



# 2008 annual report



Healthy Oceans. Healthy Communities.

Dale Sanders

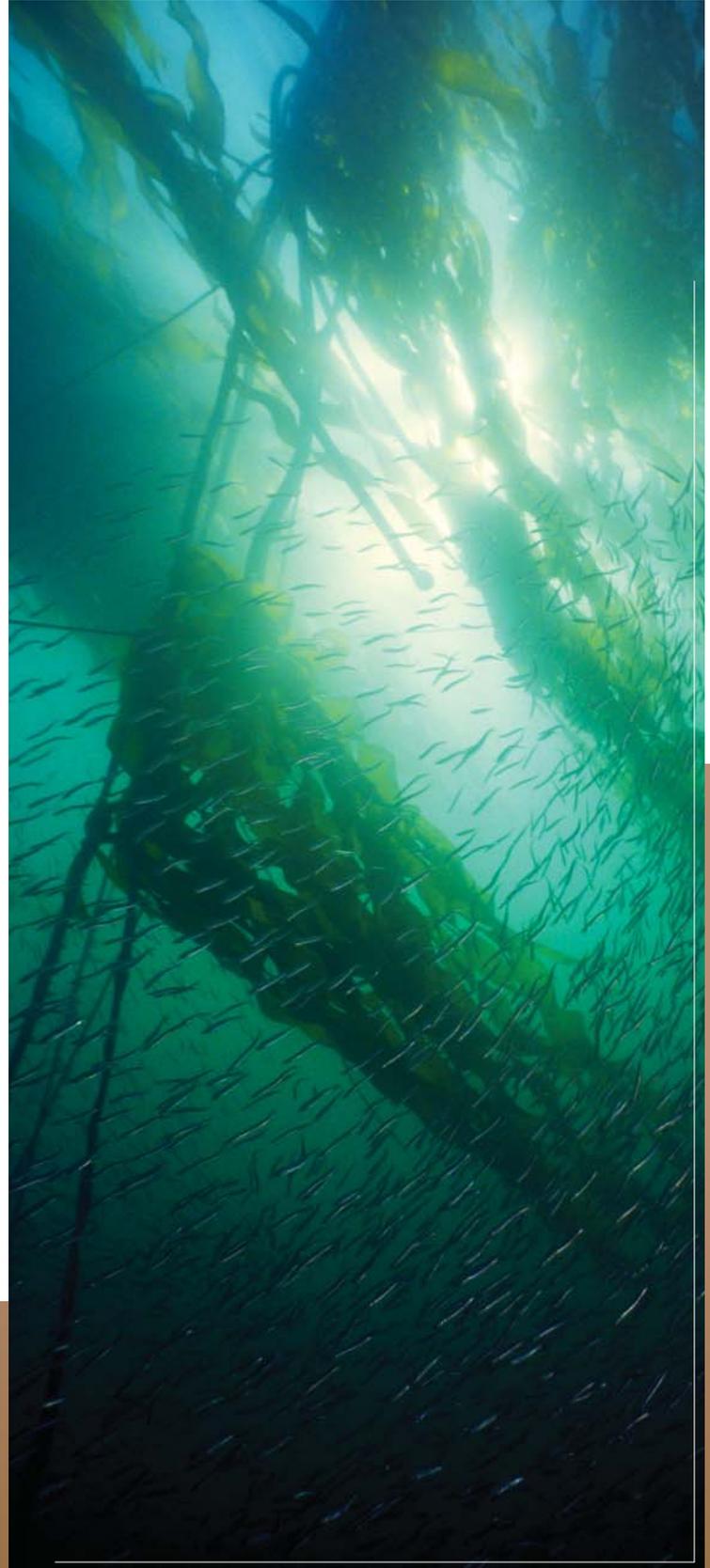
who we are  
research & publication  
industry & marketplace  
government outreach  
conservation  
community outreach  
charting the coast  
research & publication  
industry & marketplace  
who we are

# what's inside



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## About Living Oceans Society

Living Oceans Society is Canada's largest organization focusing exclusively on marine conservation issues. We are based in Sointula, a small fishing village on the Central Coast of British Columbia.

Living in a coastal community, we are reminded each day that it's not just about the fish—it's about the fish and the people. Living Oceans Society believes that people are part of the environment and that by protecting the B.C. coastal ecosystem, we can build sustainable communities today and for our children.

Since Jennifer Lash started Living Oceans Society in 1998, we have advocated for oceans that are managed for the common good, according to science-based policies that consider entire ecosystems.



## Our Vision

Ensure the long-term health of the ocean and coastal communities on the Pacific Coast of Canada.

To support that goal we work to:

- establish a network of marine protected areas
- develop sustainable fisheries
- transition to closed containment salmon farms
- ensure that our coast remains free of offshore oil and gas and tanker traffic
- see that the people who live and work on this coast have a voice in how the ocean and its resources are used



## Letter from the Executive Director

The hardest speech I have ever had to do was on the evening of December 5, 2008. It was the evening of the Living Oceans Society 10th anniversary masquerade party in Sointula, a chance to celebrate the work we've done and thank the community of Sointula for the support they've given us over the past decade.

It's not easy to stand in front of your friends and family and speak from your heart. I am more comfortable in a room full of strangers talking about the fate of our ocean than talking about my feelings to a room full of people I know. But I was determined to overcome my nervousness and say what I felt needed to be said. So I donned a purple wig and turquoise bustier, took on the persona of "Aqua Girl" and walked onto the stage.

When I looked out in the crowd and saw a rockfish sipping beer with a jellyfish, and an octopus chatting with Poseidon, I knew I was in good company. Sointula had come out in full ocean regalia and I couldn't think of a better way to celebrate 10 years of hard work and good times working to protect the ocean.

For the past decade Living Oceans Society has worn many costumes. We have been activists on the front line at fish farm protests and carried banners at rallies to protect the coast from offshore oil and gas. We've been researchers as we pioneered new solutions through our science and policy reports. We've been artists, expressing ourselves through spectacular maps and stunning publications. And we have been diplomats when we negotiate paths forward with industry and government. For 10 years we have responded and adapted with the tools and tactics necessary to build solutions and change the way the ocean is managed. And it has been a great ride.

I was reflecting on this as I stepped to the microphone and started my speech. A costume is not something we hide behind, but rather a way to express other facets of our character. And to do this, one has to have a level of confidence that comes from deep inside. The staff and the Board of Living Oceans Society have this confidence thanks to our friends, family and supporters who offer ideas, laughter and encouragement everyday. After 10 years of hard work, we feel energized and ready to embrace the next decade and the many personas that will come with it.



As I neared the end of my speech I knew that I wasn't hiding behind my costume. I was calling on Aqua Girl, the super hero within, to get me through my speech. We all have a super hero inside us, pushing us to leap taller buildings and make the world a better place. I hope, over the next 10 years, we can all call on our inner super hero and help make the world a better place. And if you get nervous, having purple hair really helps.

*Jennifer Lash*

Jennifer Lash  
Executive Director

*After 10 years of hard work,  
we feel energized and  
ready to embrace the next decade...*



## Letter from the Chairperson

There is something important about the number 10. We have 10 fingers and 10 toes, 10 is the base of our number system, there are 10 pins in a bowling alley, and when you turn 10 it is a right of passage—the first of many double-digit birthdays.

At Living Oceans Society we all have 10 fingers and 10 toes, we use 10 as the base of our counting system, we don't go bowling (but we would like to), and we just turned 10 years old.

It is a great time to reflect on this accomplishment. While many environmental groups have been created, only a few make it to be a decade old. Surviving to age 10 and beyond requires the tireless dedication of many people, endless fundraising, smart strategies, and (dare I say it) blood, sweat, and tears.

During my time on the Board I have seen the staff work late nights and long days to protect the ocean and we have impressive results to show for it. Living Oceans Society is one of the most respected conservation organizations in Canada and that reputation is growing internationally.

In 2008 we celebrated 10 years of success with parties in Vancouver and in Sointula. The Vancouver party was held at the home of long time supporters Joel and Dana Solomon and included an elegant evening of wine, sustainable seafood and a silent auction. In December we celebrated with the Under the Sea Masquerade in Sointula and many people arrived in dazzling costumes for a live auction and an evening of dancing.

It was great to celebrate 10 years of ocean conservation. There remains much for us to do and, in reflecting on the years gone by, I am confident that the next 10 years will be just as, if not more, exciting. We hope that you will continue to support Living Oceans Society as we chart a new course and set sail towards the twenty-year celebration in 2018.



Sincerely,

Astrid Scholz  
Chairperson



## Building A Plan for Conservation



**PNCIMA Watch** | Much of the work of Living Oceans Society takes place in an 88,000 square kilometers area of ocean called the Pacific North Coast Integrated Management Area (PNCIMA, pronounced pin-SEE-ma). This region, from Campbell River to the Alaska border is the focus of a marine spatial planning process that will, ideally, build a conservation vision for the region that supports a healthy ocean and a healthy coastal economy. In early 2008 Living Oceans Society partnered with David Suzuki Foundation and Sierra Club BC to initiate “PNCIMA Watch”, a campaign designed to encourage the federal government to live up to their commitment to set up the planning process. This campaign included outreach materials to coastal residents and a countdown campaign which set a timeline that identified commitments and milestones necessary to ensure the success of the PNCIMA planning process.

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PNCIMA area defined.



RIGHT: A brochure promoting PNCIMA awareness and the web site was mailed to 30,000 homes.

ABOVE: Countdown to Oceans Day called on the government to start the PNCIMA planning process by June 8, 2008.



**MPA Report Card** | When the governments failed to start PNCIMA planning by the deadline of International Oceans Day in June, we released the Marine Protected Areas Report Card with our PNCIMA Watch partners. The report card graded Canada's effort to protect ocean environments compared to those of Australia and the United States. Canada received an "F" as slightly less than 0.5 percent of the nation's waters are protected in federal MPAs.

	Canada	Australia	USA
<b>Mathematics</b> The total area of federally designated MPAs and the percentage of overall ocean area that is protected	F	A	C
<b>Law</b> The countries' laws, policies and regulations that are in place to establish MPAs	C	B	B
<b>Economics</b> The funding provided for MPAs to enable successful implementation	F	A	A
<b>Geography</b> The portion of each country's major ocean regions that are protected	F	A	D
<b>OVERALL GRADE</b>	F	A	B/C

Living Oceans' Kate Ladell presents the MPA Report Card at a news conference that generated media reports across North America.



**Coordinated Area Management Plan** | An interim agreement between the Coastal Alliance for Aquaculture Reform (CAAR) and Marine Harvest, with Living Oceans playing a key role in the 2008 negotiations, proposes to create alternating safer pathways to the open ocean for out-migrating juvenile salmon in the Broughton Archipelago. The migration corridor fallow plan was partially implemented during the 2009 wild out-migration, with almost all Marine Harvest farms on the northern migration corridor emptied of farmed fish from March to June.

The plan will continue with farms fallowed on the southern corridor in 2010 if the Ministry of Agriculture facilitates the required short-term license amendments. This emergency measure is expected to bring some relief to the area's wild salmon by eliminating the presence of adult, lice-bearing farmed salmon on one migratory route during each out-migration season. The plan is being actively monitored by a field research team co-funded by CAAR and Marine Harvest.

...create alternating safer pathways to the open ocean for out-migrating juvenile salmon...

# community outreach



## Getting the Word Out

In 2008 our campaigners travelled extensively to coastal communities throughout British Columbia. Their message: Get involved in the ocean issues that affect your lives and livelihoods.

**Australians share lessons from Great Barrier Reef planning** | We wanted people on this coast to hear firsthand accounts of how the Australian government led a planning process for the Great Barrier Reef that resulted in increased conservation balanced with the economic need of the communities. People turned out in droves from Skidegate to Sointula to hear Australians Russell Butler and Graham Scott tell how they represented their communities in the re-zoning process. It was informative, entertaining and enlightening. Butler told the crowds that they'd learned there's not much point in fighting about the piece of the pie when you can work together to make the pie bigger.

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**Australia's Great Barrier Reef**

**How Communities Can Influence Decisions About Our Oceans**

**guest speaker Graham Scott**  
Graham Scott lives and works in Rockhampton, Queensland, Australia. Rockhampton is situated on the Tropic of Capricorn, adjacent to the southern end of the Great Barrier Reef (GBR), in a region to having the best coral reef environment in the world. Graham and his wife, Doreen, commenced a charter boat company in Rockhampton Bay and the southern Great Barrier Reef. Graham's focus is on the water industry, with childhood holidays spent camping on the GBR islands or exploring coastal creeks with parents and grandparents. He was actively involved in the zoning of the Great Barrier Reef, and was one of a number of community leaders that became involved in the early stages to act as "honest brokers", connecting stakeholders to planners and providing input and information. The resulting reef is the most intact and well-managed. He is currently chair of the Local Marine Advisory Committee, as well as a member of a community-based monitoring program that continues to engage communities in the monitoring and management of the Reef.

**guest speaker Russell Butler**  
Russell Butler is a Bandjin Traditional Owner who was actively involved in the zoning of the Great Barrier Reef Marine Park in Australia. Bandjin country includes Micromesistomus and the surrounding country. Russell Butler is also a member of the Bandjin Traditional Owners in the southern Great Barrier Reef. He is a good family to know as he can go back there and know that it's his home - a place where he belongs. Russell enjoys taking special interest groups, from kindergarten kids to university students, to Bandjin country to show them his cultural heritage. He is pleased that Bandjin people are having a say in their sea country and managing it. In addition to monitoring and teaching his culture, Russell is active in helping other kids and spends time talking to young people on the reef system. He is also active in documenting the Bandjin language, and will even be putting the knowledge into a book form so the language can be better looked after and taught to kids.

**FREE Refreshments provided**

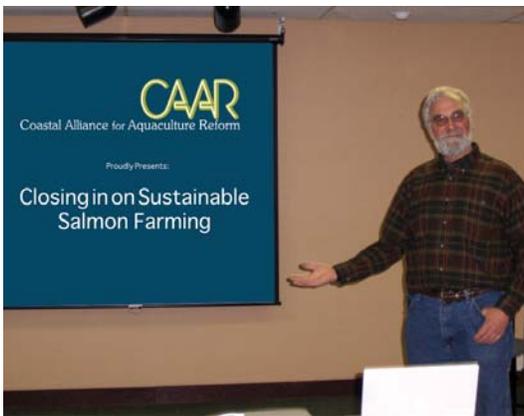
**Lara Renahan**  
LOCAL WATER PIONEER  
l.renahan@livingoceans.org  
250-973-6580  
Living Oceans Society  
1000, 1001 First Street  
Sointula, BC V9B 3B0

**Date** Friday April 4  
**Time** 7:30 pm  
**Location** Fire Hall, Sointula



LOS brought Australians Graham Scott and Russell Butler to talk about marine planning. Graham asked if B.C. stood for "bloody cold."

**Oil spill model** | The Heiltsuk and Nuxalk First Nations, and the Central Coast Regional District wanted to know how their communities would be affected if the long standing tanker ban in coastal waters were to be lifted. In response, we travelled to Bella Bella and Bella Coola to share the results of our oil spill model. This model uses science based, computer generated animation to graphically illustrate the extent of oil spills when affected by the seasonal currents, tides and winds of the region. The information was well received and has led to support for maintaining the moratorium on tanker traffic in B.C.



LOS Local Salmon Farm Campaigner Will Soltau presented *Closing in on Sustainable Salmon Farming* across northern Vancouver Island.

**Closing in on sustainable salmon farming** | Living Oceans Society and our partners in the Coastal Alliance for Aquaculture Reform (CAAR) toured Vancouver Island presenting information about closed containment salmon farming. We wanted to show First Nations, community residents, local government, commercial and recreational fishermen, the tourism industry, and others how they all stand to gain from closed containment systems. After seeing the slideshow several inspired community governments, regional districts and Chambers of Commerce passed resolutions and wrote letters of support asking the provincial government to fund closed containment pilot projects.

*We wanted to show ... how they all stand to gain from closed containment systems.*

# industry and marketplace



## Going to Market



**Pink is the new green** | In 2008 Living Oceans Society and CAAR encouraged chefs and retailers to help protect pink salmon by not purchasing farmed salmon. Pink salmon can be a healthy and sustainable fish if they are not at risk from salmon farms. In the lead up to Safeway's Board of Directors meeting in May, Living Oceans staff, as part of CAAR, sent gift baskets to Safeway Board members to remind them, pleasantly, that when Safeway buys B.C. farmed salmon it is killing our wild pink salmon. As a result of this and our other work, Safeway asked the salmon farming companies in B.C. to find solutions by working with CAAR.

SPECIES	NUMBER
<b>Aquatic Mammals</b> including whales, dolphins, porpoises and sea lions	14
<b>Birds</b> including eagles, pelicans, teals and swans	89
<b>Large Land Mammals</b> including bears, wolves and deer	7
<b>Small Land Mammals</b> including mink, shrews, foxes and weasels	20
<b>Turtles</b>	2
<b>Snakes</b>	3
<b>Salamanders</b>	2
<b>Total</b>	137

FAR LEFT: Markets Campaigner Shauna MacKinnon models a stylish 'dinner for two or dinner for sea lice?' apron included in gift baskets sent to Safeway's Board of Directors.

LEFT: "Nutrition Facts" were part of the label on a package of wild pink salmon included in the gift baskets.

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**Wild Salmon Supporters** | In 2008 CAAR's Wild Salmon Supporters campaign signed up 62 new restaurants and/or chefs to the program. As Wild Salmon Supporters, these establishments have agreed not to sell farmed salmon until it is from closed containment systems. In fact, 22 of our new supporters also wrote letters to government and the salmon farming companies asking for closed containment fish farms. We were instrumental in creating the Wild Salmon Supporters web site for chefs, restaurants and retailers that featured a searchable database for consumers to find restaurants that don't serve farmed salmon.

# industry and marketplace

**SeaChoice** | Living Oceans Society is one of five members of the SeaChoice coalition. In 2008, SeaChoice began working proactively with major seafood buyers, collaborating in the development of sustainable seafood policies. The Business Guide to Sustainable Seafood, was a 'first of its kind' that opened the door for more businesses to get involved by offering clear suggestions of how to move forward. As a result, in 2008 Compass Group Canada became the first national food service company to commit to a sustainable seafood policy for all of their clients (workplaces, colleges and universities, hospitals, and entertainment facilities).

Compass Group has committed to replacing one unsustainable species approximately every six months. Their first change was the replacement of a quarter million pounds of unsustainable Atlantic cod used annually with more sustainable Alaskan Pollock. Now, all salmon is being shifted to wild salmon to remove approximately 50,000 pounds of unsustainable farmed salmon from menus each year.



**For the Love of Fish** | On Saturday, November 15th, 10 professional chefs and six students battled it out for the top sustainable spot in SeaChoice's second-annual culinary competition. The event was an opportunity for Vancouver's top culinary masters to showcase their talents as well as support healthy oceans. The resulting delicacies highlighted some of B.C.'s best sustainable seafood, ranging from fresh Pacific sardines and sablefish to farmed oysters; proving how delicious sustainability can be.



A winning sustainable seafood delight from the For the Love of Fish culinary competition.

*... offering clear suggestions of how to move forward.*

# charting the coast



## On the Map

**Maps** | Maps are some of our strongest campaign tools and are readily available on our web site for anyone to use. Maps help to tell the stories of our work in newsletters and in media releases. In 2008 our Geographic Information Systems (GIS) department developed a new look for Living Oceans Society maps and updated all the maps available on our web site. New maps portray issues ranging from the spread of sea lice on juvenile pink and chum salmon, to areas of high coral and sponge bycatch by bottom trawlers. Our mapping team also developed two illustrated maps highlighting prominent features of the PNCIMA and Central Coast regions.

**B.C. marine conservation analysis** | One of our GIS department's main projects is the B.C. Marine Conservation Analysis (BCMCA), a collaborative project that will provide information to existing and future planning and decision making processes. The purpose of the BCMCA is to identify areas of high conservation value and human use in B.C.'s marine waters. The BCMCA is co-chaired by Living Oceans Society staff, and we also manage the ecological data compilation for the project.



## Local ecological knowledge project

| Our Local Ecological Knowledge Project took us throughout northern Vancouver Island and the Central Coast, interviewing fishermen and other coastal residents about the waters they know so well. Their stories are analyzed to create a summary map for each theme, such as eelgrass beds, scuba diving sites, or areas important for commercial salmon fishing by gillnet. The finished maps are shared with the interviewees who can take them to marine protected area (MPA) planning meetings to make their case. We also use the information we gather to inform our science-based approach to designing a network of MPAs.

Local Knowledge Coordinator Vern Sampson interviews coastal residents about the waters where they live and work.

*maps are some of our strongest campaign tools ...*



Healthy Oceans. Healthy Communities.

# Bottom Trawl Bycatch



Density (kg/km<sup>2</sup>) of Discards, 1996-2002

On Shelf: low high

Deep Sea: low high

Trawl Footprint (1996-2002):

Depth: 200 m 500 m

km

Data: DFO Trawl Observer Database 1996-2002  
Mapping & Analysis: Living Oceans Society, 2008

Sept. 2009

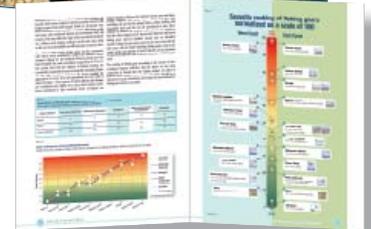
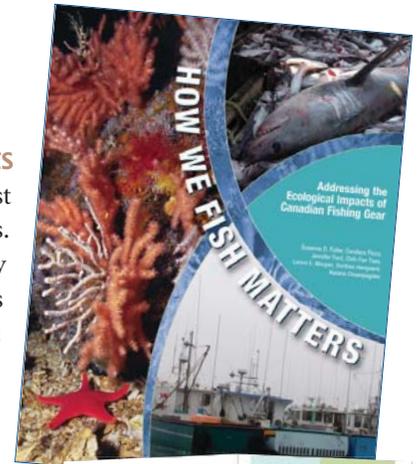
# research & publications



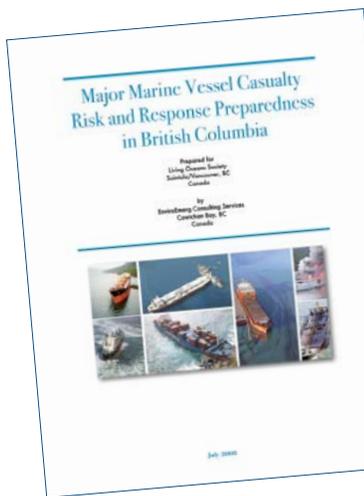
## Putting it in Print

**How We Fish Matters: Addressing the ecological impacts of Canadian fishing gear** | We released *How We Fish Matters*, the first comprehensive study of Canadian fishing gear impacts on Canada's ocean ecosystems. The report, written with the Ecology Action Centre and Marine Conservation Biology Institute, ranks the ecological impacts of Canadian fishing gears from bottom trawls to lobster traps. Rankings are based on each gear's impacts on habitat and bycatch species (unwanted species that are caught and thrown away). *How We Fish Matters* received substantial media coverage at its release, and we continue to hear reports of its impact within Canada and abroad.

The results of *How We Fish Matters* were unambiguous – some fishing gears have far greater impacts on marine ecosystems than others. *How We Fish Matters* researchers recommended that Fisheries and Oceans Canada (DFO) immediately minimize gear impacts on habitat and bycatch species. Strategies include closing sensitive habitat areas to destructive fishing gears and providing incentives to fishermen to switch to less harmful fishing gear. These results and suggestions were conveyed to regional DFO fisheries managers and scientists in meetings led by the Ecology Action Centre on the east coast, and in B.C. by Living Oceans Society and Marine Conservation Biology Institute.

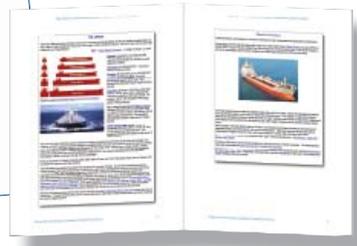


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## Major Marine Vessel Casualty Risk and Response Preparedness in British Columbia

| We commissioned a situational analysis on coastal shipping that examines how prepared the Canadian and B.C. governments are to deal with shipping in B.C.'s waters. The Major Marine Vessel Casualty report assesses the risk of accidents that are the inevitable results of shipping expansion. There is an annual average of 410,000 vessel movements on the coast and over the next 15 years that number is predicted to more than triple. Lastly, the report outlines the dangers of shipping and makes several policy and regulation recommendations on how to improve safety, oversight and spill response along the coast.



... some fishing gears have far greater impacts on marine ecosystems than others.



## Oceans to Ottawa

**Living Oceans Society increases profile in Ottawa** | In 2008 we boosted our presence in Ottawa with the addition of a Government Relations Coordinator to foster relationship with groups and individuals in Ottawa who work on oceans issues. Our Coordinator represents Living Oceans Society in the Green Budget Coalition and helps secure meeting and presentation opportunities for our staff when they travel to Ottawa.

**Agreement paves the way for PNCIMA** | In 2008 the Coastal First Nations and Fisheries and Oceans Canada (DFO) signed a Memorandum of Understanding that establishes a government to government management structure for the PNCIMA Marine Planning Process. This was a critical step and opens the door for marine spatial planning that can ensure healthy oceans and healthy communities.



## Victory in Victoria

**Halt to salmon farm expansion in the north** | In March 2008 the Government of British Columbia placed an indefinite moratorium on open net-cage salmon farming in northern B.C. waters. While it is a huge turning point that the provincial government is recognizing the need to protect marine ecosystems and wild salmon stocks from the impacts of current salmon farming practices, there is still a troubling disregard shown for the health of B.C.'s South and Central Coast.

**Dimming of the offshore oil and gas flame** | The B.C. Government's Offshore Oil and Gas Team, once a robust group of 12 staff with a yearly budget of \$17 million, has been downsized to three people with a small budget. While this does not mean the Province has abandoned its plans to drill for oil, it does indicate offshore drilling and exploration has been moved to the back burner. At least for now.





## 2008 Statement Of Revenue and Expenses

### Revenue

Donations from Foundations	\$2,353,818
Donations from Fund Raising and Individual Donors	\$69,285

**Total** **\$2,423,103**

### Expenditures

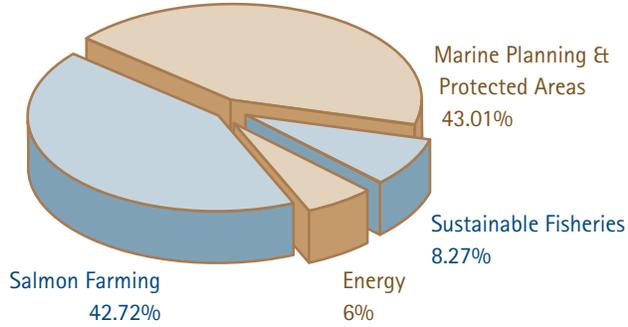
Marine Planning and Protected Areas	\$589,764
Salmon Farming	\$585,800
Energy	\$82,293
Sustainable Fisheries	\$113,419
Contributions to Organizations	\$761,900
Administration	\$179,870
Fund Raising	\$49,730

**Total** **\$2,362,776**

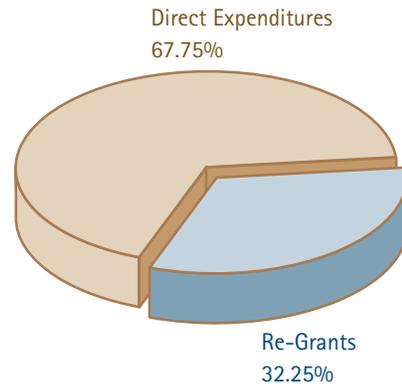
**Excess of Revenue (Deficiency) Over Expenditures** **\$60,327**



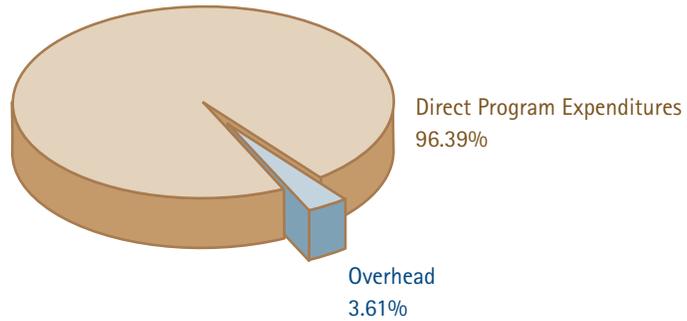
### LOS Program Expenditures



### Direct Expenditures vs. Re-Grants



### Overhead as a Percentage of Direct Expenditures





BACK ROW (L TO R): Stephanie Eakle, John Driscoll, Geoff Gilliard, Heather Aldersey, Jennifer Lash, Carrie Robb, Mary Lindsay, Oonagh O'Connor, Catherine Stewart, Candace Newman, Will Soltau. FRONT ROW (L TO R): Jen Adams, Shauna MacKinnon, Dorthea Hangaard, Karin Bodtker, Dorie Pesicka, Tiffany Hilman, Kim Wright, Lori Anderson.



## Living Oceans Directors and Staff

### Executive office

Jennifer Lash, Executive Director  
Mary Lindsay, Managing Director  
Lori Anderson, Office Administrator  
Stephanie Eakle, Grants Administrator  
James Gates, Campaign Communications Coordinator  
Geoff Gilliard, Communications Manager  
Dorie Pesicka, Donor Relations and  
Executive Assistant Coordinator

### Marine analysis

Karin Bodtker, Marine Analyst  
Mathew Evans, Geographic Information Systems  
(GIS) Technician  
Carrie Robb, Geographic Information Systems  
(GIS) Specialist

### Campaign staff

Heather Aldersey, Local Marine Planner  
John Driscoll, Sustainable Fisheries Manager  
Dorthea Hangaard, Special Projects Manager  
Tiffany Hilman, Markets Campaigner  
Shauna Mackinnon, Markets Campaigner  
Oonagh O'Connor, Energy Campaign Manager  
Lara Renehan, Local Marine Planner  
Vern Sampson, Local Knowledge Project Coordinator  
Will Soltau, Salmon Farm Campaign Local Coordinator  
Catherine Stewart, Salmon Farming Campaign Manager  
Kim Wright, Marine Planning and  
Protected Areas Campaign Manager

### Board of directors

Dr. Astrid Scholz, Chairperson  
Karen Wristen, LL.B, Treasurer  
Dr. Tundi Agardy  
Dr. Jody Holmes

thank you



## Supporters

### Foundations

Bullitt Foundation  
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David Suzuki Foundation  
Gordon and Betty Moore Foundation  
Mountain Equipment Co-op  
Oak Foundation  
Ocean Management Research Network  
Patagonia Incorporated  
Rockefeller Brothers Foundation  
Tides Canada Foundation  
Vancouver Foundation  
West Coast Environmental Law

### 10th Anniversary In-Kind Supporters

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Cam MacDonald, Artist  
Cavolution Group  
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Cypress Mountain  
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Expo May 8-10, 2009  
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Shaughnessy Restaurant at  
VanDusen Garden  
Shelter Restaurant  
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Sointula Power Products Ltd.

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Sointula Wild Seafoods & Smokehouse  
Soul Reflexions  
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Sund's Lodge  
Tarkanen Marine Ways  
The Cannery Seafood House  
The Cultch: Vancouver East  
Cultural Centre  
The Fish House in Stanley Park  
Thelma Beaumont  
Tide Rip Tours  
Tofino Botanical Gardens Foundation  
Touchstone Theatre  
Vancity Theatre Vancouver  
International Film Centre  
Vancouver Aquarium  
Vancouver Chamber Choir  
Vancouver Diving Locker  
Vancouver Renewable Energy Coop  
Vancouver Symphony Orchestra  
Wendy Davis  
Wes Davidson  
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Whole Foods Market  
Wild Whales Vancouver Eco Tours Ltd.

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Sayward Fish & Game Association  
Sea Flora  
Tenas Chuch Property Management  
VanCity Credit Union  
Vital Choice Wild Seafood & Organics



Ruth Joy

[www.livingoceans.org](http://www.livingoceans.org)



Healthy Oceans. Healthy Communities.

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