
**OCEANA CANADA
ANNUAL REPORT
2020-2021**



“ The sea is a restless, strong collective of many pieces.
So are we.
The ocean can recover.
And so will we.
Let us not divide the tides,
But discover all they have to teach us. ”

- *Ode to Our Ocean*,
Amanda Gorman, poet



Marine protected areas are fundamental for preserving essential habitat that many species rely on, such as these gray whales.

© Oceana/Carlos Aguilera



Oceana Canada Annual Report 2020-2021*

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.

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Fishers on 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 rebuild this population.

* This report features campaign updates from July 2020 to June 2021, and financial information for the calendar year 2020.



Letter From The Executive Director



The ocean connects us, sustains us and inspires us.

For a very long time, the ocean has fed us, moulded our societies and our communities, driven our economies and shaped our nations. It has inspired awe and fear, admiration and romance, discovery and adventure and so much more. Its capacity to continue to do so now, and into the future, faces great challenges. Climate change is altering and impairing natural physical and biological ocean processes. Contaminants and plastic pollution continue to degrade ocean health. Overfishing, past and present, has devastated communities and put food security at risk.

However, public support for action on climate change, ocean protection and reducing plastic waste has skyrocketed. And that continues to give me great hope and inspiration for the work to which Oceana Canada is devoted.

Oceana Canada's job is to win policy changes that make our oceans more abundant and biodiverse. We do that every year, even in the face of a global pandemic. The pages of this annual report will show you – in vivid words and beautiful images – our ocean conservation successes. This progress is because of you: our donors, supporters and fellow activists.

This past year, Oceana Canada focused on advocating for a strong national ban on unnecessary single-use plastics, protecting critically endangered North Atlantic right whales, preventing illegal fishing and seafood fraud, safeguarding marine habitat and restoring ocean abundance by calling on Fisheries and Oceans Canada to dramatically improve its management performance. We set our sights on protecting the health of Canada's forage (or "prey") fish, such as capelin – since so much life in the ocean depends on them – and on seizing Canada's full potential for a healthy ocean economy as we recover from the impacts of COVID-19.

Ocean resources can play an essential role in economic rebuilding and sustainable growth. And Canada's oceans support hundreds of thousands of jobs, often in communities with few other employment options. But without thriving wild fish populations, there will be no blue economy.

Over the past four years, the federal government has restored fisheries science funding, improved the transparency of fisheries data, increased the amount of marine habitat protected and introduced a national Fishery Monitoring Policy. And the modernized *Fisheries Act* now requires plans to rebuild depleted wild fish. But these laws and policies are only as good as the government's ability to successfully implement them. As our *Fishery Audit* shows clearly, in the case of fisheries management, Canada has demonstrably fallen short over the past half-decade.

We know the ocean can rebound if we just give it the chance. And we will continue fighting for a healthy ocean and a sustainable long-term recovery.

It's not an easy job, and our team of advocates has faced extra challenges under the pandemic, as have so many people, including those working

in fisheries and living in coastal communities. As we end this difficult year, we invite you to share in the pride of achievement. None of this would be possible without your support. We are, more than ever, grateful to you for your generous support of Oceana Canada's work to save our oceans and feed the world.

Here's to a great year ahead, for the oceans, and for all of us.

Sincerely,

A handwritten signature in black ink, appearing to read 'JL' or 'Josh Laughren', written in a cursive style.

Josh Laughren
Executive Director



© Shutterstock/David A Litman

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.

Healthy marine ecosystems full of wildlife support fisheries that can feed more than a billion people in a sustainable way. We can preserve the oceans for future generations while protecting a critical food source — wild seafood — that requires no fresh water or arable land to produce, yields minimal greenhouse gas emissions and provides an affordable, healthy protein to people around the world.

Just 29 countries and the European Union are responsible for nearly 90 per cent of the world's fish catch. We can, on a country-by-country basis, win policy victories that will help restore and protect oceans worldwide. 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 shows 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.



Rebuild
Abundance



Stop
Seafood
Fraud



Protect North
Atlantic Right
Whales



Stop Plastic
Pollution



Protect
Habitat

Anemones, soft coral and a sea star underwater in the St. Lawrence Estuary, an important habitat for many marine species.

© RLS Photo

How We Work

We can restore the oceans to their former abundance. Over the years, Oceana affiliates and our allies around the world have won more than 225 victories, and we have the tools to continue winning on behalf of our oceans. We are:

✓ Campaign Driven

We strategically create campaigns that make measurable progress toward our mission of protecting and restoring the oceans to former levels of abundance. Our campaigns are specific, targeted and designed to be won in a three- to five-year time frame.

✓ Fact Based

Our advocacy relies on scientific research to help us understand the ocean's problems and identify practical, effective solutions. We conduct research on a variety of issues that affect marine environments, from illegal and destructive fishing to plastic pollution.

✓ Expedition Powered

We recognize that getting on the water — alongside scientists, divers, photographers and campaigners — helps us bring these important marine places to life and make a stronger case for their protection. Oceana's expeditions have powered our campaigns and resulted in victories across the globe.

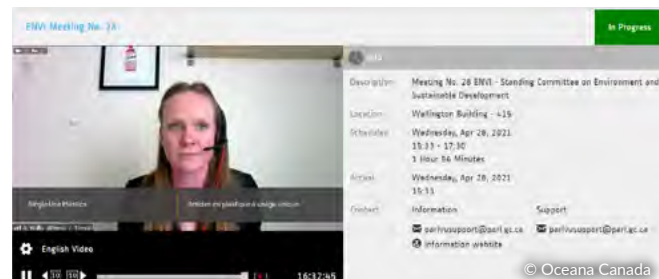
✓ Multidisciplinary

Oceana's scientists work closely with our economists, lawyers, advocates, communicators and grassroots organizers to achieve tangible results for the oceans.

✓ Supported by Citizens and Allies

The global Oceana network has a base of more than 7.5 million supporters, including more than 1.2 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.

Oceana has helped protect nearly 10 million square kilometres of ocean. For a complete list of Canadian victories, visit oceana.ca/Victories.



Plastics Campaigner Ashley Wallis presents the impact of single-use plastics in Canada to the House of Commons Standing Committee on Environment and Sustainable Development.



Oceana Canada continues to work virtually with communities on all three coasts. Pictured here are team members from Oceana Canada and the Nunatsiavut Government when they were last able to meet in person.



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.

© RLSPHOTO

STRATEGIC COMMUNICATIONS

Saltwire Network: Capelin stocks stalled, is there a moratorium in the making for the fishery in Newfoundland and Labrador?

SALTWIRE
NETWORK

The Narwhal: Atlantic cod rebuilding plan undermines scientific evidence and Indigenous Knowledge: critics



Canadian Press: 'It's more than just a fish:' Scientists worry cod will never come back in N.L.

THE CANADIAN PRESS 

“Next year will be 30 years since the original moratorium on [northern cod]. It's time to do something different.”

— Dr. Robert Rangeley, Science Director,
Oceana Canada

SCIENCE & POLICY REPORTS



Fishery Audit 2020: Unlocking Canada's Potential for Abundant Oceans

Oceana Canada's annual *Fishery Audit* reports on the state of Canada's fish stocks and tracks progress on how well the government is meeting its policy and management commitments. The 2020 report revealed that Canada's fisheries continue to decline despite significant commitments and investments by the federal government to rebuild them. The number of healthy fish populations decreased by almost eight percentage points since Oceana Canada released its first *Fishery Audit* in 2017, and in 2020 only 26.5 per cent could be considered healthy.

- Small Fish, Big Influence: The Case for Rebuilding Capelin
- Comments on the Proposed Regulations Amending the Fishery Regulations
- Oceana Canada's Recommendations for a Blue Economy Strategy
- Counting Fish: Why Fisheries Monitoring Matters
- Comment on 2021 Management Measures for Northern Cod
- Comment on Management Measures for Southern Gulf of St. Lawrence Spring Spawning Herring
- Submission of Recommendations for Management Measures – Southern Gulf of St. Lawrence Fall Spawning Herring



© Oceana Canada/Evermaven

GRASSROOTS AND ADVOCACY

This year, we launched a digital campaign highlighting the importance of fisheries rebuilding for the economy, industry and communities. The campaign focused on raising awareness and securing petition signatures, with corresponding emails sent to the Minister of Fisheries and Oceans Canada about depleted fish populations and the need to strengthen the *Fisheries Act* regulations.





Stop Seafood Fraud

Canadians are routinely given little information about exactly what seafood we're eating. Meanwhile, the information we are given can be misleading. This affects our oceans, our wallets and, potentially, our health. Not only does seafood fraud undermine honest businesses and fishers that play by the rules, 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.

STRATEGIC COMMUNICATIONS

Vancouver Sun: Think you're buying snapper? Not so fast. New report finds nearly half of seafood samples mislabelled



La Presse: Pres de 50 % des produits de la mer "mal identifiés" au Canada



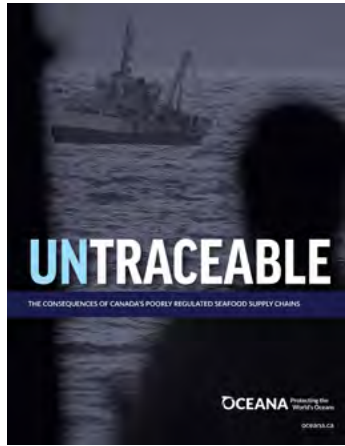
CTV Morning Live Ottawa: About half of the seafood you buy is probably mislabelled, new findings suggest



“As other parts of the world strengthen existing traceability systems or develop new ones, Canada falls even further behind. The federal government committed to addressing this almost two years ago but has not made any real progress.”

— Sayara Thurston, Seafood Fraud Campaigner, Oceana Canada

SCIENCE & POLICY REPORTS



Untraceable: The Consequences of Canada's Poorly Regulated Seafood Supply Chains

Untraceable features new data from leading fisheries economists, revealing that Canada's weak seafood supply chain traceability standards are resulting in annual losses of up to \$93.8 million in tax revenue and up to \$379 million in revenue for Canadian seafood industry workers. On top of this, Canadians are unwittingly spending up to \$160 million a year on seafood caught through illegal, unregulated and unreported (IUU) fishing – including seafood potentially caught by victims of modern slavery. To keep products of illegal fishing out of the Canadian market, the government must act on its commitment to implement boat-to-plate traceability for all seafood sold in Canada.

GRASSROOTS AND ADVOCACY



© Basil Childers

To raise awareness and inspire action surrounding the issue of human rights abuses in the global seafood industry, Oceana Canada offered an exclusive opportunity to watch the documentary *Ghost Fleet*, followed by a discussion with producer Jon Bowermaster and Oceana Canada's seafood fraud campaigner, Sayara Thurston. The film follows a small group of activists who risk their lives to liberate enslaved fishers in Southeast Asia, revealing a devastating and corrupt criminal conspiracy at the heart of the global seafood industry.



© Jeffrey Waldron



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 their biggest threats, ship strikes and fishing gear entanglements. 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.

STRATEGIC COMMUNICATIONS

CTV News Atlantic: Speeding ships a risk to endangered right whales



Globe and Mail: Report says mandatory ship speeds required to protect right whales in Cabot Strait



Saltwire Network: DFO outlines protection measures as Right Whale season approaches in Atlantic Canada



“Last year Transport Canada introduced a voluntary slowdown. [Oceana Canada] found that 60 per cent of the vessels in that area were still travelling at a speed of more than 10 knots. For those measures to be truly effective, they need to be mandatory.”

— Kim Elmslie, Campaign Director, Oceana Canada

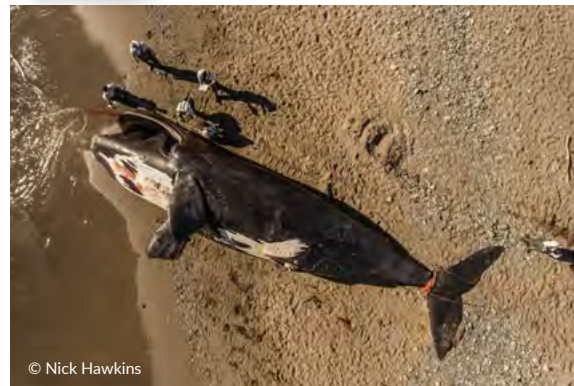
SCIENCE & POLICY REPORTS



Dangerous Passage: Make 10 knots mandatory for ships in the Cabot Strait

Using Ship Speed Watch, a new and innovative tool created using data from Global Fishing Watch, Oceana Canada tracked ship speeds in the Cabot Strait from April 28 to June 15, 2020. During this 49-day period, Transport Canada asked vessels longer than 13 metres to slow down to 10 knots. Exceptionally few complied, with 67 per cent of the ships (464 out of 697) travelling faster than the 10-knot limit. Some vessels were even travelling 20 knots or faster: At this speed, right whales have little chance of surviving a collision. As a result of these findings, Oceana Canada urgently called on Transport Canada to make the slowdown zone in the Cabot Strait mandatory.

- Response to the Action Plan for the North Atlantic Right Whale (*Eubalaena glacialis*) in Canada
- The Edge of Extinction: Protecting North Atlantic Right Whales



GRASSROOTS AND ADVOCACY

In March 2021, Oceana Canada launched “The Strength of a Signature,” a digital campaign calling on Canadians to help urge Transport Canada to implement mandatory vessel speed restrictions in the Cabot Strait, a crucial migratory path for critically endangered North Atlantic right whales.





Stop Plastic Pollution

The oceans face a massive and growing threat from something we encounter every day: plastic. Plastic pollution is now considered the second most ominous threat to the global environment, right after climate change. 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 plastic at its source, which is why we are pushing the federal government to enact a strong ban on unnecessary single-use plastics. Learn more at oceana.ca/Plastics.

© Mohamed Abdulraheem

STRATEGIC COMMUNICATIONS

Corporate Knights: Amazon plastic is flooding the world

Corporate Knights

CTV News: Expanding the ban on single-use plastics

CTV NEWS

National Observer: Canada officially tosses plastic in the 'toxic' bin

CANADA'S
NATIONAL
OBSERVER

“ [Listing plastic manufactured items as toxic] is the critical step... it's the key that unlocks so many possibilities to help us actually address the plastic pollution crisis.”

— Ashley Wallis, Plastics Campaigner,
Oceana Canada

SCIENCE & POLICY REPORTS



Drowning in Plastic: Ending Canada's contribution to the global plastic disaster

Canada is a disproportionately large contributor to the growing global plastic disaster. Canada uses 4.6 million metric tonnes of plastics every year — roughly 125 kilograms per person — and that number is predicted to grow to more than six million metric tonnes by 2030. Global comparisons show that Canada produces nine times more plastic waste per person than India, up to 3.6 times more than some countries in Southeast Asia and up to twice that of some Scandinavian countries. The report outlines how the Canadian government can help turn the tide on one of the world's most pressing environmental issues, starting by delivering on its commitment to ban harmful single-use plastics by 2021.

- Response to proposed integrated management approach to plastic products to prevent waste and pollution
- Letter to Minister Wilkinson and Minister Hajdu: Add Plastic Manufactured Items to Schedule 1 of CEPA
- Oceana Canada Comments to the Standing Committee on Environment and Sustainable Development
- Amazon's Plastic Problem Revealed



GRASSROOTS AND ADVOCACY

Oceana Canada seized the online momentum this year, brought about by COVID-19, to engage supporters in our call for a strong ban on single-use plastics and to celebrate plastic being listed as a toxic substance under *Canada's Environmental Protection Act*. During Plastic Free July, Oceana Canada published a series of plastic-related blogs on Oceana.ca; deployed action alert emails; hosted an Instagram live with plastics campaigner Ashley Wallis, and another with Montreal-based artist and activist Benjamin Von Wong, who creates art installations that showcase the enormity of the global plastic disaster.





Protect Habitat

Protecting vulnerable habitat will preserve places that play crucial roles in the life cycles of marine animals. Oceana Canada mounts expeditions in collaboration with local communities, collecting scientific data to help protect key ocean habitats. Learn more at oceana.ca/ProtectHabitat.

GRASSROOTS AND ADVOCACY



Oceana Canada, alongside our expedition partners and supporters, continues to advocate for the permanent protection of the Northeast Pacific Seamounts. Throughout the year, Oceana Canada, First Nations and scientists showcased the importance of protecting this essential marine habitat. People across the country have also joined in calling for the protection of this area through Oceana Canada's petition, as well as by engaging with us online through the photos, videos and stories we've shared about these underwater mountains.

The findings from the Imappivut ("Our Oceans") Expedition to Northern Labrador in 2019 continues to be shared with Nunatsiavut Inuit and multidisciplinary researchers who are engaging local youth coordinators in the work. These collaborations support ongoing co-produced research to understand rapidly changing Arctic ecosystems and the planning efforts to protect marine habitats.

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. These expeditions create meaningful partnerships with coastal communities, Indigenous Peoples, the government and academics.

- Oceana Canada offices
- Oceana Canada Expeditions
Circle size corresponds to approximate expedition distance.



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 below. For more information, visit oceana.ca/Donate.

Giving via Phone or Mail

Oceana Canada

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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.ca



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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:

90,092

Twitter followers:

12,857

Instagram followers:

12,956

Wavemakers:

36,768

Canadian Supporter actions:

198,404

DONORS, FINANCIAL SUMMARY, BOARD OF DIRECTORS AND STAFF

Donors

2020 Donor List (Contributions of \$5,000 and More)

Anonymous
Bank of America
Donner Canadian Foundation
Gordon and Betty Moore Foundation
Holt Renfrew
The Nikita Foundation
The Wyss Foundation*
Trevor Chong

*Contribution was made to Oceana, Inc.

Financial Summary

Oceana Canada benefits from significant multi-year grant commitments. In 2020, total revenue was \$2,639,323 and total expenses were \$2,551,870.

Oceana Canada used these funds to advance its efforts to preserve and rebuild ocean life, including progress in protecting marine habitat and developing reports on seafood fraud, stopping plastic pollution 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 senior partner at Beard Winter LLP in Toronto. With more than 25 years as a litigator, he has appeared and argued cases on behalf of his clients before all levels of court in Ontario and has extensive trial and appellate court experience. David's practice encompasses a full range of commercial litigation matters, as well as estates, trusts and capacity litigation.

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*.



Efforts to restore and protect Canada's oceans and marine life got a boost this year, thanks in part to a \$200,000 donation from Holt Renfrew to Oceana Canada. The donation is a result of H Project's sixth Uncrate program, Uncrate Oceans, and a variety of other fundraising efforts conducted by Holt Renfrew. Uncrate Oceans brought awareness to ocean conservation by curating an assortment of sustainable products created with materials that are both earth and ocean friendly, many with a portion of proceeds going to Oceana Canada. The donation will support Oceana Canada's campaigns to protect critically endangered marine animals from extinction, preserve fragile marine habitat, stop the flow of single-use plastics to our oceans, stop seafood fraud and ensure coastal communities can continue to depend on the abundance of life in the ocean.

Staff

Toronto

Josh Laughren, Executive Director
Sarah Cameron, Communications Specialist
Diana Demjanenko, Executive Assistant
Melinda Hung, Finance and Administration Coordinator
Alex Ivankine, Director of Finance and Administration
Tammy Thorne, Communications Manager
Ashley Wallis, Plastics Campaigner
Jennifer Whyte, Online Engagement and Content Manager
Lesley Wilmot, Communications Director
Rachelle Young, Communications Associate

Halifax

Devan Archibald, Fisheries Scientist
Isabelle Jubinville, Marine and Fisheries Analyst
Bailey Levesque, Fisheries Research Assistant
Reba McIver, Fisheries Analyst
Robert Rangeley, Director of Science
Laura Raposo, Research Assistant
Alexandra Vance, Marine Scientist

Ottawa

Kim Elmslie, Campaign Director
Sayara Thurston, Seafood Fraud Campaigner





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