

# WE CAN SAVE THE OCEANS AND FEED THE WORLD.

**OCEANA** Protecting the World's Oceans



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

We are committed to restoring Canada's oceans by securing policy changes 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.

**Less than 1/3 of Canada's fish populations** are considered healthy. An abundant ocean is possible. Rebuilding fish populations can be our legacy.

**An estimated 8 million tonnes** of plastic enters the oceans every year. We must reduce the amount of single-use plastic being produced at the source.

**47% of seafood samples** tested in Oceana Canada's national investigation were mislabelled. The solution to seafood fraud is mandatory boat-to-plate traceability.

Together, we can build a brighter future for Canada's oceans. Become part of a growing community of ocean advocates by joining Oceana Canada today. Learn more about our campaigns and get involved by joining us as a *Wavemaker* at [Oceana.ca/Join](https://oceana.ca/Join).

# Our Campaigns



## STOP PLASTIC POLLUTION

Roughly a garbage truck's worth of plastic enters the oceans every minute. As this plastic floods into our oceans, it harms and kills marine life and works its way up the food chain into our seafood. With plastic production expected to increase four-fold by 2050, the problem is too big for consumers to solve on their own. That is why Oceana Canada is campaigning to stop plastic pollution at the source by calling on governments to eliminate single-use plastics and on companies to offer plastic-free choices.



## STOP SEAFOOD FRAUD

Canadians are routinely given little or no information about exactly what seafood we're eating. Meanwhile, the information we are given can be misleading. 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 risk. Seafood sold in Canada should be safe, legally caught and honestly labelled.



## 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 North Atlantic right whale death a year threatens the species' chances of recovery. To prevent extinction, these whales must be protected from fishing gear entanglements and ship strikes. Oceana Canada's campaign calls for reducing the amount of vertical fishing lines in the water and requiring ships to slow down.



## REBUILD OCEAN 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.



## PROTECT MARINE HABITAT

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

With your help, Oceana Canada will continue to fight for measures that will restore our oceans. We can save the oceans and help feed the world.

**Connect:** Sign up to become a **Wavemaker** to get the latest updates from Oceana Canada at [Oceana.ca/Join](https://oceana.ca/Join).

**Share:** Follow us on **Facebook**, **Twitter** and **Instagram** and share your passion for ocean protection with friends and family.

**Learn:** Find out more about our ocean-saving campaigns and take action at [Oceana.ca/Campaigns](https://oceana.ca/Campaigns). You can also discover Canada's marine life at [Oceana.ca/Marine-Life](https://oceana.ca/Marine-Life).

**Donate:** Support our work with a monthly or one-time gift today at [Oceana.ca/Donate](https://oceana.ca/Donate). With your help we can protect marine life and habitats.

Join us at [Oceana.ca](https://oceana.ca).



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