



BLUE OCEAN INSTITUTE

ANNUAL REPORT FY 2005

Blue Ocean Institute works to inspire a closer relationship with the sea through science, art, and literature. We develop conservation solutions that are compassionate to people as well as to ocean wildlife, and we share reliable information that enlightens personal choices, instills hope, and helps restore living abundance in the ocean.

BLUE OCEAN INSTITUTE is :

Carl Safina – President *
Mercedes Lee – Vice President *
Eric Gilman – Marine Ecology and Fisheries Specialist
Mary Turnpseed – Senior Researcher
Myra Sari – Business Manager *
Trudy Bull – Office Assistant (p/t)

Leslie Wayne – Artist-in-Residence
Steven Pavlos Holmes – Co-editor, The Sea Stories Project

Contracted Educators/Naturalists for Atlanta Marine World partnership:
Patricia Paladines, Ann L. Haskell, Joyce E. Oh, and Adam J. Zaleski

* denotes founding members



Special acknowledgement and appreciation to former Blue Ocean associates Carrie Brownstein, who was instrumental in developing our evaluation system for seafood, and Wallace J. Nichols and Hoyt Peckham, who did important work in our Safe Seas program, and Amanda Nelburn, Research Assistant, for her research contributions to our seafood database. Thanks also to Jason Roberts (formerly of Microsoft, now a graduate student in marine sciences at Duke University) who created our computerized database to house our seafood scoring system.

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BLUE

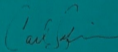
CHAIRMAN'S STATEMENT

Blue Ocean Institute is a very different kind of conservation organization. Using science, art, and literature, we work to inspire a closer relationship with the sea and devise practical solutions to conservation problems. We explicitly seek out and develop new audiences and constituencies around the world for ocean conservation, ranging from American college students to Japanese fishing boat captains. We're headquartered in Cold Spring Harbor, New York, with an office in Hawaii. With a staff of five and a volunteer Artist-in-Residence, our work at Blue Ocean focuses on producing research of high academic quality; accessible, relevant information; and practical, realistic solutions that engage people from all walks of life.

We at Blue Ocean are pioneers with a record of breaking the rules. Over the last 15 years, those of us leading Blue Ocean first brought many of the mainstream environmental groups into marine fish conservation. In the early 1990s we systematically met with the big conservation groups and leading foundations, bringing the message that "Fish are wildlife, too," expanding their wildlife concept to include animals like marlin, tuna, sharks and other fishes, and discussing why they should establish programs focused on ocean conservation. We were first to provide guides for seafood lovers, showing that not all fish are equal, launching a national discussion in the culinary world.

Without harsh, guilt-laden rhetoric, we point the way toward greater personal involvement in conservation. Blue Ocean promotes hope, compassion, and understanding for people and ocean wildlife, sharing information and ideas that enlighten personal choices. We've developed innovative solutions to keep sea turtles and birds out of longline fishing gear, and are sharing those solutions with fishers around the world in English, Spanish, Taiwanese, and Japanese. We share our expertise at symposia and conferences, publish reports and scientific papers, and write books, speak for ocean life through the popular media like television, documentaries, and magazines.

On the following pages you will learn who we are, what we do, and what we've accomplished, particularly over this past year.



Carl Safina, PhD



COMMON WATERS

WHAT DO THE FOLLOWING HAVE IN COMMON?

Snorkeling for clams off Long Island, a child gains an intimate appreciation of where her food comes from

A California woman is moved to donate a portion of the proceeds from her jewelry company to support ocean conservation

Fishermen from British Columbia to Hawaii find ways to avoid fatally, though accidentally, hooking seabirds on their fishing gear

A former turtle poacher in Mexico, jailed for his offenses, has a change of heart and becomes an advocate for turtle conservation

Viewing Earth from space, an astronaut marvels at the beauty of the blue oceans and recounts a picture of albatrosses sent by a friend

Human experiences and choices like these are part of an ongoing transformation in the way people relate to the world's oceans. And all were directly inspired or supported by the work of Blue Ocean Institute.

ABOUT US - SOME HISTORY

Fueled by a love of the sea and its living creatures, we founded Blue Ocean Institute in 2003. At that time, we were already pioneers in putting ocean fish on the map of mainstream wildlife conservation, having previously founded the Living Oceans Program at National Audubon Society in 1990. Through a series of seminal papers and policy coalitions—and promoting the perspective that Fish Are Wildlife, Too—we helped bring the big conservation groups to a new awareness of the declining state of the world's oceans, creating a movement for change on political and policy levels.

At that time, even in the midst of some successes, we began noticing that each hard-won policy gain was never a final victory, but rather a battle to be fought over and over again in changing circumstances. The enduring victories were more human and more personal, as we were hearing from many people from all walks of life who were inspired to change their lives in accord with the deeper meanings of the ocean's wonders. As one among many policy-oriented conservation groups, we could only hope to have a limited impact on the issues of the day. What might happen, we asked, if we created a new niche, an opening not yet evident in conservation circles but one which seemed uniquely suited for us—working not merely to change policies but rather to inspire change in people's lives?

Thus, while respectful of what traditional conservation approaches had accomplished, we recognized the importance of creating something different than the usual messages of doom, guilt, and gloom.

We wanted to be involved in something, to create something nurturing and positive which honored the ocean and our relationship with it. We began to accent the positive in our work. Therein emerged a new philosophy that recognized our need, and the conservation movement's need, to connect with people who don't yet know how much they care. And so, Blue Ocean Institute was spawned.

Science and conservation need a human face. We at Blue Ocean focus on formulating conservation in ways that allow people to recognize themselves. We deal in scientific information but we focus on ethical values, because values are deeper and longer lasting. Information changes; values last lifetimes. And values determine how new information will be incorporated into living. But rather than trying to stand over people and change their values, we meet people where they are and work *with* them, helping them to integrate new factual information into their existing ethics. People are then better equipped to make their own decisions, practical and ethical, and to follow their own self-generated call to participate in personal or public ways.

For more information on all of our writings, programs, places, and personalities, as well as links to our partners and related resources, please visit us on the web at www.blueocean.org.

IN BRIEF: OUR PROGRAMS

Our programs influence the relationship between humans and nature in realms ethical and practical, ranging from how people perceive the oceans, to consumer choices, to helping fishermen to avoid catching seabirds and sea turtles.

With Blue Ocean's Safe Seas program we've developed innovative solutions to keep sea turtles and birds from getting hooked in fishing gear, and we're sharing those solutions with fishers globally and multi-lingually. Duke University and Blue Ocean have partnered to create a worldwide database of incidental catch of seabirds, sea turtles, and marine mammals in fishing gear. Ultimately, this project will highlight hotspots, provide important scientific information, and guide policies and practices toward cleaner, more sustainable fishing.

Blue Ocean's Sea to Table program continues to reach the uninitiated with the message that our most direct relationship with the ocean is often through the seafood we eat. Our seafood information tools enable people to confidently select, enjoy, and discuss seafood that is healthy for them and the oceans. We partner with trend-setting corporations like Aveda, West Marine, and Patagonia, who help us reach new audiences about ocean conservation.

With Blue Ocean's Schooling Chefs curriculum project, supported by an advisory board of renowned chefs and culinary educators, we're developing a comprehensive course on healthy, sustainable seafood for culinary instructors and chefs-in-training.

Our new endeavor, The Sea Stories Project, provides a creative channel to nurture people's love of the sea through writing, art, and storytelling. Along with building relationships with and distributing educational materials to schools, institutions, and individuals, our online journal **Sea Stories** will debut in November 2005, featuring recollections, poetry, descriptive prose, photographs, and art about the sea, coast, and sea life, contributed by people from all walks of life.

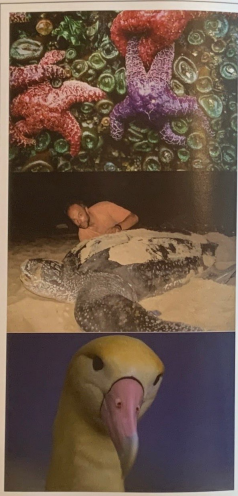
PERSPECTIVE

A growing divide affects environmental conservation in the U.S., driven by a clash over values. Information abounds, but people act according to their values. Through a culture of storytelling, we at Blue Ocean convey conservation in ways that enable people to recognize themselves. Rather than try to change values, we work with people's existing values context. For example, when working with fishermen, we show them how they can keep fishing by addressing bycatch problems. When communicating with seafood lovers, we show which seafoods they can enjoy with a clear conscience. When invited to speak to religious groups, we show how Western conservation grew from a tradition of naturalists yearning to better know God. Our goal is to inspire (rather than demand) a new orientation toward conservation, nature, and environment that draws on a personal call to compassion and stewardship. We believe the key is to get people to see within their ethical context the implications of new factual information about the state of the world, so they will feel a self-generated call to act.

Throughout our work runs an effort to communicate an ethic. In his classic book *A Sand County Almanac*, Aldo Leopold extended our sense of community beyond humanity to encompass the whole living landscape. His "Land Ethic" created the conceptual framework for the modern conservation movement. We strive to extend Aldo Leopold's "search for a durable scale of values" below the high-tide line; we seek to create a Sea Ethic.

This year, with everything from invited sermons to a featured policy forum in *Science* magazine, to partnerships with the fishing industry and major corporations, we've pursued opening and engaging new audiences in understanding how oceans are changing, what it means for wildlife and people.

With an aggressive schedule of public speaking we are on the road year-round connecting with and educating people worldwide. Our lectures and presentations reach out to academic, professional, and popular audiences: from school children in Tennessee and California to major academic research centers worldwide, from a Patagonia store in Soho to the World Bank, from local birding festivals to the World Fisheries Congress, from the French Culinary Institute to Harvard Medical School, from Taiwan to Hawaii to Mexico to Maine. All in an effort to bring conservation to life in the hearts of ordinary citizens.



Photos by: Scott Eckert (middle); Hiroshi Hasakawa (bottom)

AWARDS & HONORS

At the heart of Blue Ocean's work lies vision and creative output. Since before our involvement in marine conservation, we have authored more than two hundred scientific and popular publications on ecology and oceans, including a new Foreword to Rachel Carson's *The Sea Around Us*. Carl Safina's first book, *Song for the Blue Ocean*, was chosen as a New York Times Notable Book of the Year, a Los Angeles Times Best Nonfiction selection, and a Library Journal Best Science Book selection; it also won him the Lannan Literary Award for nonfiction. His *Eye of the Albatross* won the John Burroughs Medal for nature writing and was chosen by the National Academies of Science, Engineering and Medicine as the year's best book for communicating science. Safina has been profiled in the New York Times and on Nightline, named among "100 Notable Conservationists of the 20th Century" by Audubon magazine, and featured on the Bill Moyers PBS special "Earth on Edge." And Mercédès Lee's *Seafood Lover's Almanac*, widely acknowledged as the flagship publication of the sustainable seafood movement, earned an Outstanding Achievement Award from the Renewable Natural Resources Foundation.

Combining the authoritative with the creative, our work has attracted numerous distinctions, including a MacArthur Fellowship, World Wildlife Fund Fellowship, and Pew Fellowship. Our academic affiliations include Duke University and Stony Brook University and several honorary doctorates.

EXPERIENTIAL LEARNING

Blue Ocean Institute tested new waters this year in an educational partnership with Atlantis Marine World Aquarium. The Aquarium is based at the gateway of New York's legendary seascape, the forks of Long Island's East End. We were invited to provide the marine education component on board the Atlantis Explorer, the Aquarium's 55-foot pontoon boat that offers guided tours of the Peconic Estuary.

Atlantis Marine World Aquarium is a privately owned facility in Riverhead, NY, whose mission is to provide visitors with fun and exciting educational experiences that emphasize the importance of marine life and environmental preservation. The Explorer tour boat sets course on one of the most spectacular and productive bodies of water in New York State, making it a very popular destination for school groups and the general public. Our onboard educators tailor the program to audiences that range from pre-school to adult. Blue Ocean provides Explorer passengers with an overview of the ecological importance of estuaries and how these "nurseries" for juvenile marine life relate to what we find in the sea and on our tables. The partnership was a perfect match and we took the Sea Ethic message to nearly 15,000 passengers through interactive presentations that inspired a better understanding of the marine environment and promoted mindfulness of activities that affect the health of our oceans.

OCEAN

SEA ETHIC

At the core of all we do stands a simple revolution revisited: the Sea Ethic.

In his classic *Sand County Almanac* (1949), Aldo Leopold encapsulated what it would take for humans to extend a sense of ethical responsibility to the natural world: "All ethics so far evolved rest upon a single premise: that the individual is a member of a community of interdependent parts... The land ethic simply enlarges the boundaries of the community to include soils, waters, plants, and animals, or collectively, the land." It's been a half-century since forester Leopold wrote from his Wisconsin farm, and it has become abundantly clear that an ethical revolution needs to extend below the high tide line. Indeed, ninety-nine percent of life's habitable volume is in the world's seas. So it makes sense to extend Leopold's concept, our own sense of living community, beyond the waves in essence, to complement Leopold's land ethic with a sea ethic.

But how to nurture a sea ethic?

"No important change in ethics was ever accomplished without an internal change in our intellectual emphasis, loyalties, affections, and convictions," wrote Leopold. The revolution starts in the heart-mind. With a culture of storytelling, through writing and speaking, sharing information, ideas, and stories, we at Blue Ocean are beginning to provide the world with a narrative map toward the development of an ethical relationship with the sea. And in contrast to traditional conservation strategies that focus almost exclusively on technical or political solutions, we write and speak to the widest possible range of audiences. We strive to awaken an awareness in people who don't yet know how much they care.

An ethic is not a strategy or a prescription or remedy. An ethic is a concept of relationship—one we wish to acknowledge or one we seek to forge.

Were it not for the fact that we are such visual creatures, our sense of community with the ocean should be easier and more intuitive to grasp than even our sense of the land, because our connection with the sea is more intimate. Most of the oxygen we breathe is made by ocean plankton. And when animals left the seas in which life arose, they took saltwater with them, in their bodies—an internal environment crucial for cellular survival. We are, in a sense, soft vessels of seawater. Seventy percent of our bodies is water, the same percentage that covers Earth's surface. We are wrapped around an ocean within. You can test this simply enough: taste your tears.

EXCERPT from "A Sea Ethic: Floating the Ark," delivered by Carl Safina before the Unitarian Universalist Church of Huntington, NY, March 20, 2005

Recognizing the ocean's importance to life and to human futures would engender a sense of moral engagement. It would mean showing and sharing our sense of connectedness, dependence, gratitude, and commitment to the sea, whose gifts include making this planet capable of supporting Life itself.

The sense of kinship strikes me as compatible with the view that we are all God's creatures, but I think that very scientific and very religious persons are often uncomfortable with each other, and that gets in the way of working together. But we can't afford that rift. Too much is at stake for the future of life on Earth. ...If we sink the ark everyone on it goes down, regardless of what they believed. So let us all join together, in an ethic that embraces a full sense of community with the only home we will ever get, and what remains—despite astronomy—the universe's only known island of life, the blue curve of Earth.



SOME OF BLUE OCEAN'S STAFF LECTURES, READINGS, PRESENTATIONS

- The McCallie School, Chattanooga, TN
- World Bank, Washington, DC
- Spring Shorebird Festival, Cordova, AK
- Florida Birding and Nature Festival, St Petersburg, FL
- Fishers Island Conservatory, NY
- Monterey Bay Kayaks, CA
- Waldorf School, Santa Cruz, CA
- Japan Fisheries Research Agency
- French Culinary Institute, NY
- School for Field Studies, San Carlos, Mexico
- Society for Conservation Biology annual meeting
- Harvard Medical School, Boston, MA
- World Fisheries Congress, Vancouver, BC
- Professional fisheries meetings in Hawaii
- Wild Bird Federation of Taiwan
- Victoria (B.C.) Yachting Association
- Scripps, Woods Hole, many universities and research centers
- Los Arboles Middle School, Santa Cruz, CA
- International Association of Culinary Professionals, CA
- Writers conferences from Long Beach, CA, to Boothbay Harbor, ME

For a more complete listing of where we've spoken, and a full bibliography of staff publications, please visit our website, www.blueocean.org

FROM THE FIELD

Our story is as much a story about others as it is about Blue Ocean. Here's some feedback:

"I wanted to write to tell you how deeply, indescribably touched I am by *Song for the Blue Ocean*. You have inspired yet another young person to pursue a life of connection to and protection of the environment. Reading your book has helped me regain faith in our capacity to move forward. Hope was for me the most beautiful aspect of your book...That hope gives me yet another reason to feel the same."

- A. Cummins

"We have a very large tourism influx every year... and virtually all of the restaurants in Krabi, Phuket and Phi Phi are almost exclusively seafood restaurants, so the miniguides are an excellent way for us to inform people of what is and isn't good to eat. We also started to integrate the miniguides into our PADI open water courses..."

- C. Dawson, Thailand

"We Just started another year of team teaching Oceans, so I immediately went to your website. To my delight, you have this fantastic new website that we will definitely use with our students. They are a truly energetic group of 18 this year!"

- P. Childers, Ed.D., The McCallie School, Chattanooga, Tennessee

ARTIST - IN - RESIDENCE

Despite our near-obsession with words, in 2005 we were happy to welcome our first Artist-in-Residence, Leslie Wayne. Serendipitously she came to us, wanting to contribute to our efforts. A painter (and former gallery director) who has exhibited extensively both in the United States and in Europe, Leslie is helping to introduce Blue Ocean to the art community and artists to the world of Blue Ocean.

Leslie Wayne
Beau Dommage (detail)
Oil on wood 2005

OF ART, MIRRORS, AND SOCIETY
by Leslie Wayne, Blue Ocean Artist-in-Residence

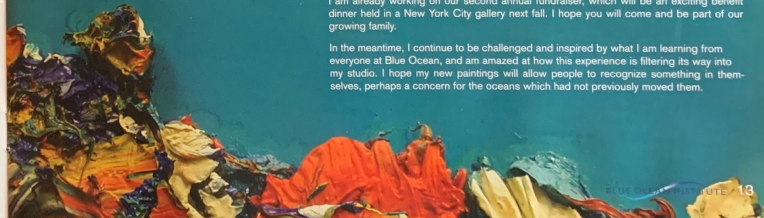
Artists hold up a mirror to society. They reflect, articulate, and challenge our views of the human condition. Faced with the compelling forces of new media and technology, abstract painting's challenge in the 21st century is to compel with the same transporting powers of Pollock and DeKooning during their time. Art critic Clement Greenberg's notions of formalisms aside, one has to believe in the ability of colored shapes on a surface to communicate something, anything worth thinking about. The point of reference for that in my work has always been nature, and how our time and place on earth is ultimately reflected in the elements.

So I was fascinated to read, after working with Blue Ocean for several months, that their mission was to work "... in ways that allow people to recognize themselves." That struck me as uniquely creative for a conservation group, and it was this spirit that initially drew me to them.

It was no surprise then, when they eagerly agreed to partner with me on our first artistic venture, The Muster, a public art event created by artist Allison Smith and sponsored by The Public Art Fund. Staged on the great lawn of Governor's Island off the tip of lower Manhattan, 50 installations were created to reflect causes near and dear to the artists' hearts. We mounted our installation, declared our mission on stage in the big tent, and reached an audience of artists and art lovers who had never thought about how their choices affect ocean life.

I am already working on our second annual fundraiser, which will be an exciting benefit dinner held in a New York City gallery next fall. I hope you will come and be part of our growing family.

In the meantime, I continue to be challenged and inspired by what I am learning from everyone at Blue Ocean, and am amazed at how this experience is filtering its way into my studio. I hope my new paintings will allow people to recognize something in themselves, perhaps a concern for the oceans which had not previously moved them.



FROM SEA TO TABLE

For most people, a connection with the sea comes not only through the mind but also through their gustatorial delight in foods from the sea. Blue Ocean's From Sea to Table program helps seafood lovers better understand that people exert their most direct impact on the ocean through the seafood we eat. We avoid the boycott approach. Our guides help people confidently select, enjoy, and discuss sustainable, healthy seafood. Our seafood rating system has inspired imitators, but we're distinctive in many ways. We combine research and evaluation, writing and publishing, and direct outreach to the public and chefs. Our aim is not to tell people what to do, but rather to equip seafood lovers with clear, trustworthy information with which they can make their own decisions: an approach based in pleasure, not guilt, for a change.

We work to harness consumer buying power to influence fishing practices and government regulations by creating a market environment that encourages best practices and sustainability in fisheries management. We aim to turn negatives—overfishing, poor fisheries management, and depletion in the seas—into positives, by providing consumers the tools they need to begin choosing better-managed and more abundant seafoods. Our message with the Blue Ocean Institute's Guide to Ocean Friendly Seafood is simple and fundamental: not all fish are equal, and consumer choices can make a difference for ocean life.

Using seafood as a vehicle to reach the general public with ocean conservation information has been an extremely successful strategy. We're very proud that since we published the first guide to seafood in 1998, this movement has grown so much. Our seafood evaluation methodology has proven to be a model and unifying standard for other groups generating their own lists in the United States and abroad. There are now more than 20 "seafood guides" around the world, reaching millions of people.

We evaluate farmed and wild fish and shellfish from around the globe using a systematic, objective, and transparent approach. Based on

the best available scientific information, we rate the current ecological health of each species and fishery through a number of lenses: the abundance of species relative to natural (unfished) conditions; the way that species respond to fishing pressures because of their life history characteristics; the effects that fishing gear and fishing techniques have on habitat quality; the existence and efficacy of management systems monitoring and governing fishing effort; and bycatch (i.e., the impact of a particular fishery on other species of fish, birds, and mammals). Presented through our Seafood MiniGuides and our more extensive online database, this information helps consumers choose seafood that is palatable both to their taste buds and their values.

In fact, Blue Ocean's Seafood MiniGuides continue to be very popular. And a new trend emerged this year: Brides-to-be are ordering Blue Ocean Seafood MiniGuides as wedding favors!

Our seafood guides have been and are being distributed globally, through our own and our professional partners' events, publications, and web-sites, and through the catalogs and stores of corporate and nonprofit sponsors. This year, we produced two printed editions of our seafood guide. Partners—both corporate and nonprofit—that sponsored production and distribution of our seafood guides, included our July 2004 edition with Aveda, and our June 2005 edition with West Marine, Oceana, and United Anglers of Southern California. Our seafood information, online and in print, now includes contaminant information. In this way we are helping consumers make the most informed decisions possible about choosing seafood that is good both for them and the environment.

Closer to home, From Sea to Table works to connect fishermen, conservationists, chefs, and consumers through our shared love of the sea and seafood. On September 11, 2004, we held our first major seafood celebration in Montauk, NY, featuring local catch of the day. Some guests chose to brave rough seas in search of striped bass and bluefish, others (especially the youngsters) snorkeled for clams. Chef Joseph Realmuto of Nick & Toni's (East Hampton, NY) and Kerry Heffernan of 11 Madison Park (NYC) used their culinary genius to create a fabulous meal, making sure not to leave the taste out of the equation connecting body, sea, and health.



SEE WHO'S USING OUR SEAFOOD MINIGUIDES ...

A (very) partial listing:

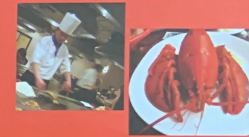
Acoustic Ecology Institute, Santa Fe, NM
American Museum of Natural History, New York, NY
Apex Environmental, Queensland, Australia
Aquarium of the Pacific, Long Beach, CA
Elderhostel Program, Savannah, GA
St. Petersburg Audubon Society, Largo, FL
Bell Museum, Minneapolis, MN
Bellevue Community College, Bellevue, WA
Blue Manatee Children's Bookstore, Cincinnati, OH
Duke University Marine Lab, Beaufort, NC
Flying Fish Graphics, Blue Mounds, WI
Fundacion Delfin de Costa Rica, Miami, FL
Project Seahorse, Vancouver, Canada
Rachel Carson Council, Inc., Silver Spring, MD
Rainshadow Community High School, Reno, NV
Rockefeller Brothers Fund, New York, NY
Ross School, East Hampton, NY
Safeway Market, Boulder, CO
Save the Oceans, New York, NY
South Carolina Dept. of Natural Resources, Charleston, NC
Shifting Baselines, Hollywood, CA
Slow Food U.S.A., New York, NY
Sound Waters on Cove Island Park, Stamford, CT
Southwest Fisheries Science Center, La Jolla, CA
St. Louis Children's Zoo Museum, Brentwood, MO
Starr Ranch Audubon Sanctuary, Trabuco Canyon, CA
State University of New York, Stony Brook, NY
Syosset Middle School, Syosset, NY
Terram Foundation, Santiago, Chile
Urban Organics Landscaping, LLC, Tucson, AZ
US EPA, Pollution Prevention Team, Denver, CO
Vital Choice Seafood, Bellingham, WA
Waters Fine Catering, San Diego, CA
World Wildlife Fund, Washington, DC





SCHOOLING CHEFS

A recent addition to our From Sea to Table program is Schooling Chefs. We are creating a full curriculum on ocean-friendly seafood to help the next generation of culinary professionals. With Schooling Chefs we aim to integrate the fundamentals of sustainable seafood into every chef's training. With 69 percent of all seafood expenditures in the United States made in restaurants, chefs serve as the major gatekeepers for the industry, playing a critical role in determining which fish caught by fishermen, sought by suppliers and distributors, and demanded by consumers. Covering all facets of seafood conservation, from the basics of fisheries and aquaculture to seafood purchasing, Schooling Chefs will enable leading culinary schools to endow the next generation of great chefs with a comprehensive knowledge of seafood, from the ocean to the table. Supported by an advisory board of renowned chefs and culinary educators, food purchasers, marine scientists, a seafood contaminants expert, and a publicist, Schooling Chefs will provide essential tools for helping culinary professionals stay ahead of the curve, contributing to their own long-term career success at the same time as they contribute to the health of the world's oceans.



SCHOOLING CHEFS CURRICULUM ADVISORY BOARD

Jim Botsacos Molyva New York, NY	Steve Malinowski Fishers Island Oyster Farm Fishers Island, NY	Leslie Pendleton Cookbook Author Hartford, CT	Gerry Van Loon Hospitality Management Department New York City College of Technology Brooklyn, NY
David Carpenter Institute for Health and Environment University of Albany Rensselaer, NY	Rick Moonen RM Seafood, Las Vegas Mandalay Bay Resort and Casino Las Vegas, NV	Maureen Pothier Johnson and Wales University Providence, RI	Gerard Viverito Chef de Cuisine Fine Catering Hyde Park, NY
Dominick Cerrone The French Culinary Institute New York, NY	Bonnie Paganis Sodexo Shedd Aquarium Chicago, IL	Mel Sanderson Cape Cod Commercial Hook Fishermen's Association North Chatham, MA	Clark Wolf Clark Wolf Company New York, NY
Wendy Jordan Rosemary's Restaurant Las Vegas, NV	Joel Patraker Four Seasons Restaurant New York, NY	Andrew Spurgin Waters Inc. San Diego, CA	

SAFE SEAS

Fishing affects many more aquatic lives than those that end up on a plate. Many fish are thrown back because they're legally too small or won't sell well in markets. In fishing for one species, it's common to accidentally catch another, as in the well-known case of dolphin captures in tuna nets. And hooks and nets don't discriminate between fish and other denizens of the ocean such as birds, turtles, and mammals. Fishermen regularly haul up unintended and unwanted catch (called bycatch), only to have to throw it back injured, dying, or dead to the thinning seas. While unintentional, bycatch isn't unavoidable, and in fact can be effectively reduced through proper choice of hooks, bait, gear, and fishing techniques. Blue Ocean works with scientists, regulators, and industry to discover ways to help fishermen catch only those species they want, and letting what they don't want to catch swim, crawl, or fly on their way safely.

In the Pacific, Blue Ocean continues to conduct research and commercial demonstrations on how to avoid catching sea turtles and seabirds, working with fishery management authorities, longline industry associations, universities, other environmental organizations, and—most important—the fishermen themselves.

We are working with longline industries in Hawaii and Japan to alter deck designs. This includes setting gear on the side of vessels instead of the conventional location at the stern, modifying the fishing lines and how they're set, and using wide circle-shaped hooks to reduce seabird and marine turtle captures. And we are planning a series of technical workshops around Asia, starting in 2006, to share our knowledge of methods that reduce bycatch.

Additional "Catch Fish Not Turtles" collaborators: United Nations Environment Programme's Regional Seas Programme, the Indian Ocean-South-East Asian Marine Turtle Secretariat, Western Pacific Regional Fishery Management Council, World Wildlife Fund-U.S., Japan Fisheries Research Agency, Federation of Japan Tuna Fisheries Co-operative Associations, Inter-American Tropical Tuna Commission, Hawaii Longline Association, and the U.S. National Marine Fisheries Service.

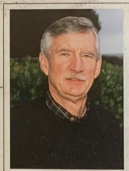


To leverage expertise in methods to reduce bycatch, Blue Ocean staff conceived and produced the educational booklet "Catch Fish Not Turtles" for fishermen and fisheries managers. It explains how to avoid turtle captures and how to handle and release turtles if they are caught. This booklet, produced in partnership with numerous institutions and organizations, has been translated into English, Japanese, Mandarin, Indonesian, and Spanish. With printing

sponsored by the United Nations Environment Programme, it's been distributed to longline fishery industries and associations, national and regional fishery management bodies, fishing gear suppliers, and more than 26 countries and territories worldwide.

Our next step is to bring the fruits of our collective research to those who most need it, by helping managers create at-sea fleet-wide communications systems so boat captains can inform each other about areas to avoid where there are concentrations of sea turtles, mammals, and seabirds.

Turning from large operations in the open seas to smaller fishermen netting close to shore, Blue Ocean staff worked extensively in fishing communities in Baja, California to help reduce hunting and eating of sea turtles. We collaborated with U.S. and Mexican organizations including Grupo Tortuguero, ProPeninsula, and WildCoast, as well as individual local fishermen and conservationists. This work continues to address social and economic problems common when attempting conservation work with small-scale fishermen in developing countries.



West Marine
We make boating more fun!

PARTNER PROFILE

Inspired by his passion for boating, Randy Repass started selling nylon rope from his Sunnyvale, CA, garage in 1968, as a sidelight to his high-tech day job. In 1975, he opened his first West Coast Ropes store in Palo Alto, and soon acquired some of the assets of Boston-based West Products, a well-known mail-order business. Today, West Marine has more than 260 stores across the U.S., operates 62 Boat U.S. Marine Centers, has expanded into Canada with 2 stores in British Columbia, and serves boaters in more than 150 countries worldwide through its mail order and Internet divisions—making it the world's largest boating retailer. "West Marine's prosperity has been the result of its strong connection to the boating community," says Repass. But the company also looks beyond the boating community to the natural world, pledging in its mission statement to "work to reduce our impact on the environment" and to "improve and protect marine habitats." Partnering with Blue Ocean is a natural extension of West Marine's corporate and ethical identity, expressing a shared love and care for the sea. West Marine has sponsored and distributed more than a million Blue Ocean seafood guides.

INSTITUTE

THE SEA STORIES PROJECT

The ultimate goal of the Blue Ocean Institute is to help others envision a sea ethic and to make the journey tangible, participatory. There must be space for all of us together to share our knowledge, experience, hopes, fears, and passions with each other. Building community and inviting expression is the foundation of our newest initiative, The Sea Stories Project.

Wherever we live, our bodies and spirits alike have been touched by the beauty, power, and mystery of the world's oceans. The beckoning beauty of sunrise on waves; our daily pleasure in and gratitude for the sea's bounty; the awe and respect evoked by the surpassing power of the world's oceans; our sadness, loss, and anger at the damage that humans can inflict on the sea and its creatures—all these feelings and more arise from the human encounter with sand, sun, and surf. Telling our own stories of such experiences reminds us of humanity's historic dependence on the sea, and, in the modern world, the fragile sea's dependence on us. As conservationist Peter Forbes has written, "Telling stories is our best hope of reflecting the kind of world we want to live in and, therefore, gives us a hope of creating it."

Harnessing the power of personal experience in the service of ocean conservation, our international Sea Stories Project solicits first-person stories, essays, and artwork about the sea, coast, and sea-life from people from all walks of life and all writing levels—scientists and beach-combers, students and vacationers, fishermen and seafood-eaters, coastal residents and inland ocean-lovers. To help novice writers find their voice, we offer a full range of writing ideas, tips, and strategies through website and printed materials. Moreover, Sea Stories will be of interest to a wide variety of research and conservation organizations as well as to educators at all levels, and so we also offer extensive suggestions and guidance for how institutions can benefit from participating in the project. Selected stories and artwork will be published in a new quarterly online journal, *Sea Stories*, whose inaugural issue is scheduled for winter 2005-2006. Just a few weeks after announcing the project, we had already received poetic reflections on fishing in Alaska, accounts of encounters with whales in the South Pacific and with waves off California, a reminiscence of a childhood at the Dead Sea in Israel, and many more ...

We can't wait to see what this upwelling of voices will make of The Sea Stories Project.

For the Sea Stories Project, Blue Ocean is joined by Dr. Steven Pavlos Holmes, an adjunct instructor at Harvard University, former consultant for The Wilderness Society's Maine Voices Project, and author of *The Young John Muir: An Environmental Biography* as well as other writings, presentations, and workshops exploring the personal meanings of human relationship with the natural world. Steve says, "Conservation isn't just about attacking problems—it's also about celebrating the experiences and feelings that bind us to the natural world, and to each other. Remembering and sharing our own stories can bring us back to the roots of our love of the sea, strengthening commitment, community, and vision for the struggle ahead."

KALPANA CHAWLA

In February 2002 we—and the world—were shocked by the tragic breakup of the space shuttle Columbia upon its re-entry into Earth's atmosphere. For us, the news held a deeper meaning: astronaut Kalpana Chawla had taken Carl Safina's *Song for the Blue Ocean* with her on the voyage, one of the few personal items she was allowed to take. According to her friend Cynthia Tuthill, Kalpana had discovered Carl's books a few years previously, calling them "two of the best books ever written on nature."

For Cynthia, "the phone calls during which we shared Safina's books—reading out loud to each other, discussing the books line by line—were some of the most intimate and endearing moments in our relationship." Kalpana became deeply committed to stewardship of the Earth and its oceans, taking delight in its beauties and letting her feelings of



pain and anger at their destruction propel her to action on its behalf. While on the shuttle, along with reading Carl's words, she admired a photograph of two albatrosses that

Cynthia had given her before departure. Kalpana had intended to meet Carl at a lecture he was scheduled to give just two weeks later. In the wake of the tragedy, charred remains of Carl's book were found and returned by NASA and are enshrined in our office entry, a reminder that the passion of our words has quite literally encircled the Earth. Blue Ocean has established an endowment, the

Kalpana Chawla Spirit of Columbia Fund, from a special grant received in her name—thus allowing her commitment to the oceans to continue to support and energize our work into the future.

EXCERPT FROM VOYAGE OF THE TURTLE

By Carl Safina

The sight of her is sufficiently astonishing to strike a deep gasp into my ribs. The word "turtle" is vastly inadequate for this dark monster, breathing before me like a memorandum from the desk of time, remembrance of a world before memories.

Her proportions impress as surreal, counterfeit, yet so imposing as to banish all doubt of the fact of her. Most of her shell is dusted with sand, making her look sugar-coated, an 800-pound confection. Self-encapsulated like a just-crashed saucer from the other side of darkness, her presence seems wondrous as a fallen angel.

She seems impossible.

Lured and shipwrecked by the hazards of maternal devotion, she lies quietly marooned. From the exertion suggested by her groundbreaking

tracks, from the weight and gravity of her, and merely that she has paused exhausted atop the incline of the beach, her arrival seems an act of smoldering defiance, a tribute to everything that rises and persists against all reason, her emergence so improbable it seems almost an act of love.

Soon, her stillness stirs. And now the ultimate act of defiance: she begins digging a nest, an undertaking against all odds, as every life-and-death gamble is propelled by force of hope. A turtle encounters different challenges each time she hits the beach. She may come where the beach is too steep; she may come on the wrong tide; she may arrive where the beach is too narrow; she may ascend to find a wrack-line obstructed with drift-logs and trash—or a man with a machete.

In researching *Voyage of the Turtle*, Carl's own travels took him to:

- Trinidad, likely the densest leatherback nesting beach in the world
- Florida, various nesting beaches from Cape Canaveral to Boca Raton
- South Carolina, aerial survey over the ocean, on a shrimp fishing boat and a research vessel
- Georges Bank, with some of the last swordfish harpooners
- Cabot Strait, between Cape Breton and Newfoundland
- Costa Rica's Pacific coast to the country's last remaining leatherback nesting beach
- Pacific Mexico aerial survey of turtle nesting
- Monterey Bay, catching giant turtles and diving with a remotely operated vehicle to 3,000 feet
- Baja, with the Seri Indians who worship the leatherback
- New Guinea, the last Pacific leatherback stronghold

Voyage of the Turtle will be published by Henry Holt, and out in bookstores Spring 2006.

Photo by: Scott Eckert

FINANCIAL STATEMENT

SUMMARY STATEMENT OF ACTIVITIES YEAR ENDED MAY 31, 2005

	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
PUBLIC SUPPORT AND REVENUE:				
Public Support	\$ 782,763	\$ 159,170	\$ -	\$ 941,933
Revenue	1,135	-	-	1,135
Net assets released from restrictions	40,000	(40,000)	-	-
TOTAL SUPPORT AND REVENUE	823,898	119,170	-	943,068
EXPENSES:				
Program Services	685,494	-	-	685,494
Supporting Services:				
Management and general	94,491	-	-	94,491
Fund Raising	34,276	-	-	34,276
Total Supporting Services	128,767	-	-	128,767
TOTAL EXPENSES	814,261	-	-	814,261
INCREASE IN NET ASSETS BEFORE OTHER INCREASES	9,637	119,170	-	128,807
OTHER INCREASES	199	-	-	199
INCREASE IN NET ASSETS	9,836	119,170	-	129,006
NET ASSETS, beginning of year	281,524	40,000	80,000	401,524
NET ASSETS, end of year	\$ 291,360	\$ 159,170	\$ 80,000	\$ 530,530

Blue Ocean's complete audited financial statements may be obtained by writing to the Business Manager, Blue Ocean Institute, 250 Lawrence Hill Road, Cold Spring Harbor, NY 10024

SUMMARY STATEMENT OF FINANCIAL POSITION MAY 31, 2005

ASSETS

Cash and Interest Bearing Deposits	\$ 400,390
Contributions and Pledges Receivable	45,005
Investments	75,587
Other Assets	33,318
Total Assets	554,300

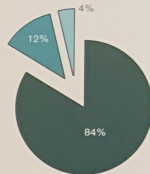
LIABILITIES

Accrued Expenses	\$ 23,770
Total Liabilities	23,770

NET ASSETS

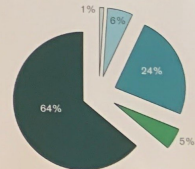
Unrestricted	\$ 291,360
Temporarily Restricted	159,170
Permanently Restricted	80,000
Total Net Assets	\$ 530,530
Total Liabilities and Net Assets	554,300

FY TOTAL EXPENSES 2005



■ Fund Raising
■ Management + General
■ Program Services

FY OPERATING REVENUE 2005



Sales	\$ 1,135
Individuals	62,277
Government	223,599
Corporations	49,230
Foundations	606,287
Totals	\$ 943,068

DONORS

JUNE 1, 2004 - MAY 31, 2005

200,001 to 300,000

The David and Lucile Packard Foundation

50,001 to 200,000

Anonymous

Wallace Research Foundation

Western Pacific Regional Fishery Management Council

20,001 to 50,000

The Curtis and Edith Munson Foundation

U.S. Western Pacific Regional Fishery Management Council

World Wildlife Fund

5,001 to 20,000

Atlantis Marine World

The Susan B. and Donald P. Babson Charitable Foundation

Mr. Robert J. Campbell

Ms. Julie Packard and Mr. Robert Stephens

2,001 to 5,000

The Alexander Abraham Foundation

Mr. and Mrs. Charles Arnoldi

Mr. Michael I. Freedman

Dr. Henry A. Jordan and Barbara McNeil Jordan

Mr. Jon D. Lowry

Norcross Wildlife Foundation

Patagonia, Inc.

Mr. Rodger S. Rickard

Ms. Toni Ross

Mr. Perry Simon

Swiss Re America Holding Corporation

United Nations Environment Programme, Regional Seas Programme

\$501 - \$2,000

Judith and Ennis Bergsma

Mr. and Mrs. David Deming

Mr. and Mrs. Jeffrey N. Dickinson

Mr. Timothy Dykman

Ms. Catherine Farr

Ms. Deborah Gary

Mr. Doug Mercer

Mr. Richard Miller

Mr. and Mrs. Pat Munday

U.S. NOAA, National Marine Fisheries Service - Pacific Islands Regional Office

Mr. and Mrs. Wallace J. Nichols

Judson B. Traphagen - Plough Penny Partners

Spa Adriana Aveda Salon

up to \$500

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Ms. Averill Babson

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Ms. Celina Gutierrez

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Mr. Edward Johnston

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