



**OCEANA** Protecting the  
World's Oceans

---

**Oceana Canada**  
**2017-2018 Annual Report**



“The sea is  
everything.”

- Jules Verne



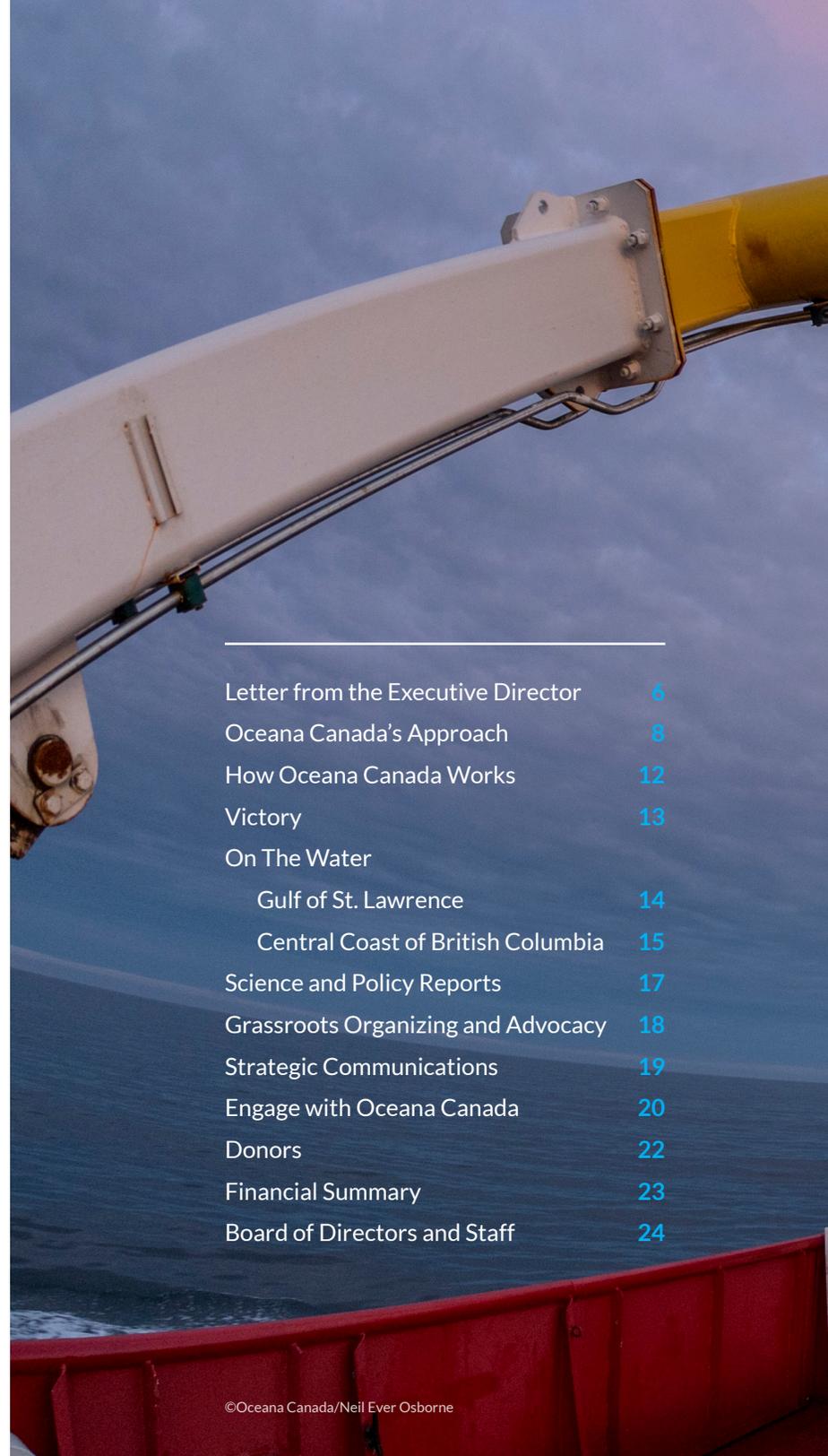
# Oceana Canada 2017-2018 Annual Report

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.](http://oceana.ca)



---

Letter from the Executive Director	6
Oceana Canada's Approach	8
How Oceana Canada Works	12
Victory	13
On The Water	
Gulf of St. Lawrence	14
Central Coast of British Columbia	15
Science and Policy Reports	17
Grassroots Organizing and Advocacy	18
Strategic Communications	19
Engage with Oceana Canada	20
Donors	22
Financial Summary	23
Board of Directors and Staff	24

*\* This report features editorial content through June 30, 2018 and financial information for the calendar year 2017.*



SWE DRIVING  
WLL 2860 LBS 10 FT

LOUIS W. LEWIS

SEAWAY

# Letter From The Executive Director



Conservationists have long worried about the state of our oceans. Today, however, they're not alone. The accelerating decline in ocean health due to human activities has made this issue a household conversation and nudged it onto the federal government's agenda.

This is positive, as Canada has a critical role to play in rebuilding ocean abundance. We've lost 50 per cent of our marine fish biomass since 1970: poor fisheries management decisions, habitat destruction and climate change have reduced many wild fish populations to historically low levels. We're steadily eroding the most sustainable source of animal protein we have, at a huge cost to our oceans and everyone who relies on them.

How to fix this is no mystery. Experience around the world shows that implementing science-based fisheries management and habitat protection can sustainably increase fish catches while bringing our oceans back to health.

This mission drives Oceana Canada. In 2017, our work to build broad-based support among politicians, Indigenous peoples, academics, industry and the public to restore ocean abundance resulted in significant achievements.

In response to campaigns by Oceana Canada and our partners, Fisheries and Oceans Canada released – for the first time – key



information on the status of Canadian fish populations in 2016. However, we noted several gaps. In 2017, the Department updated this information, incorporating many of Oceana's recommendations.

In addition, it promised to develop rebuilding plans for 19 fish stocks by 2021. If the government delivers these plans on schedule – a big "if" – it will represent a major step forward in securing the health of Canada's fish, the fishing industry and coastal communities.

To this end, in 2017 Oceana Canada issued our first Fishery Audit, using a set of accepted metrics to assess how well Canada is managing fish stocks. The Audit revealed that only one third of stocks can safely be considered healthy and 13 per cent are in critical condition.

Many of the stocks long overfished – such as Atlantic cod – remain at very low levels, with no rebuilding plan in place.

That's why another Oceana Canada priority in 2017 was advocating for a revised federal Fisheries Act that includes a duty to manage Canada's fisheries sustainably and to rebuild depleted stocks. Currently, the Minister enjoys absolute discretion in all fisheries management decisions. The proposed new Act, now before the Senate, includes a duty to rebuild depleted stocks, though with worrisome exceptions. Oceana Canada will continue to push for a strong law, backed by strong regulations, to ensure the health and recovery of Canada's ocean resources.

In August, Oceana Canada launched our first expedition. Accompanied by Alexandra Cousteau and Fisheries and Oceans Canada staff, we undertook the most in-depth visual exploration of the Gulf of St. Lawrence ever conducted. Using a remotely operated vehicle, the team saw juvenile redfish in sea pen fields, important evidence of the potential to recover this depleted population. The team also documented teeming schools of capelin, being fed on by gannets and Atlantic cod, and an incredible diversity of corals, sponges and anemones. This expedition supported the protection of almost 3,000 km<sup>2</sup> of sea floor habitat from bottom fishing – an important step towards meeting the government's commitment to protect 10 per cent of Canada's marine area by 2020.

We also made progress on two other important campaigns in 2017. Our seafood fraud campaign produced two reports that showed the extent and impact of seafood fraud in Canada, inspiring thousands of supporters to call on the Canadian government to implement boat-to-plate traceability. Meanwhile, our bycatch campaign advocated for the release of a long-promised federal catch-monitoring policy and the implementation of measures to reduce bycatch, the catch of non-target fish and ocean wildlife. In 2018, a new draft national Fishery Monitoring Policy was released for review.

It was a busy and exciting year that saw Canada take the first tentative steps towards restoring ocean health and abundance. As a supporter of Oceana Canada, your contributions make these achievements possible. Thank you for your loyalty, your encouragement and your generosity.

There is much work to be done, but with optimism and determination, we can protect the world's oceans.

For the oceans,



Josh Laughren  
Executive Director  
Oceana Canada



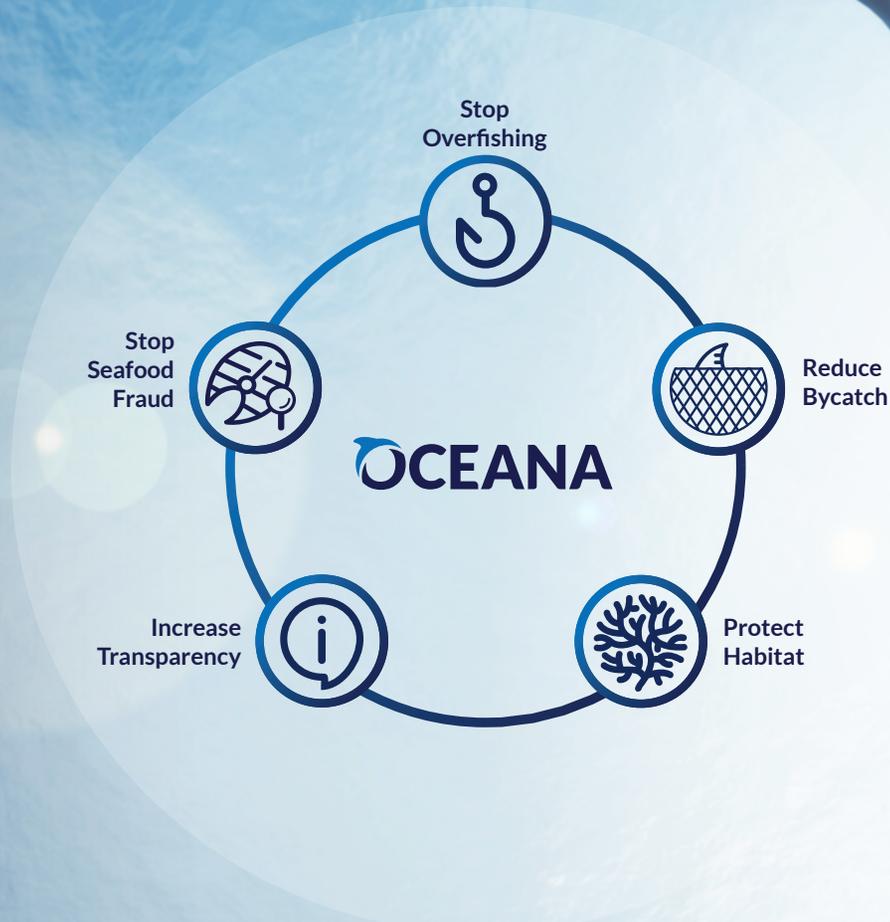
# Oceana Canada's Approach

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:





## 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 [www.oceana.ca/ReduceBycatch](http://www.oceana.ca/ReduceBycatch)

©Jeff Rotman



## 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 [www.oceana.ca/Transparency](http://www.oceana.ca/Transparency)

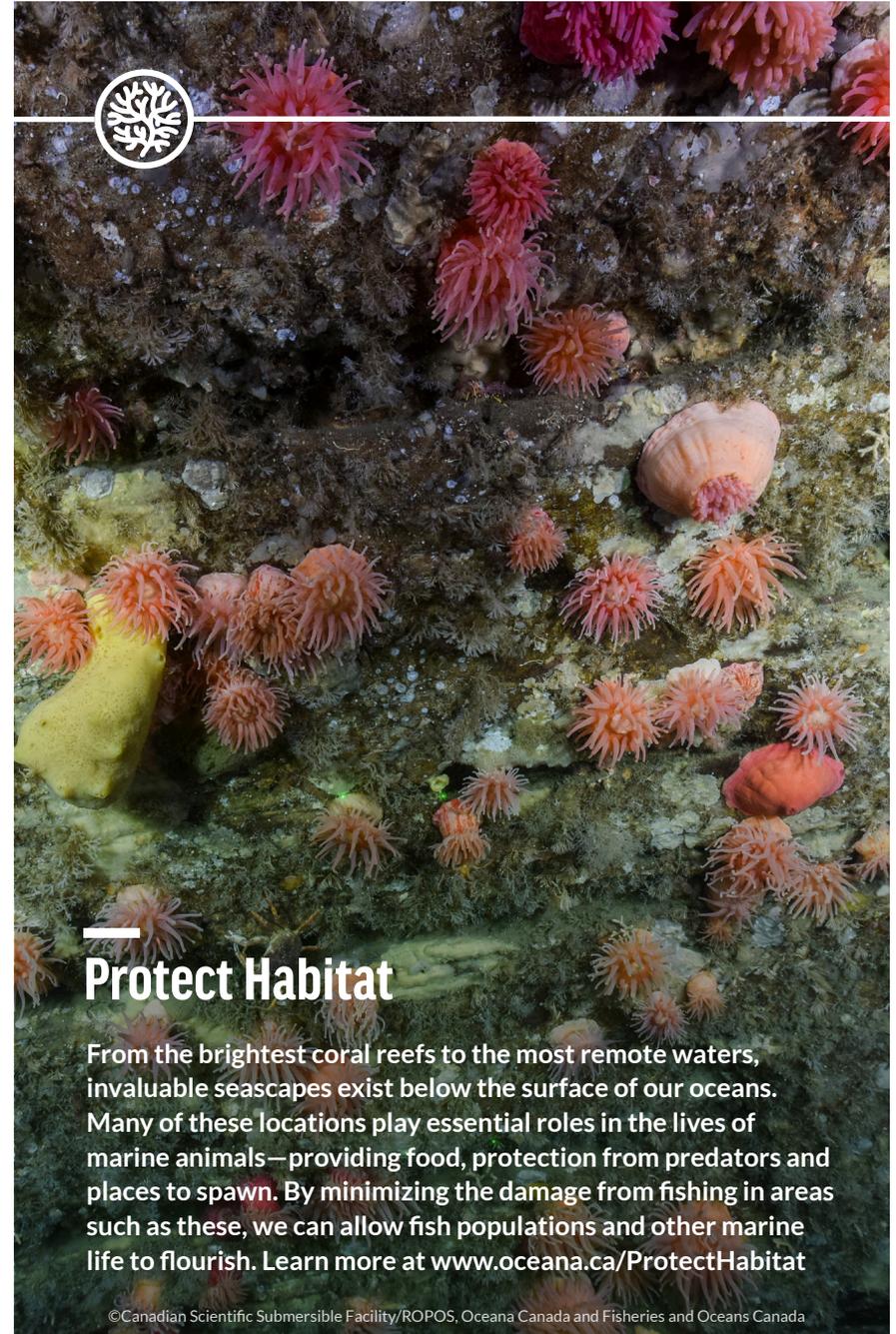
©iStock/mysticenergy



## 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 [www.oceana.ca/RebuildAbundance](http://www.oceana.ca/RebuildAbundance)

©Canadian Scientific Submersible Facility/ROPOS, Oceana Canada and Fisheries and Oceans Canada



## Protect Habitat

From the brightest coral reefs 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 [www.oceana.ca/ProtectHabitat](http://www.oceana.ca/ProtectHabitat)

©Canadian Scientific Submersible Facility/ROPOS, Oceana Canada and Fisheries and Oceans Canada



## 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 [www.oceana.ca/StopSeafoodFraud](http://www.oceana.ca/StopSeafoodFraud).

©Oceana/Jenn Huetting



**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.

### ✔ 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 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. Oceana's expeditions have informed and empowered our campaigns across the globe.

### ✔ 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 840,000 Wavemakers. We work with civil society, academics, fishers, Indigenous Peoples and the federal government to return Canada's oceans to health and abundance.



Oceana Canada's Executive Director Josh Laughren and Oceana Senior Advisor Alexandra Cousteau present photo books to Members of Parliament at a habitat protection event in Ottawa.

© House of Commons Photographic Services



Mel Innes, Hereditary Chief Heiltsuk First Nation, helped narrate the livestream footage of the seafloor on the Central Coast of British Columbia expedition.

© Oceana Canada/Evermaven



## Victory

### Canada acts to make the status of fisheries more transparent to its citizens

After campaigning by Oceana and our partners, Fisheries and Oceans Canada released — for the first time — a comprehensive review of the status of Canadian fisheries. The government also announced that it will develop and implement rebuilding plans for 19 fisheries, all to be completed by March 2021. These first steps are major leaps forward for increasing fisheries management transparency and accountability in Canada.





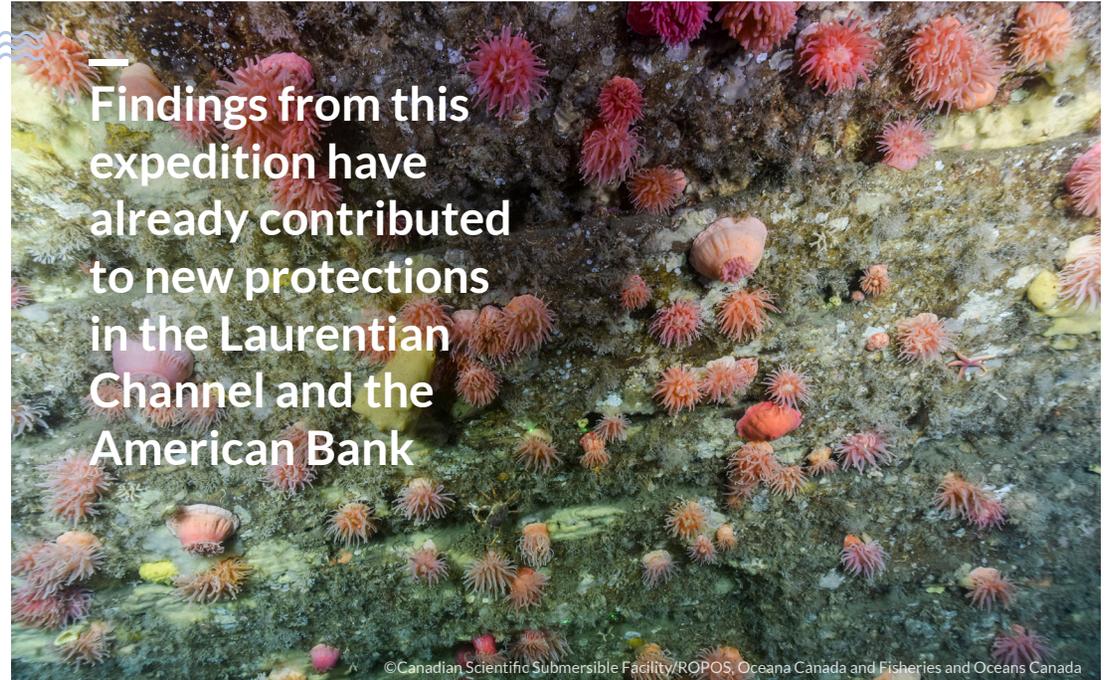
**CANADA,**  
**Gulf of St. Lawrence**

In August 2017, the Gulf of St. Lawrence expedition set sail from Quebec City. Oceana Canada and Fisheries and Oceans Canada, along with Oceana Senior Advisor Alexandra Cousteau, spent a week exploring four ecologically and biologically important areas off the coast of Nova Scotia and Quebec: the North and South Laurentian Channel, the American Bank and the Cape Breton Trough.

The team conducted in-depth visual exploration of the area, diving to depths of up to 400 metres using a remotely operated vehicle, ROPOS, one of the most advanced technologies available for deep-sea oceanographic exploration. With ROPOS, the team surveyed the sea floor, captured photos and videos of ocean habitat, learned about relationships between species and habitats and documented the locations of fragile habitats in need of protection. Video footage was broadcast live to the internet, providing a first-hand view of the seafloor to viewers around the world.

A team of scientists on a second research vessel recorded animals at the ocean surface, and documented sightings of seabirds, leatherback sea turtles, and marine mammals, including the endangered North Atlantic right whale.

The research conducted during the expedition has already contributed to new protection measures and management plans in the Laurentian Channel and the American Bank to protect high biodiversity and species-at-risk.

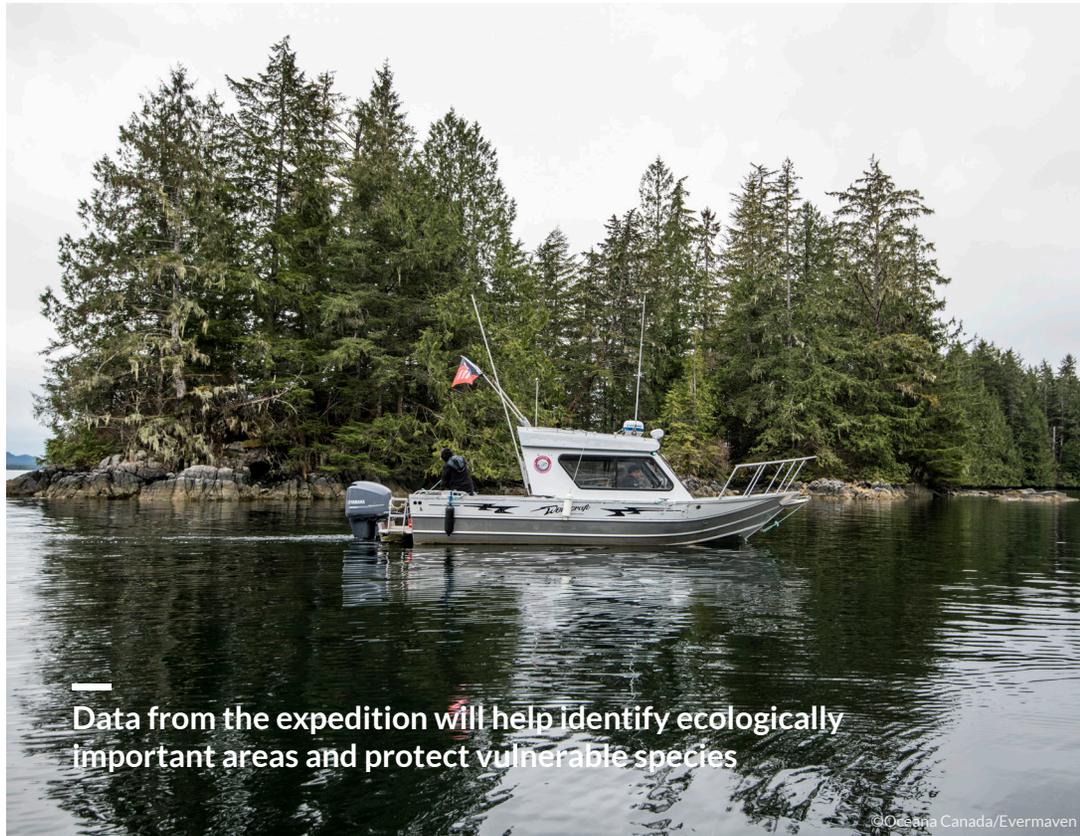




**CANADA,**  
**Central Coast of British Columbia**

In March 2018, Oceana Canada, accompanied by Alexandra Cousteau, conducted an expedition in the fjords of coastal British Columbia. This expedition was undertaken in partnership with the Heiltsuk and Kitsoo/Xai'Xais First Nations, Fisheries and Oceans Canada, the Central Coast Indigenous Resource Alliance (CCIRA) and Ocean Networks Canada (ONC). The areas explored were chosen for their high conservation value and are home to species such as fragile corals and sponges. These habitats are important for rebuilding fish populations – that have high ecological, cultural and economic significance.

Building on a wealth of traditional knowledge and decades of First Nation-led science, coupled with technology and scientific expertise from Fisheries and Oceans Canada, Oceana Canada and ONC, the expedition focused on sites below depths of 200 metres where no scientific visual exploration had occurred. The data will help identify ecologically important areas for marine planning, protection of vulnerable species – such as rockfish – and habitats of high conservation value.



---

Oceana 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

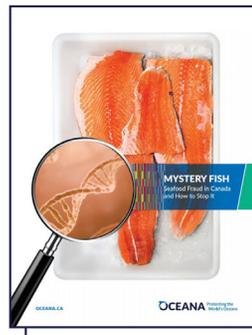
Oceana wins victories for the oceans through effective campaigns based in science and research. Reports published in 2017 to June 2018 include:

- + Collateral Damage: How to Reduce Bycatch in Canada's Commercial Fisheries
- + Fishery Audit 2017: Unlocking Canada's Potential For Abundant Oceans
- + Mystery Fish: Seafood Fraud in Canada and How to Stop it
- + Seafood Fraud and Mislabelling in Ottawa
- + Modern Slavery in Seafood Supply Chains Brief
- + Restoring Abundance in Canada's Fisheries: Presentation to the House of Commons Standing Committee on Fisheries and Oceans



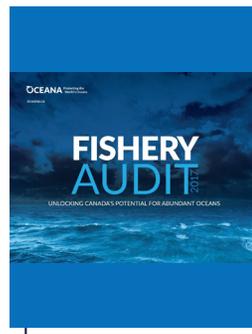
## Collateral Damage: How to Reduce Bycatch in Canada's Commercial Fisheries

This report revealed how poorly Canada is managing bycatch, one of the biggest threats to our oceans. It identified big holes in Canadian data, an inadequate regulatory approach and that hundreds of species end up as bycatch. The report recommends the release of a national catch-monitoring policy and the implementation of measures to reduce bycatch.



## Mystery Fish: Seafood Fraud in Canada and How to Stop it

This report launched Oceana Canada's seafood fraud campaign that conducts independent seafood testing in restaurants and grocery stores to better understand the extent of the problem in Canada. In 2017, testing in Ottawa revealed that almost half of the samples tested were mislabelled. The report recommendations include implementing full boat-to-plate traceability and comprehensive labelling standards in Canada.



## Fishery Audit 2017: Unlocking Canada's Potential For Abundant Oceans

Oceana Canada released its first annual Fishery Audit providing the most comprehensive assessment of the state of fish stocks and how the government is managing them. The results revealed that Canadian fisheries are in trouble: only one third of stocks are considered healthy and 13 per cent are in critical condition.

# Grassroots Organizing & Advocacy

Oceana and our supporters use the power of grassroots activism to advocate for responsible ocean policies. When communities speak up, their elected officials listen.



Oceana Canada, and its partners, successfully campaigned for government transparency in the status of commercial fish stocks. Our teams are also working to ensure that the amended Fisheries Act requires science-based management and rebuilding actions in fisheries management. The Honourable Dominic LeBlanc, Minister of Fisheries, Oceans and the Canadian Coast Guard and Oceana Senior Advisor Alexandra Cousteau.



Seafood sleuths, like Jim (pictured above), helped uncover seafood fraud by collecting seafood samples from grocery stores and restaurants across Canada and sending them to the Lifescanner lab in Guelph for DNA testing. In addition, advocates from across the nation signed Oceana Canada's petition to tell the Canadian Food Inspection Agency to make combatting seafood fraud a priority. Launched in late November 2017, more than 6,059 Canadians and 27 of Canada's leading chefs and seafood industry leaders had signed the petition by June 2018.

# Strategic Communications

Oceana's campaigners design media and communications strategies that target key decision-makers, inform the public and celebrate our victories. Here are some of our press highlights from 2017-2018:

'Unwanted fish' could be the biggest threat to endangered marine life:



Never-before seen images beamed live from bottom of Gulf of St. Lawrence



Seafood Fraud Is A Bait And Switch That Hurts Honest Canadians



Summer expeditions aim to unlock secrets of the deep Atlantic Ocean



High-tech underwater robot leads new marine expedition in Gulf of St. Lawrence



Dozens of Canadian fish stocks in critical condition



Subsea camera to live stream a scientist's-eye-view of the ocean floor



Canada's fisheries department and Alexandra Cousteau team up to explore the Gulf of St. Lawrence



Oceana Canada warns of seafood fraud in Ottawa



Fisheries Act must include legal duty to rebuild stocks: Oceana Canada



Reefs, rockfish and pom-pom anemones: expedition shines new light on depths off B.C.'s Central Coast



'Mystery fish': Study finds rampant fish fraud in Ottawa restaurants and sushi spots



# 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 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.

---

## Donate

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](http://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](mailto: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](http://oceana.ca/support).

---

## Learn and Share

Follow Oceana Canada on social media and share your passion for ocean protection with friends and family. Stay up-to-date on the latest news and get insights on our research and campaigns on our blog at [oceana.ca/blog](http://oceana.ca/blog).



# By the Numbers



Facebook Followers:

**70,625**

Twitter Followers:

**5,135**

Instagram Followers:

**3,337**

Wavemakers:

**16,259**

Supporter Actions:

**10,837**

# 2017 Donors

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 2017.

## Contributions of \$5,000 or more

Anonymous

Buddha Brands

Fisheries and Oceans Canada

J. Keillor Irving

McConnell Foundation

Oceana, Inc.

The George Kostiuk Family Private Foundation

The Nikita Foundation

The Wyss Foundation\*

\*Contribution was made to Oceana, Inc.



The background image shows a close-up, high-angle view of a ship's deck. A large, dark pile of fish bycatch, including various species of fish and crustaceans, is the central focus. To the left, a control panel with several buttons and a small display is visible. The lighting is dramatic, with strong highlights and deep shadows, suggesting an indoor or nighttime setting.

## Financial Summary

Oceana Canada benefits from significant multi-year grant commitments. In 2017, total revenue was \$2,663,170 and total expenses were \$2,663,170.

Oceana Canada used these funds to advance its efforts to preserve and rebuild ocean life by conducting an expedition in the Gulf of St Lawrence, launching reports on bycatch and the state of Canada's fisheries, the Fishery Audit, as well as conducting seafood fraud testing in Ottawa and releasing two reports about seafood fraud and mislabelling.

Financial data was derived from audited financial statements, copies of which are available at [oceana.ca/Financials](http://oceana.ca/Financials) or by contacting [info@oceana.ca](mailto:info@oceana.ca).



More than 200 people campaign for healthy oceans in Oceana offices around the globe.

## 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**

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**

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.

## Staff

---

### **Toronto**

Sarah Cameron, *Online Engagement Associate*  
Diana Demjanenko, *Executive Assistant*  
Josh Laughren, *Executive Director*  
Melinda Hung, *Finance and Administration Coordinator*  
Alex Ivankine, *Director of Finance and Administration*  
Kara-Ann Miel, *Communications Director (interim)*  
Emily Morton, *Executive Assistant*  
Jennifer Whyte, *Online Engagement and Content Manager*  
Lesley Wilmot, *Communications Director*

### **Halifax**

Devan Archibald, *Fisheries Scientist*  
Robert Rangeley, *Director of Science*  
Alexandra Vance, *Marine Scientist*

### **Ottawa**

Kim Elmslie, *Campaign Director*  
Julia Levin, *Seafood Fraud Campaigner*









---

**Oceana Canada**

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](mailto:info@oceana.ca)