean protection with friends and family.

**LEARN:** Find out more about Oceana Canada's campaigns and discover fun facts about Canada's oceans on the Oceana Canada blog at [oceana.ca/blog](http://oceana.ca/blog).



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BLOG [oceana.ca/blog](http://oceana.ca/blog)







**OCEANA** Protecting the  
World's Oceans

18 King Street East, Suite 505  
Toronto, Ontario, Canada M5C 1C4  
Phone: +1 (416) 583-2350  
Email: [info@oceana.ca](mailto:info@oceana.ca)

DESIGNER | Rosie Ettenheim

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