



OCEANA

Protecting the
World's Oceans

ANNUAL REPORT



“The nation behaves well if it treats the natural resources as assets which it must turn over to the next generation increased; and not impaired in value.”

– Theodore Roosevelt

OCEANA 2013 ANNUAL REPORT

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Oceana is the largest international advocacy group working solely to protect the world's oceans. Oceana wins policy victories to rebuild ocean abundance using science-based campaigns. Since 2001, we have protected over 1.2 million square miles of ocean and innumerable sea turtles, sharks, dolphins and other sea creatures, rebuilding marine fisheries that feed hundreds of millions of people. More than 600,000 members and e-activists support Oceana. Global in scope, Oceana has campaigners in North, South and Central America, Asia and Europe. To learn more, please visit www.oceana.org.

SAVING THE OCEAN SOUNDS LIKE A GLOBAL-SCALE TASK.

Saving the ocean sounds like a global-scale task. For practical people, such big ambitions can be off-putting. Many of us want to know that what we are doing is actually making a difference, and will readily trade in glorious, unfulfilled ambitions for measurable and concrete achievements.

So do Oceana's campaigns meet that standard?

The European Union, which catches more fish by weight from the waters off its coast than all but two countries, just passed a fundamental reform of the rules governing commercial fishing by all 28 member states. This reform of what is called The Common Fishery Policy (or CFP for short) will improve the abundance of Europe's ocean by 40 percent by the year 2020.

Chile, where more fish by weight are caught each year than in all but seven other countries in the world, has also reset its national laws to stop overfishing and to rebuild its depleted fisheries. It's too early to forecast the precise rate of improvement, but there will be substantially more fish in the Chilean ocean by the end of this decade.

In the United States, fourth on the list by the size of the catch from its ocean, overfishing has largely ended. Essential changes are still required in the management of bycatch — the unintended killing of non-target species — but the Americans are moving to eliminate the ongoing depletion of commercial marine species once and for all.

As these examples show, ocean protection is practical because it can be achieved through national action by the countries whose oceans produce most of the world's marine catch. The marine waters of just nine countries and the European Union provide more than two-thirds of the world's marine catch each year by weight. The waters of 30 countries and the EU give us more than 90 percent of the world's catch by weight.

But can we reasonably hope to bring sensible fishery management rules to most of those 30 countries?

Former New York City Mayor Michael Bloomberg thinks so. And he's challenged Oceana to prove it. With generous support from the Bloomberg Philanthropies, Oceana will hire teams of Brazilians and Filipinos whose job will be to rebuild the abundance of the oceans of Brazil and the Philippines.

Leonardo DiCaprio also thinks so. And he's also helping Oceana to do it. With generous support from the Leonardo DiCaprio Foundation, Oceana will secure better management of the eastern Pacific Ocean.

Peter and Diana Thomson also think so. They're challenging Oceana to win the policies that will rebuild the seriously depleted Canadian ocean. Providing a challenge grant of half the funds that Oceana needs to hire a Canadian advocacy team, they've given us a strong push toward stopping overfishing in the sixteenth most important fishing nation in the world.

These commitments validate your vision and loyalty as a longtime backer of Oceana. They are helping to give us the scale to make a truly global impact on the health and abundance of the world's oceans. Good ocean management by the European Union, Chile, the United States, Canada, the Philippines, and Brazil would secure *a quarter of the world's marine catch by weight*.

A fully rebuilt ocean would provide us with enough marine protein to provide nearly 1 billion healthy seafood meals every day, forever. In a world where nearly 1 billion people are going to bed hungry tonight, these seafood meals are not a luxury. Moreover, an abundant ocean feeds people without driving the deforestation and aquifer depletion of conventional land-based agriculture. Indeed, the biggest driver of biodiversity loss on the planet is expanding agriculture. So, if you care about protecting the survival of tigers, elephants, gorillas and all the terrestrial creatures threatened by extinction, you can take hope from the opportunity to rebuild ocean abundance. It's clear that feeding people from well-managed wild fisheries in the salty 71 percent of our Earth is essential to the health of our fellow land-dwelling and air-breathing creatures.

An abundant worldwide marine fishery also promises to improve human health. Medical studies repeatedly show improvements in obesity, cancer, and heart disease when people switch from red meat to fish. And there is increasing

interest in the cognitive and emotional benefits of the omega-3 oils many people get chiefly from their seafood meals.

As if these global-scale benefits to human health, hunger and biodiversity were not enough, a rebuilt ocean fishery helps slow climate change. Livestock are a significant producer of climate changing gasses – one hamburger's share is equal to the typical commute in the U.S. – and worldwide beef production in 2010 released climate-forcing gasses equal to those produced by Russia. Wild ocean fish do not produce such gasses, and the CO2 released from commercial fishing ships is a trivial part of such global emissions.

I hope this news seizes you with a great sense of optimism for our shared goal of rebuilding ocean abundance. We are indeed saving the ocean. In so doing, we are protecting marine biodiversity, feeding hundreds of millions of people healthy seafood every day, securing countless fishing jobs, and showing the world that global scale conservation is, surprisingly, practical.

Congratulations to all of you whose loyalty, generosity and hard work are making this happen!

Sincerely,



Andrew F. Sharpless
Chief Executive Officer



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WE CAN REBUILD OCEAN FISHERIES

Commercial fishing is a high-tech, heavily-subsidized industry that uses cutting-edge electronics, computer systems, large numbers of boats, huge amounts of fuel, and miles and miles of gear to catch fish. The data are clear — if the global commercial fishing fleet is left unfettered, fish do not stand a chance. We will catch them all, in a colossal act of shortsightedness.

Despite more boats on the water, global seafood catch peaked in the late 1980s and has declined ever since, according to research by leading fisheries scientists. The United Nations Food and Agricultural Organization reports that 80 percent of seafood species are overexploited, fully exploited, or recovering from depletion. Overfishing affects both the billion people — many of them hungry — who rely on the ocean for animal protein, and ocean creatures which can starve if their prey species disappear. Irresponsible fishing is both a biodiversity and food security issue.

Destructive fishing practices, like bottom trawling and at-sea discards of bycatch, compound the negative impacts of overfishing. Bottom trawls drag heavily-weighted nets along the ocean floor in search of fish or crustaceans, a practice akin to clear-cutting a forest. Each year, more than 16 billion pounds of unwanted fish and other wildlife are caught and thrown overboard as bycatch, simply because fishermen use unselective nets and longlines.

Seafood fraud contributes to the problem. Oceana scientists found that one-third of all the seafood they sampled in the United States was mislabeled, or represented as another species when it is sold. Seafood fraud misleads consumers about the true availability of seafood and the state of the marine environment, because mislabeling maintains the appearance of a steady supply of popular fish species despite severe overfishing. Mislabeling also makes it difficult for consumers to use seafood guides to find sustainable fish to eat and can, in some cases, pose a health risk when a species is swapped for one that can make people sick. Traceable seafood will provide consumers with the information they need to make sustainable choices, and prevent illegally caught seafood from entering the market.

Rather than taking the pressure off wild species, ocean aquaculture of carnivorous fish, like salmon and tuna, further depletes wild fish stocks. It takes several pounds of wild fish to produce just one pound of farmed salmon. Many of the world's biggest fisheries are used chiefly to feed salmon and livestock, instead of people.

STOPPING OVERFISHING NOW WILL DELIVER MORE SEAFOOD TO THE FUTURE



© OCEANA | Michael Hirshfield

The Earth will be home to 9 billion people by 2050, and yet we are risking a healthy, cheap, and sustainable source of animal protein by mismanaging our wild seafood. One billion people already depend upon fish as their primary source of animal protein, many of them in the world's poorest countries, while 400 million hungry people live in major fishing nations.

The U.N. estimates that 70 percent more food will be needed by mid-century. The demand for animal protein is expected to almost double, and we don't have enough arable land and fresh water to keep up. Indeed, agriculture is already the largest driver of biodiversity loss on the planet. Wild seafood can provide a major portion of the food we need in the coming decades, but only if we restore fish populations around the world.

Though it sounds daunting, we can achieve this goal, because most wild seafood is controlled by a relatively small number of countries. Just 25 countries and the EU control more than 90 percent of the world's wild catch by weight. Oceana is already putting the right policy measures in place in some of these countries, turning around depleted fisheries and providing needed food for a hungry world, while also preserving the biodiversity of ocean ecosystems. According to a 2012 study in *Science*, if the world's fisheries were better managed, they could yield up to 40 percent more wild seafood, and do so forever. That would mean that 700 million people could enjoy a nutritious seafood meal each day in 2050. And if we stop feeding fish to animals, well-managed oceans could feed 1 billion people a day, forever.





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WE ARE POLLUTING THE OCEANS AND JEOPARDIZING THE FUTURE

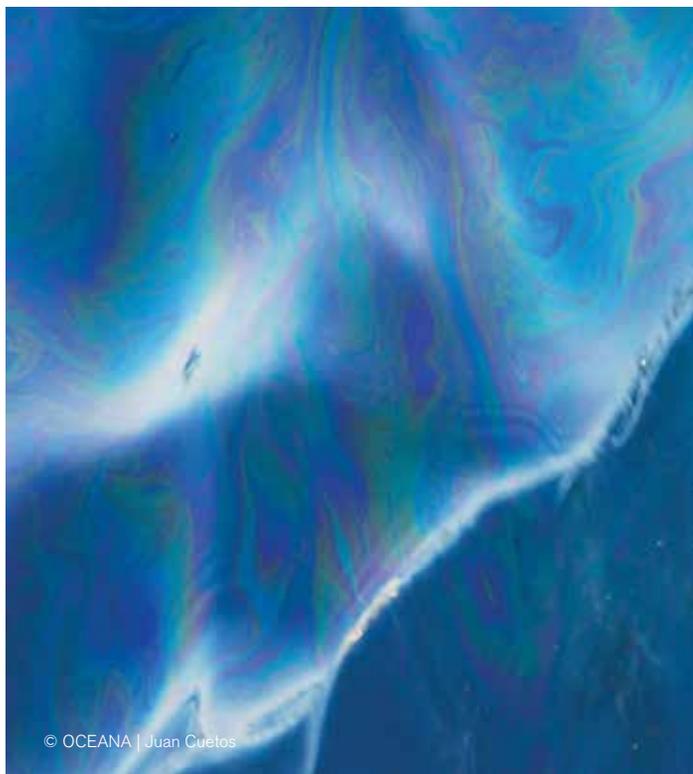
Despite negative long-term impacts and obvious short-term risks, industry continues to push for more carbon-based energy development in and near the oceans, even in remote or pristine places, like Belize, the U.S. Arctic, and Chile.

Belize is home to the Mesoamerican reef, the world's second largest barrier reef system, which is a UNESCO World Heritage Site. An oil spill would devastate the reef and Belize's tourism and fishing industry. Yet Oceana revealed that the Belizean government secretly leased almost all of Belize's waters to oil companies for exploration, including a lease allowing drilling in Belize's iconic Blue Hole. In 2013, Belize's Supreme Court ruled in favor of Oceana, an essential step to stopping the risks of at-sea oil drilling.

The Arctic is one of the most forbidding places on Earth, yet oil companies are pushing aggressively to drill for offshore oil amid the ice. Oceana has consistently warned that there is no way to clean up oil in the ice-covered sea's harsh environment and virtually no infrastructure to deal with a spill. The push for risky Arctic Ocean drilling is justified by a myth: that increased ocean oil drilling in the U.S. will substantially lower gas prices in the U.S. As a global commodity, oil is priced according to global supply and demand. A U.S. court ruled in favor of Oceana and our allies, stopping all Arctic Ocean oil drilling in 2013.

In Chile, the government is allowing major coal-burning power plants to be built right on the edge of the ocean. Oceana has blocked construction of several of these plants, which send superheated pollution directly into the water, killing fisheries, sickening residents, and turning local communities into sacrifice zones.

For the health of the oceans and the billions of people that depend on them, offshore wind and other renewable energy sources are a sensible solution to our energy needs.



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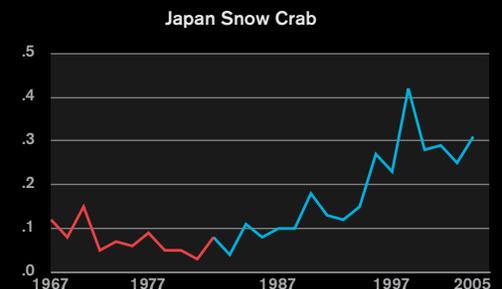
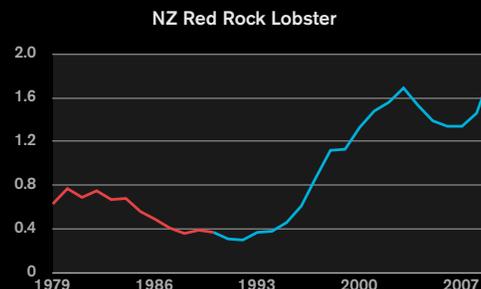
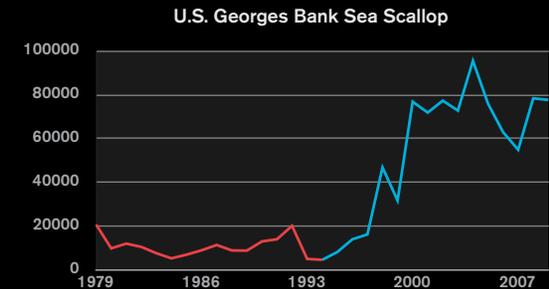
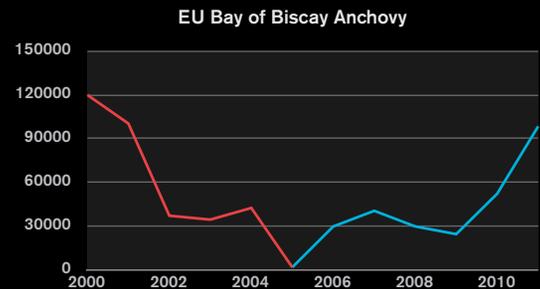
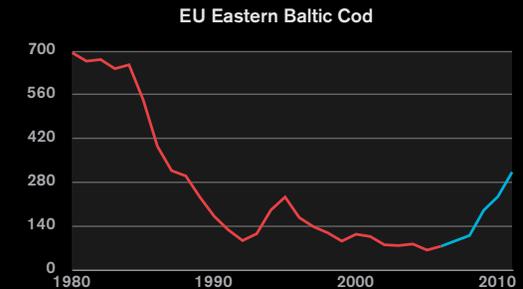
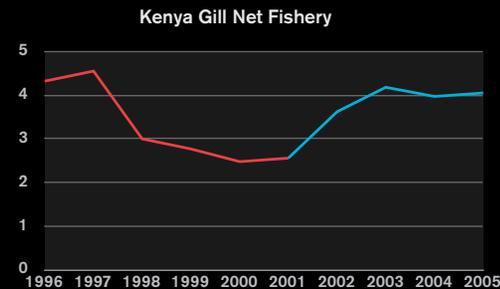
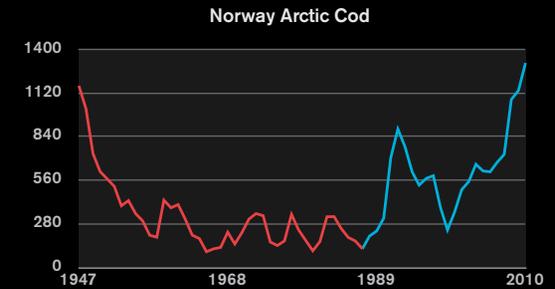
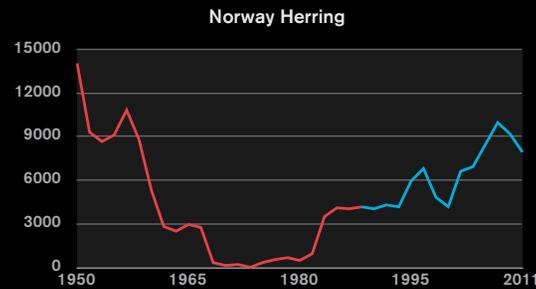
THE GOOD NEWS IS SAVING THE OCEANS IS POSSIBLE IN OUR LIFETIMES

WE HAVE PROVEN SOLUTIONS: Many of the most serious threats to the oceans can be addressed with solutions that already exist. Fish stocks recover when science-based fisheries management is established and three key steps are taken: establishing science-based quotas, protecting habitat and reducing bycatch. We know that this approach works and can be successfully put in place on a country by country basis, including in the 30 countries and the EU that control more than 90 percent of the world's wild catch by weight. Science-based fisheries management has led to the rebound of numerous seafood species, from striped bass on the U.S. East Coast to sardines in Spain to cod in Norway's North Sea. New technology has made many kinds of ocean pollution preventable and new sources of clean energy, like offshore wind, possible.

WE HAVE SUPPORTERS AND ALLIES: Oceana is not alone in this fight. We have more than 600,000 e-activists and supporters in more than 150 countries. We are allied with conservation organizations and foundations, far-sighted commercial and recreational fishermen, indigenous peoples, seafood consumers, scuba divers, sailors, and ocean enthusiasts of all stripes.

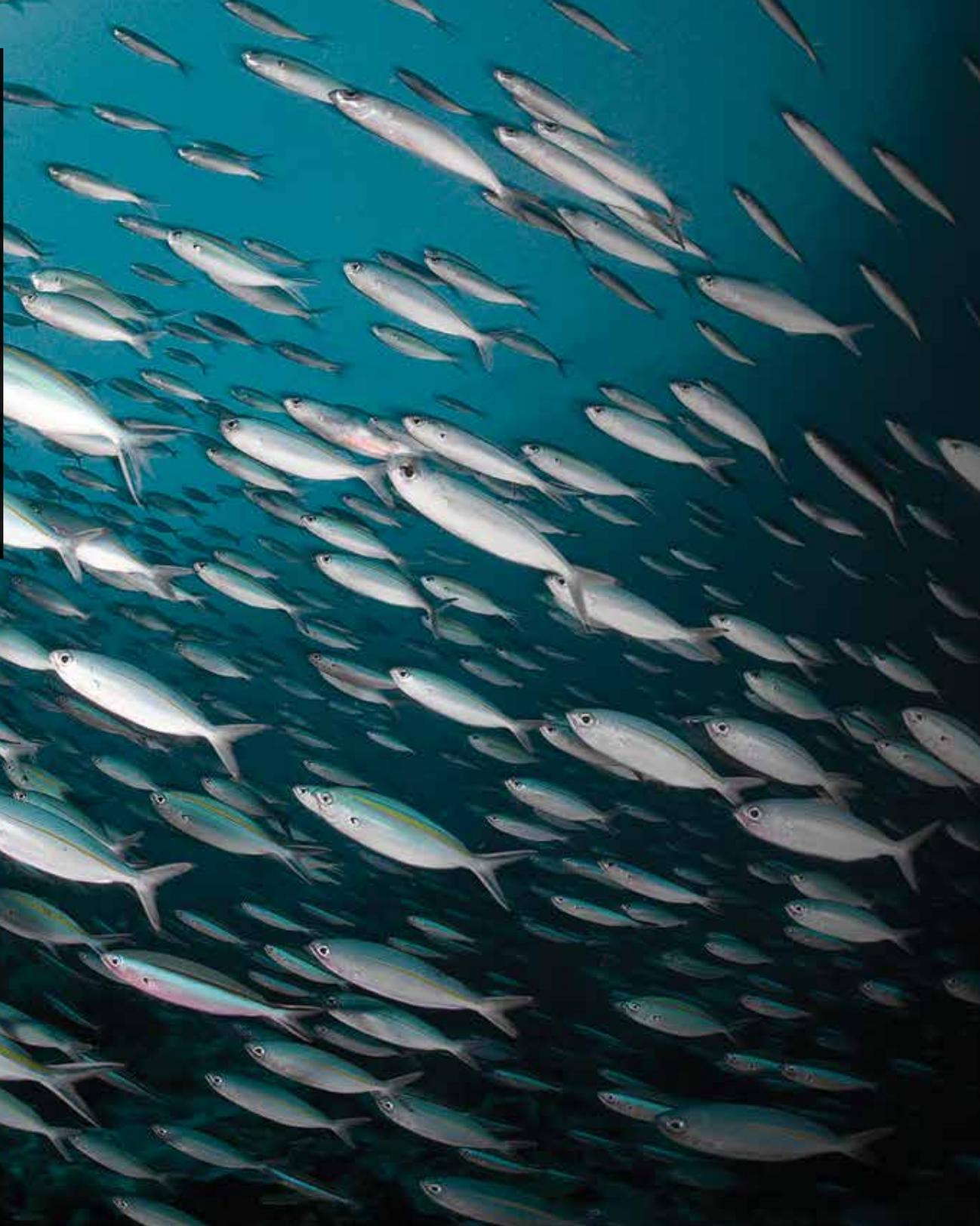
WE ARE WINNING: Oceana works on a limited number of campaigns with clear short-term objectives designed to restore ocean abundance. In 2013, we won numerous important victories for the ocean.

Recovery Examples Can Be Found Worldwide



EUROPEAN UNION ADOPTS A DISCARDS BAN

The European Parliament and the Council of Fisheries Ministers approved a strong EU-wide discards ban, ending the practice of throwing unwanted fish back into the sea dead or dying. EU countries now have an obligation to land all catches subject to catch limits, and in the Mediterranean all catches subject to minimum landing sizes. The discard ban will go into effect in 2015 and must apply to all fisheries by 2019 at the latest.



DRAMATIC REBUILDING FOR EUROPEAN FISHERIES

Thanks to years of campaigning by Oceana and others, the European Union is on track to increase the amount of fish caught in the EU by a full 40 percent over current levels by the year 2020. The European Parliament approved major reforms to the Common Fishery Policy, a law that governs all European fisheries. The comprehensive reform policy — including many amendments drafted by Oceana — will require member states to fish all stocks at sustainable levels by 2015.



ARCTIC PROTECTED FROM OIL SPILLS

Oceana and our allies have warned that there is currently no way to drill offshore responsibly in the Arctic's harsh environment. After Shell's problematic 2012 exploration attempts — including an incident where its drill rig, the *Kulluk*, ran aground during a winter storm — Shell announced that it would not attempt to drill exploration wells in the Arctic Ocean in 2013. Oceana continues to urge the U.S. government to put a stop to further offshore Arctic oil exploration until the government can ensure activities will be carried out safely and without harming the environment.



ENDANGERED SPERM WHALES PROTECTED FROM CALIFORNIA DRIFT GILLNETS

After campaigning by Oceana and our allies, the National Marine Fisheries Service issued emergency regulations that would shut down California's drift gillnet fishery if fishermen caught an endangered sperm whale. This fishery, which targets swordfish and thresher sharks, kills more whales and dolphins than any other fishery along the U.S. West Coast and has one of the highest bycatch rates in the country. The management rules also required new vessel-monitoring systems and mandated independent observers on all drift gillnet vessels operating in offshore waters deeper than 6,500 feet.



SEISMIC AIRGUNS KEPT OUT OF THE ATLANTIC

Energy companies want to use seismic airgun technology to search for offshore oil and gas deposits in 300,000 square miles of ocean along the Atlantic coast. The U.S. Department of the Interior postponed a decision on whether to allow airgun use — the third time that Oceana successfully helped delay the decision. The government's estimates predict that seismic testing would disrupt critical behaviors like feeding, calving, and breeding for many marine creatures. At least 138,000 dolphins and whales will be injured, or possibly killed, if airguns are allowed in the mid-Atlantic. Coastal fisheries in seven states would also be impacted, as airguns can lower catch rates between 40 and 80 percent.



STATE SHARK FIN BANS DEFENDED

Oceana successfully defended state bans outlawing the possession, sale, and trade of shark fins present in eight U.S. states and three territories. In the process of implementing the federal Shark Conservation Act, the National Oceanic and Atmospheric Administration (NOAA) challenged the state shark fin bans by stating that federal law could preempt, or overrule, state shark fin bans. Scientists estimate that 100 million sharks are killed each year mostly for their fins, and these bans protect sharks by closing the market for fins. Oceana launched a public awareness campaign, including running high-visibility Metro ads at stations near NOAA's offices, urging them to side with sharks and not shark finners. This campaign resulted in a victory in early 2014, when NOAA publicly withdrew its pre-emption challenge in California and indicated its satisfaction with the state laws in Washington and Maryland.



OFFSHORE DRILLING HALTED IN BELIZE

Belize's Supreme Court declared that all offshore oil contracts issued by the Government of Belize were null and void, a major milestone in Oceana's work to protect the Mesoamerican Reef — the second largest barrier reef in the world — from offshore oil drilling. The Court's decision was in response to a lawsuit brought by Oceana and other organizations. In 2012, Oceana also organized the nation's first ever "People's Referendum" in which 8 percent of Belizeans — more than 29,000 people — cast their votes, and 94 percent voted against offshore exploration and drilling.



CHILE ESTABLISHES SCIENCE-BASED FISHING QUOTAS

Chile is on track to dramatically rebuild its fisheries, thanks to new science-based fishing quotas for important species, including common hake, anchoveta, sardines, and jack mackerel, all of which are overfished. Following a 2013 reform to the Chilean Fisheries Law, the government reduced the quota for common hake by 55 percent, for anchoveta by 65 percent in specific regions, and for sardines by 29 percent in specific regions. The only increased quota was for the jack mackerel fishery, which is recovering after previous quota reductions. Reducing quotas will allow these seriously overfished species time to recover and rebuild, to the benefit of fishermen and ocean health.



ADDITIONAL VICTORIES



© OCEANA | Juan Carlos Calvin



PROTECTIONS ADVANCE FOR CALIFORNIA GREAT

WHITE SHARKS: After Oceana and our allies submitted a California Endangered Species Act (ESA) listing petition, California awarded the genetically-unique population of great whites found off the U.S. West Coast ‘candidacy’ status under the ESA. The state will conduct a one-year review of the population and consider management measures that can reduce bycatch of white sharks.

PARTIAL TRAWLING BAN IN SPAIN'S BALEARIC

ISLANDS: The Spanish government issued a protection order to prohibit trawling on the summits of Mallorca Channel seamounts and in the coral reef east of Cabrera, where unique habitats were continuously subject to degradation and destruction by illegal fishing. Oceana campaigned for protection of these unique habits for more than five years.

COURT UPHOLDS PROTECTIONS FOR STELLER SEA

LIONS IN THE ALEUTIANS: Oceana and our conservation allies joined the federal government to successfully defend important protections for the endangered western population of Steller sea lions, whose population has declined by more than 80 percent.

EU BANS SHARK FINNING: All sharks caught in European waters or by European vessels must now be landed with their fins still naturally attached, greatly improving shark fisheries management in the EU. Oceana has campaigned for a strict ban on shark finning since the beginning of our work in Europe.

U.S. STATES PASS BANS TO END SHARK FIN

TRADE: New York and Delaware passed bans on the possession, trade, and sale of shark fins, bringing the total of states with similar

bans up to eight. Current reports estimate that more than 100 million sharks are killed every year, most just for their fins, which are often used in shark fin soup.

LIMITS SET CHINOOK SALMON BYCATCH: New U.S. rules require the Gulf of Alaska bottom trawlers targeting rockfish, cod, and flatfish to stop fishing for the season if they catch more than 7,500 Chinook salmon as bycatch. The new rule, a result of campaigning by Oceana and our allies, also requires that all Chinook salmon be delivered to a processing facility, where observers will count the number of salmon and collect scientific data.

WASHINGTON STATE PASSES SEAFOOD FRAUD

BILL: Washington State Governor Jay Inslee signed into law House Bill 1200, which will combat seafood fraud by requiring



© OCEANA | Jenn Huetting

that fish and shellfish be labeled by their common names, cracking down especially on mislabeling of halibut and salmon.

EUROPEAN UNION LIMITS OVERFISHING

SUBSIDIES: The European Parliament voted to significantly limit harmful subsidies that enable overfishing, including: prohibiting subsidies for new boats, limiting the few remaining equipment subsidies by a budget ceiling, and denying remaining subsidies to operators with a record of illegal fishing. The legislation also doubles funding for fisheries management, control, and data collection, and introduces funding to identify and manage marine protected areas.

PACIFIC SARDINES ALLOWED TO REBUILD: Scientists estimate that the Pacific sardine population fell by an estimated 74 percent since 2007 and is at its lowest biomass in two decades.

Following Oceana's calls for urgent action, the Pacific Fishery Management Council voted to reduce the 2014 sardine catch levels by 33 percent to help halt the decline and give the fishery time to rebuild its population.

MEDITERRANEAN DEEP-SEA CORALS PROTECTED:

At the 18th COP to the Barcelona Convention, Mediterranean countries and the EU decided to protect 11 species of deep-sea corals and to implement the Action Plan on Dark Habitats, a scientific document drafted in part by Oceana, which will enable the creation of marine protected areas in deep-sea habitats like seamounts, submarine canyons, and caves.

CHILE REQUIRES TRACKING TECHNOLOGY ON

BOATS: After campaigning by Oceana, the Chilean government now requires all fishing boats larger than 15 meters to have

satellite positioning technology onboard, allowing the government to monitor fishing vessels and enforce fisheries laws that safeguard fishery abundance.

MARYLAND LEGISLATION PROMOTES OFFSHORE

WIND: Maryland jumpstarted its offshore wind industry by passing the Maryland Offshore Wind Energy Act of 2013, which will help spur the development of at least 200 megawatts of offshore wind energy off Maryland's coast.

OCEANA'S AT-SEA CAMPAIGNS AND EXPEDITIONS HELP CATALYZE POLICY ACTION

BALEARIC ISLANDS

Exploring deep-ocean ridges

Clustered off the east coast of the Iberian Peninsula, the Balearic Islands host beaches popular with European tourists and vast expanses of unexplored and biologically-rich ocean. In August 2013, Oceana took its catamaran research vessel, the Ranger, to document the diverse and varied sea life inhabiting the Emile Baudot escarpment.

The Emile Baudot is a large, rocky wall running from Ibiza to Menorca, spanning more than 180 miles and reaching depths of up to 2,000 meters below the surface. The Ranger's crew explored the ridge for 10 days with the aid of a remote operated vehicle (ROV), gathering the first underwater footage of the escarpment.

Near the ocean's surface they found dolphins, manta rays, and swordfish. As the ROV descended, the researchers saw large, grey groupers and long-spined sea urchins tucked in caves, and fields of brachiopods and crinoids blanketing the slopes of the escarpment. But the ROV also uncovered evidence that human garbage is infiltrating these magnificent deep-sea areas, including plastic bags, cans, and fishing gear as much as 700 meters below the surface.



© OCEANA | Xavier Mas

Though the Emile Baudot escarpment lies just beyond the southern tip of Spain's famed Cabrera National Park, it is completely unprotected from pollution and overfishing. The footage and data collected on the expedition will strengthen Oceana's campaign to expand the national park to include the escarpment.

BALTIC SEA

Assessing the health of shallow Baltic waters

Ocean expeditions don't usually involve a road trip. But when the 2013 Baltic expedition team kicked off their journey, they didn't do it from the deck of a boat. In a first for Oceana, the team embarked on a 32-day amphibious

research expedition, driving 7,000 kilometers through eight countries to document the health of the Baltic Sea. The expedition confirmed earlier reports that the Baltic's shallow habitats are suffering from pollution and overfishing.

The Baltic has many shallow, hard-to-navigate areas that are not accessible to large boats, so the 2013 expedition used small, trailered boats. Oceana's researchers piloted 50 ROV dives from an inflatable boat, pebble-covered beaches, and even a public pier in Poland. The crew also donned scuba gear to conduct 20 dives from the coast. High-definition cameras recorded hours of video footage and snapped more than 6,000 photographs during the six-week expedition.



The expedition's findings confirmed that the sea's shallow archipelagos are suffering from pollution and overfishing, much like the deeper areas of the sea, which is causing filamentous algae blooms that suffocate other algae and plants, like sea grass.

Oceana presented data from this expedition, and others in 2011 and 2012, in its proposal for the creation of 12 new MPAs and new management measures to improve the effectiveness of existing protected areas. Data and photos from this expedition allowed Oceana to expand current MPA proposals, including adding a thirteenth proposed protected area. If implemented, Oceana's proposal would

nearly double the total protected areas in the Baltic, protecting more than 20 percent of this inland sea. To safeguard the region's biodiversity and fishery productivity, Oceana's ultimate goal is to conserve a full 30 percent of Baltic.

OREGON COAST **Documenting seafloor fish habitat**

Oceana's Pacific expedition's eight-man crew set sail on the Miss Linda out of Newport, Oregon in August, embarking on a week-long scientific expedition to explore rare seafloor habitats off the coast of central and northern Oregon. The researchers collected data and footage validating Oceana's

◀ LEFT PAGE: Oceana senior adviser Alexandra Cousteau swims with a grouper in National Park of Cabrera (Balearic Islands), during the campaign to expand ten times its extension. RIGHT PAGE: Oceana Baltic team deploying the ROV from a rigid inflatable boat during the 2013 coastal expedition.

proposal for increasing essential fish habitat protections in the Pacific.

The team completed 25 dives with a ROV in seven days, reaching as far as 1,200 feet below the surface. Using high-definition cameras mounted on the ROV, the team filmed fields of vibrant cold-water corals, sea pens, sea whips, and decades-old glass sponges dotted with rockfish. But the ROV also revealed deserts devoid of any living structures, possibly the result of decades of bottom trawling.

Fish of all species need protected areas where they can find food and shelter, spawn, and establish nursery habitat for their offspring to grow. Oceana's proposal would protect an additional 20,000 square miles of key habitats on the continental shelf and slope, like the ones explored during the expedition, and an additional 120,000 square miles of deep-sea habitats.

DESVENTURADAS ISLANDS **Exploring remote Chilean islands**

In February, Oceana and National Geographic launched a joint expedition to the Desventuradas, two small islands more than 500 miles off the coast of Chile. Staffed by a team of scientists equipped with cutting-edge technology, the expedition was the first to explore one of the last pristine marine environments left in the Pacific Ocean.

Outfitted with a state-of-the-art three person submarine, capable of reaching depths of almost 1,500 feet with a 360-degree view, the team of explorers completed more than 280 dives and shot more than 80 hours of video. Their footage showed undulating kelp forests, brightly colored corals, and massive 15-pound lobsters. Oceana presented data gathered on the expedition in a comprehensive scientific report on the marine life and habitat of the Desventuradas, which became the basis of a proposal to create a large marine reserve.

OCEANA PUBLISHED 13 REPORTS IN 2013

A Deaf Whale is A Dead Whale

This report analyzes the harmful effects that seismic airguns would have on marine life off the U.S. Atlantic coast, including the injuring of 138,200 whales and dolphins, according to government estimates.

A critical analysis of the federal status review of the Northeastern Pacific population of great white sharks under the Endangered Species Act.

Prepared with partners at the Center for Biological Diversity, this document provides a critique of the federal status review report for the Northeastern Pacific population of white sharks.

Oceana Study Reveals Seafood Fraud Nationwide

This report details the result of Oceana's seafood fraud testing, where Oceana collected and DNA tested more than 1,200 seafood samples in 21 states.

Seafood Sticker Shock: Why you may be paying too much for your fish

Following Oceana's seafood fraud DNA testing, this report examines how seafood mislabeling short-change consumers and calls for increased traceability in the supply chain.

Stolen Seafood: The Impact of Pirate Fishing on Our Oceans

This report examines the impacts of pirate fishing, including how much seafood is stolen and how pirate fishing hurts people and marine life.

Important Ecological Areas Seafloor Habitat Expedition off the Southern Oregon Coast

This report is the result of Oceana's 2011 research expedition in the Pacific Ocean off southern Oregon, which documented seafloor habitats to help inform the long-term conservation of Important Ecological Areas.

End the Walls of Death: Replace devastating drift gillnets off California with cleaner fishing gear

This report examines the harmful impacts of drift gillnets on California marine life, which entangle and kill large open ocean species, including whales, dolphins, seals, sea turtles, sharks and other fish.

Oceana fishing opportunities recommendations for 2014 - North East Atlantic stocks

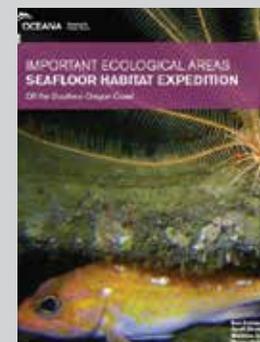
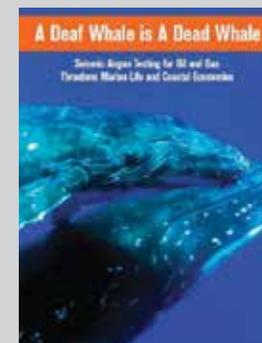
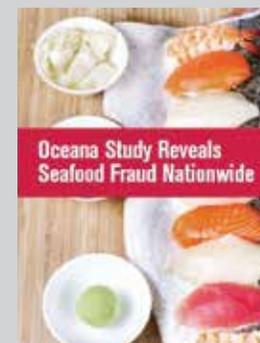
This document outlines Oceana's recommendations for fish stocks in the North East Atlantic, including proposed Total Allowable Catch (TAC) levels that are in line with scientific advice.

National priorities for HELCOM countries

The following document presents a set of proposals for national actions to be taken in order to fulfil the objectives agreed upon by HELCOM countries in 2007.

European Fisheries Subsidies

This paper presents the results of a study into government fishing subsidies, which have promoted the overcapacity of European fishing fleets and resulted in overfishing.



Oceana Proposals for the Baltic Sea and Kattegat, 2013

This report updates Oceana's previous recommendations for the Baltic, including identifying 12 areas in the Baltic Sea and Kattegat that merit protection as MPAs.

Mediterranean Deep Sea Corals

This report outlines the status and importance of deep sea corals in the Mediterranean, including a plan for their protection under the Barcelona Convention.

Oceana's Position for OSPAR ICG-RECS

This report outlines the need for OSPAR Contracting Parties to adopt the proposed recommendations at ICG-RECs in order to enhance the status of species and habitats in the Northeast Atlantic region.

THE PERFECT PROTEIN

Oceana CEO Andy Sharpless authors a book on saving the oceans and feeding the world

In May, Oceana celebrated the publication of *The Perfect Protein: The Fish Lover's Guide to Saving the Oceans and Feeding the World*, written by Oceana CEO Andrew Sharpless and Suzannah Evans. Global fish populations are in serious decline, and fish will be critical to feeding our world's growing population. The good news, as Sharpless and Evans reveal, is that if just 25 nations take three key steps — enforce scientific quotas, protect nursery habitat, and reduce bycatch — the world's oceans will not only become more biodiverse, they will sustainably provide more fish for the world to eat. The book also features a forward by former President Bill Clinton and healthy seafood recipes from 21 top chefs.



MAKING THE CASE FOR OCEAN CONSERVATION

OCEANA IN THE NEWS

In 2013 Oceana was widely featured in the media with thousands of press hits – from high-profile television appearances to recognition in prominent newspapers and websites.

Oceana won extensive coverage of *The Perfect Protein*, by Oceana CEO Andrew Sharpless and Suzannah Evans. In addition to a national book tour, Sharpless appeared on national television and radio to promote the book, including a segment on “CBS This Morning” with Chef Eric Ripert, of the Michelin-rated Le Bernardin restaurant, whose recipe is featured in the book. *The Perfect Protein* also received coverage from The Associated Press, The Guardian, Scientific American, Coast Magazine, National Geographic, and Men’s Journal, among others.

2013 saw the return of Oceana’s Partners Award Gala, honoring individuals who have made outstanding contributions through their personal commitment to the cause of protecting our oceans. Held in Los Angeles, the 2013 PAG honored former U.S. Secretary of State Hillary Rodham Clinton and HBO CEO Richard Plepler. The



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event was covered on television by “E! News,” “Extra,” and “Entertainment Tonight,” and in print by Variety, The Hollywood Reporter, Los Angeles Times, and Los Angeles Magazine, among others.

Oceana also continued to raise its profile through the promotion of public service announcements (PSAs) about its work, which generated more than \$2.5 million in donated advertising value. In August, Oceana released its latest PSA starring “Mad Men” actress January Jones. In the video, Jones describes how she is not scared *of* sharks, but scared *for* them, and encourages viewers to help Oceana protect the dwindling number of great white sharks in the Pacific.

Thanks to the generous support from media outlets like Outside Television, CNN International, Hulu, Network, Food Network, Forbes Magazine, and many others, Oceana was able to share its message with millions of people around the country in high profile magazines, on radio and national TV.

NORTH AMERICA

Oceana’s Stop Seafood Fraud Campaign received continuing coverage throughout the year, following the release of



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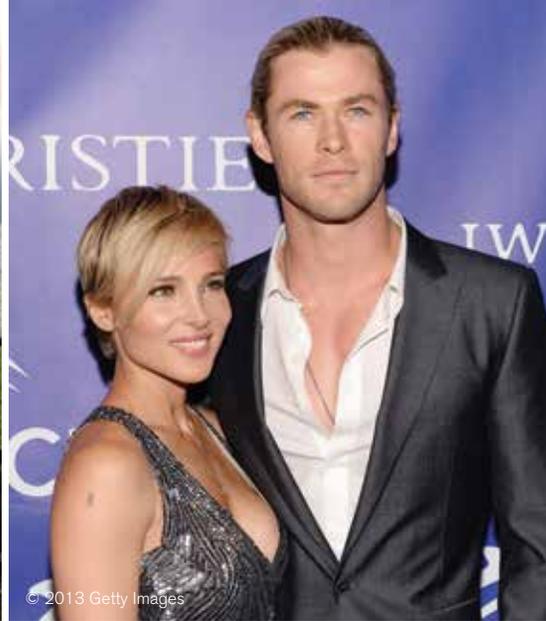
national fish testing results in February, which were featured in front page stories of Today, Chicago Tribune, The Denver Post and San Francisco Chronicle as well as stories by The New York Times, The Washington Post, The Boston Globe and The Oregonian. The results also resulted in a live on-camera segment with CNN as well as coverage by Los Angeles Times, CBS News, FOX News, “The Daily Show with Jon Stewart,” “Real Time with Bill Maher” and “NBC Nightly News with Brian Williams.”

Oceana’s campaign to prevent seismic airgun use in the Atlantic Ocean also received extensive coverage, including an article in The Washington Post. The editorial board at the Post also voiced their opinion on the subject, saying that the “debate over seismic air guns should wait until science has spoken.”

Oceana’s criticism of Shell Oil’s risky attempts at Arctic drilling put Oceana at the forefront of media coverage, including stories by The Wall Street Journal, The New York Times, Los Angeles Times, The Washington Post, Houston Chronicle, San Francisco Chronicle, Anchorage Daily News, Bloomberg, Thomson Reuters and The Associated Press.



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Oceana's celebrity supporters. From left to right: Sheryl Crow; Carly Simon, Jane Fonda and Melanie Griffith; Ted Danson and Mary Steenburgen; Elsa Pataky and Chris Hemsworth; Sam Trammell

EUROPE

Oceana's campaign to end wasteful subsidies for the EU's oversized and unsustainable fishing fleet attracted media attention around the world, including in *The New York Times* and *Science Magazine*, as well as in wire stories, including AFP and EuropaPress, and radio stories, including Radio France International.

Oceana's work to protect the ocean in and around the Balearic Islands, off of the Cabrera seamount, and elsewhere in the EU was highlighted in dozens of media outlets, including *El Pais* and *El Mundo*, as well as interviews on Radio France International and Canal Sur.

Oceana was also featured in the media for its 2013 Baltic Sea expedition. The unique, coastal-based expedition offered the opportunity to develop a unique media strategy targeting every stop of the six-week long trip. Television stations in Sweden, Denmark, Finland, and Poland featured the expedition extensively, including a public service radio interview with Hanna Paulomäki, Baltic Sea project manager, together with the regional environmental minister

to discuss our MPA proposals and policy suggestions. After the expedition ended, Oceana was contacted by Sweden's biggest TV channel, TV4 to be featured in four out of eight mini-documentaries they were developing on issues in the Baltic Sea. Oceana staff was interviewed as experts on marine protected areas, fisheries, ghost nets, and other issues plaguing the region.

CENTRAL AMERICA

Oceana's tireless opposition to offshore oil drilling in Belize achieved a major milestone in 2013 when the Supreme Court of Belize declared that all offshore oil contracts issued by the Government of Belize were null and void. The ruling was covered extensively in local press, including *The Belize Times*, Channel 7 Belize, Channel 5 Belize, Plus TV, CTV3 and PG TV. Oceana's legal victory was also covered by radio stations such as KREM FM, Love FM, Wave Radio, Vibes Radio, Mood FM and Reef Radio.

SOUTH AMERICA

Oceana's joint expedition with National Geographic to the unexplored Desventuradas Islands generated large amounts of press in both regional and national media. With the use

of cutting-edge technology and a team of world-renowned scientists, cameramen, and underwater photographers, the expedition documented the marine biodiversity of these islands. National newspapers covered this expedition, including *Mercurio*, *La Segunda*, and *La Tercera*, as well as the national television station TVN.

Oceana's campaign to stop heavily polluting copper refineries and coal-fired power plants in the nation's so-called coastal "sacrifice zones" also received important coverage. Oceana sought an injunction on consideration of the coal-fired power plant Punta Alcalde, located in northern Chile. In August, the Chilean Court of Appeals ruled in favor of Oceana, annulling the environmental permit of the thermoelectric project, which was a large driver of media coverage and generated consistent press in regional, national and international media, including Chilevisión and UCV television station, and many major online media and radio outlets such as *El Mostrador*, *Terra*, *Radio Cooperativa*, and radio Bio Bio.

Oceana's Board of Directors and staff extend our deepest appreciation to our contributors for their continued support and generosity during 2013.

Oceana's support comes from foundations, organizations and individuals in more than 110 countries.

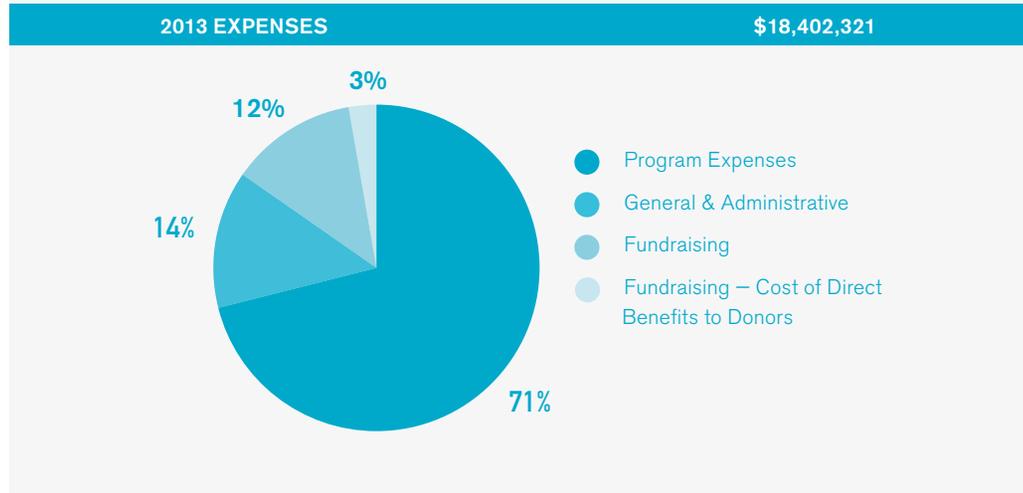
Oceana's contributors provided the support that is essential to our campaigns to preserve and rebuild ocean life. Oceana received revenue and support of approximately \$19 million in unrestricted funds, including the release of approximately \$13 million in time- and program-restricted gifts for which commitments had been received in the current and prior years.

Oceana continues to benefit from significant multi-year grant commitments, which is a major reason why Oceana ended the year with just over \$46 million in net assets. Expenses were approximately \$18 million in 2013. Of every dollar of expenses, approximately 71 cents were spent directly on Oceana's programs. The remainder was spent on general and administrative costs (about 14 cents), raising funds (about 12 cents), and good/services that event ticket purchasers paid for (approximately 3 cents).

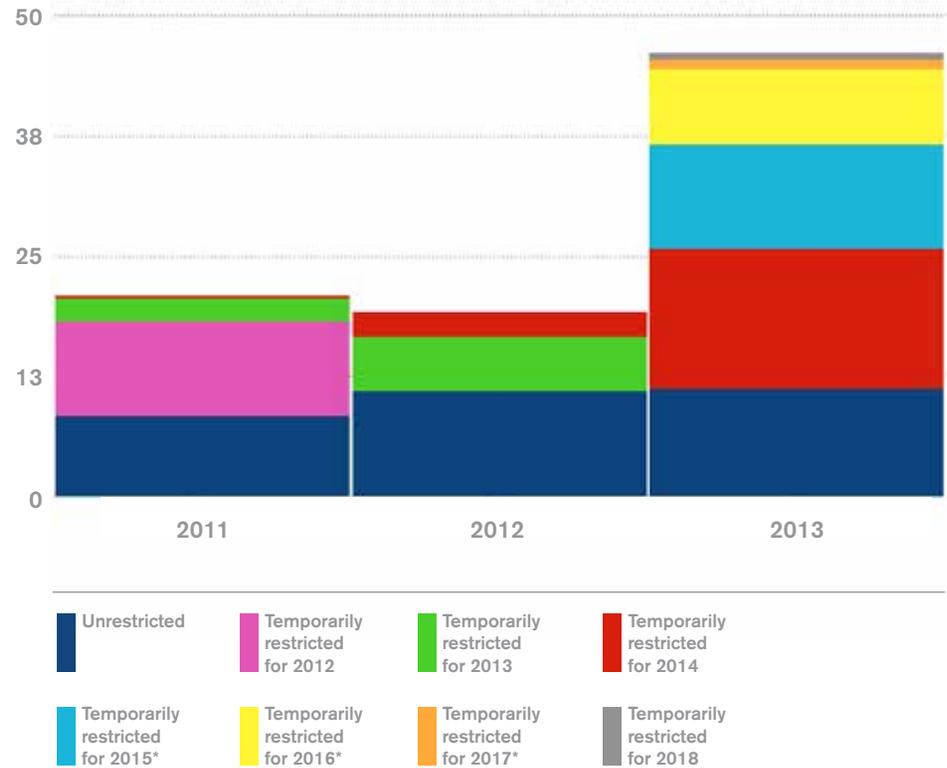
Oceana, Inc. is tax-exempt under Section 501(c)(3) of the U.S. Internal Revenue Code, so contributions may be tax-deductible. Please contact Oceana at the address below for information on making gifts to Oceana, for a copy of its audited financial statement, or for other inquiries.

Oceana, Inc.
 Attn: Development Department
 1350 Connecticut Ave. NW, 5th Floor
 Washington, DC 20036
 info@oceana.org
 1.202.833.3900

These financial results represent the consolidated operational activity of Oceana, Inc. and Oceana Advocacy Resources, Inc.



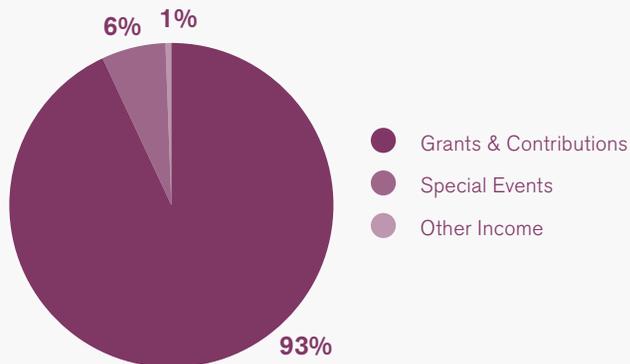
OCEANA CONSOLIDATED NET ASSETS AS OF DECEMBER 31, 2013



* Includes discount for long-term receivables

2013 REVENUE

\$45,179,070



2013

	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
REVENUE AND SUPPORT			
Grants and Contributions	2,898,799	39,127,891	42,026,690
Special Events	2,887,380	-	2,887,380
Investment Income	13,032	-	13,032
Rental Income	48,950	-	48,950
In-Kind Revenue	-	-	-
Miscellaneous	116,197	-	116,197
Foreign Currency Transaction Gain (loss)	86,821	-	86,821
Net Assets Released from Restrictions:			
Satisfaction of Time Restrictions	8,331,511	(8,331,511)	-
Satisfaction of Program Restrictions	4,249,024	(4,249,024)	-
TOTAL REVENUE AND SUPPORT	18,631,714	26,547,356	45,179,070
EXPENSES			
Program Services			
North American Oceans	4,291,987	-	4,291,987
International activities	5,670,671	-	5,670,671
Communications	1,682,919	-	1,682,919
Law	849,700	-	849,700
Marine Science	570,228	-	570,228
Oceana Advocacy Resources, Inc.	11,195	-	11,195
TOTAL PROGRAM SERVICES	13,076,700	-	13,076,700
Supporting Services			
General and Administrative	2,507,463	-	2,507,463
Fundraising – cost of direct benefit to donors	504,291	-	504,291
Fundraising – other	2,313,867	-	2,313,867
TOTAL SUPPORTING SERVICES	5,325,621	-	5,325,621
TOTAL EXPENSES	18,402,321	-	18,402,321
CHANGE IN NET ASSETS	229,393	26,547,356	26,776,749
NET ASSETS (Beginning of Year)	10,991,309	8,275,464	19,266,773
NET ASSETS (End of Year)	11,220,702	34,822,820	46,043,522

OCEANA'S SUPPORTERS



In 2013, Oceana grew to more than 600,000 supporters worldwide and dramatically increased our low-dollar grassroots fundraising results, raising more than \$1 million in donations. Oceana's activists contributed significantly to our many campaigns throughout the year, by writing to their legislators, calling on Congress, and attending offline events on behalf of our campaigns. In one example, more than 100,000 people took action to protect Atlantic whales and dolphins from harmful seismic airguns.

Oceana also grew its presence on the social media platforms Facebook and Twitter, climbing to nearly 110,000 supporters on Facebook and more than 104,000 followers on Twitter. The fifth annual Ocean Heroes contest, which honors people working voluntarily to save the oceans, was held on Oceana's Facebook page this year. More than 11,000 voters selected Jean Beasley, from Topsail Island, North Carolina, as the

adult ocean hero. Jean started the Karen Beasley Sea Turtle Rescue and Rehabilitation Center in 2007, rehabilitating and releasing more than 300 turtles back into the wild over the last five years. Rory and Maeve McCracken of Baton Rouge, Louisiana were voted the 2013 junior ocean heroes. After witnessing the 2010 Gulf Oil spill's devastation firsthand, they started kidslovethegulf.org to encourage other young people to get involved. They also wrote and published their own book: *G is for Gulf*.

Longstanding corporate partners, Nautica and Revo Sunglasses, provided prizes packages and promotional support while a new media partner, Outside Television, provided space for Oceana to run PSA's (starring Alexandra Cousteau) promoting the contest and—as a prize for the winners—space to air PSA's created by Oceana about the contest winners.



GIVE TODAY TO HELP REBUILD OCEAN ABUNDANCE

DONATE TO OCEANA

Each of us has the power to contribute to the health of the oceans. With the support of thousands of people like you, Oceana can carry out targeted campaigns to end overfishing, protect marine creatures, stop pollution and eliminate bycatch. Together, we can reverse the collapse of the oceans and restore their rich abundance for the next generation. You can become part of a growing circle of supporters by joining Oceana today.

BENEFITS TO CONTRIBUTORS

All Oceana supporters who give \$1,000 or more annually receive a variety of benefits, including the magazine, invitations to special events and VIP receptions, political updates and exclusive briefings by Oceana scientists and policy experts from around the world.

U.S. TAX DEDUCTION FOR DONATION

Oceana is designated as a tax-exempt organization under Section 501(c)(3) of the U.S. Internal Revenue Code, so donations are tax-deductible.

HOW YOU CAN SUPPORT OCEANA

You can support Oceana financially by sending us a check at the address below or by credit card. Please call the number below or visit www.oceana.org/donate. Credit card donations may be made on a sustaining basis by designating a monthly, quarterly or annual contribution. Oceana appreciates your ongoing support and understands that you may cancel this contribution at any time. You may also contact us concerning gifts of stock, matching gifts and gifts made through workplace giving programs.

DONATE LIFETIME PLANNED GIFTS AND BEQUESTS

You may support Oceana and receive tax benefits during your lifetime through planned giving. Please consult your financial advisor or contact us for further information. If you are considering supporting Oceana through a bequest, please let us know so that we can acknowledge your support and ensure you receive information about our campaigns and invitations to our events.

To discuss planned gifts, please contact the Major Gifts team at 1.212.371.5016 or at 909 Third Avenue, 31st Floor, New York, NY 10022.

Donate to Oceana
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Washington, DC 20036

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MAKE EVERY DAY EARTH DAY

Oceana is a member of EarthShare, a federation that represents the nation's most respected environmental and conservation charities in hundreds of workplace giving campaigns across the country. EarthShare's payroll contribution program allows donors to direct their contribution to Oceana, to any combination of EarthShare's members, or to all of them through one general gift to EarthShare. To find out more about how you and your workplace can support Oceana through an EarthShare campaign, please call Oceana at 1.202.467.1949 or visit earthshare.org.

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THANK YOU TO OUR GENEROUS DONORS.

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IN KIND

We are extremely grateful for the in kind contributions that we receive throughout the year from a variety of sources. These important contributions allow Oceana to carry out our important work to protect and preserve the world's oceans.

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LAMER

NAUTICA

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Eduardo (Guayo) de Ana Saldaña	Webmaster/IT
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Elizabeth Pincumbe	Administrative & Campaign Associate	Tim Keenan	Director of Development for UK

Dr. Kristian Parker, Chair

Parker was a member of Oceana's founding Board of Directors. He is a trustee of the Oak Foundation, based in Switzerland, and oversees Oak's environment program. Parker is also a marine biologist and received his Ph.D. in environmental sciences from Duke University.

James Sandler, Vice-Chair

Sandler was a member of Oceana's founding Board of Directors and is in charge of the Sandler Foundation's environmental giving.

Simon Sidamon-Eristoff, Secretary

Sidamon-Eristoff is a lawyer with the tax-exempt organizations group at Kalbian Hagerty LLP in Washington, DC.

Valarie Van Cleave, Treasurer

Van Cleave'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.

Keith Addis, President

Addis is the co-founder of Industry Entertainment, a leading management and production company. He is also a longtime environmentalist. Prior to joining Oceana's board, Addis was the Chairman of the American Oceans Campaign (AOC). Under his leadership, AOC -- founded by Addis's longtime friend and client Ted Danson -- achieved victories on key marine issues including bottom trawling and offshore oil drilling. AOC merged with Oceana in 2001.

Herbert M. Bedolfe, III

Bedolfe, the executive director of the Marisla Foundation, was one of Oceana's founders and led the board of directors from 2002 until 2008.

Ted Danson

Danson is best known for his role on the TV Show "Cheers," but for those in the conservation movement, he is famous for his work as a passionate ocean advocate and Oceana spokesman. Danson helped create the American Oceans Campaign in 1987, which eventually merged with Oceana in 2001. In the last two decades, Ted has appeared in public service announcements, appealing to donors and testifying to the government on the condition of our oceans.

Sydney Davis

Davis is a jewelry designer and activist. She and her husband, Andrew, are advocates for numerous environmental and educational causes. Through their family foundations, they work to protect and improve the lives of children, a goal that cannot be achieved without safeguarding the world's oceans. Davis serves on the Board of Directors of EarthEcho and is on The Lady Bird Johnson Wildflower Center Advisory Council at the University of Texas in Austin. She is also an active member of Oceana's Ocean Council.

César Gaviria

Gaviria served as the President of Colombia from 1990 to 1994, and as Secretary General of the Organization of American States from 1994 until 2004. During his four-year presidential term, Colombia drafted a new, more democratic constitution.

María Eugenia Girón

María Eugenia Girón joined Oceana's board of directors in 2006, shortly after her tenure as chief executive officer of Carrera y Carrera, Spain's top jewelry manufacturer and one of the world's leading luxury brands. María Eugenia is an active lecturer, teacher and adviser at various universities and business schools. She brings to Oceana a vast knowledge of strategic planning, marketing and public relations. In 2004, María Eugenia was nominated for "Women Executive of the Year" by the Spanish Federation of Women CEOs and Professionals.

Loic Gouzer

Gouzer is an International Specialist and Senior Vice President for the Post-War & Contemporary Art Department at Christie's Auction House. Joining Oceana's board of directors in 2013, he uses his position in the art world to raise money and draw attention to ocean conservation. Gouzer is also an avid freediver.

Stephen P. McAllister

McAllister is a successful real-estate developer. Stephen became executive director of Greenpeace Australia in 1989 and from 1990-1991, he was deputy executive director and campaign director of Greenpeace International at its headquarters in Amsterdam. In 2005, McAllister donated the use of the Ranger catamaran to Oceana.

Michael Northrop

Northrop is program director for the Rockefeller Brothers Fund's global and domestic Sustainable Development program, where he focuses on climate change, forest protection and marine conservation. Northrop also lectures at Yale University where he teaches a graduate course on environmental campaigns at the Forest and Environmental Studies School. Previous positions have included a stint as Executive Director of Ashoka, an international development organization that seeks and supports public service entrepreneurs working around the globe.

Dr. Daniel Pauly

Pauly is a renowned fisheries scientist. Since 1994, Pauly has been a professor at the Fisheries Centre, University of British Columbia. He currently serves as the principal investigator of the Sea Around Us Project at the Fisheries Centre, where his global, multi-year analyses of marine ecosystems has allowed him to reach startling and important conclusions, most critical among them that fish populations are declining rapidly all over the world.

Susan Rockefeller

Rockefeller is a documentary filmmaker whose award-winning films have appeared on HBO and PBS. Rockefeller also authored the ground-breaking *Green At Work* (Island Press) that helped usher environmentally-friendly jobs into nontraditional arenas. She's also a designer of inspirational jewelry. She sits on the Program Committee of The Stone Barns for Sustainable Agriculture, the Global Leadership Council for NRDC, the Audubon's Women in Conservation, and is Chairwoman of Oceana's Ocean Council.

Heather Stevens

Stevens and her husband founded The Waterloo Foundation, based in the UK, which she now chairs. Waterloo's environmental efforts are focused on marine work and tropical forest conservation. The Foundation has funded considerable work in the marine sector including campaigns to combat illegal fishing in west Africa and to improve the fishing industry and marine life in the Pacific Coral Triangle.

Diana Thomson

Diana Thomson is Chair of The Nikita Foundation, a Toronto-based charity she co-founded in 2012. The Nikita Foundation supports charitable initiatives in the areas of health, education, and environmental protection.

Rogier van Vliet

Rogier van Vliet is chairman of The Adessium Foundation. Adessium is a Dutch fund founded in 2005. It is a privately funded public benefit organization that provides financial support to charitable organizations in the Netherlands and worldwide. The Adessium Foundation aspires to a world in which people live in harmony with each other and with their environments. Since 2002, Mr. Van Vliet has also been a director at Multifund, a private investment company.

Sam Waterston

Waterston is best-known for his role as Jack McCoy on TV's "Law and Order." Waterston grew up in New England, where he saw the effects of fisheries collapses on the life of seaside towns.



Susan Rockefeller
Chairwoman

Julie Tauber McMahon
Vice-Chair

Anne Alexander Rowley
Activist

Violaine Bernbach
Ocean Advocate

Carolyn Marks Blackwood
Filmmaker

Keely and Pierce Brosnan
Actor

Deborah Buck
Buck House

Amy and Gary Churgin
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Barbara and Bertram Cohn
Activists

Ann Colley
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Kelsey Grammer
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Loic Gouzer
International Specialist & Senior Vice President, Christie's

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