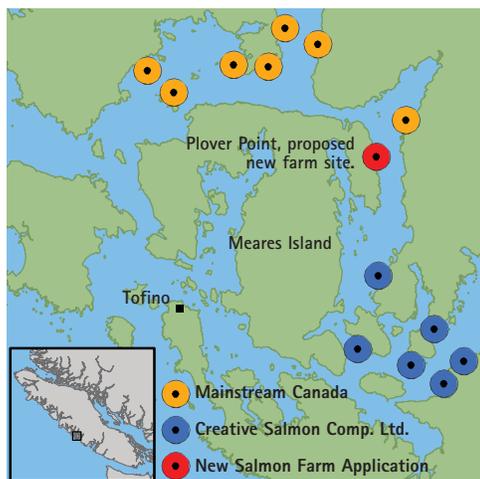




# rising tide

Healthy Oceans. Healthy Communities. [www.livingoceans.org](http://www.livingoceans.org)

SPRING 2011



## Mainstream applies for another net-cage salmon farm in

# Clayoquot Sound



PHOTO: Marcia Moreno-Baez/Marine Photobank

ABOVE: There are already three net-cage salmon farms operating in Fortune Channel itself and six more in the immediate area. RIGHT: Grey whales stop to rest and feed on the long journey from Baja, Mexico to Alaska.

mere two days after Stephen Harper's Conservatives won a majority government, Living Oceans received a 'referral' notice that a brand new open net-cage salmon farm application has been filed with the Province of B.C. It would have been hard to pick a more controversial spot for the new farm: the heart of the UNESCO Biosphere Reserve in Clayoquot Sound.

Mainstream Canada has applied for a tenure to operate another massive industrial salmon feedlot, with plans to raise over 600,000 farmed salmon just off the eastern shores of world famous Meares Island, in Fortune Channel. The biosphere reserve is an area of intact old growth forests and pristine watersheds untouched by human development. It is where migrating grey

whales catch their breath on the long journey from Baja, Mexico to Alaska. And yet, wild salmon runs are declining here. The first non-natural obstacles in the path of juvenile salmon are open net-cage salmon farms and the sea lice they amplify. The global weight of scientific evidence shows that the negative environmental impacts of net-cage farming are overwhelming. How much more pressure can this fragile world-heritage site take?

Instead of responding to the market trend for more responsibly produced farmed fish—retailers are demanding a supply of salmon raised in closed containment—the Norwegian owned corporation wants to plough ahead with more open net-cage farms in B.C. waters. So far our federal and provincial

governments have supported net-cage farming rather than backing the transition to closed containment that the vast majority of B.C. voters want. How can governments possibly make a sound scientific decision on this application before the Cohen Commission Inquiry hears the facts on the role net-cage salmon farms may have played in the collapse of Fraser River sockeye?

The world needs solutions and Mainstream wants to build another problem. Just say no. Call your provincial MLA and your newly-elected MP, write a letter or send an e-mail. Tell government that if the salmon farming industry wants more farms they need to contain their disaster. Let them know that closed tanks are the only viable way to build a future for a coast that wants both salmon farms and wild salmon. ■



You can send an e-mail to government at [www.livingoceans.org/initiatives/salmon-farming/action](http://www.livingoceans.org/initiatives/salmon-farming/action)



## Letter from the Executive Director

In the wake of the election that gave Prime Minister Harper a majority government for the next four years, we expect an uphill struggle in our work for a healthy ocean and healthy coastal communities. New challenges threaten our efforts to secure a permanent oil tanker ban on B.C.'s North and Central Coast, win support for closed containment salmon farming and sustainable fisheries, and champion marine protected areas.

Nonetheless, we are determined to make as many gains as possible to protect Canada's Pacific coast now and for generations to come. Living Oceans Society will engage with this new government to advocate for the well being of the communities and creatures that call this area home. Our campaigners will continue to collaborate with our allies in the

seafood retail sector, coastal industries and the scientific community to ensure that Ottawa's ocean decisions are founded on sound ecosystem based management principles that will result in fish forever.

This is a fight that we won't walk away from and we need your help. Please continue to fill out the action alerts on our web site, participate in public events, spread the word, and let your voice be heard. With your support, we can keep making change happen.

Jennifer Lash  
Executive Director



Sign up to receive Rising Tide and our e-newsletter, Oceans Update, with articles on the issues affecting our oceans and coastal communities.

Send us your e-mail address.  
[newsletter@livingoceans.org](mailto:newsletter@livingoceans.org)

or  
sign up online at [www.livingoceans.org/newsletters/](http://www.livingoceans.org/newsletters/)

or  
mail your postal address to us:  
Living Oceans Society  
PO Box 320 Sointula, BC Canda V0N 3E0

Living Oceans Society is working to ensure the long-term health of the ocean and coastal communities on the Pacific Coast of Canada. We believe that people are part of the environment and that we can build sustainable communities by protecting coastal ecosystems today.

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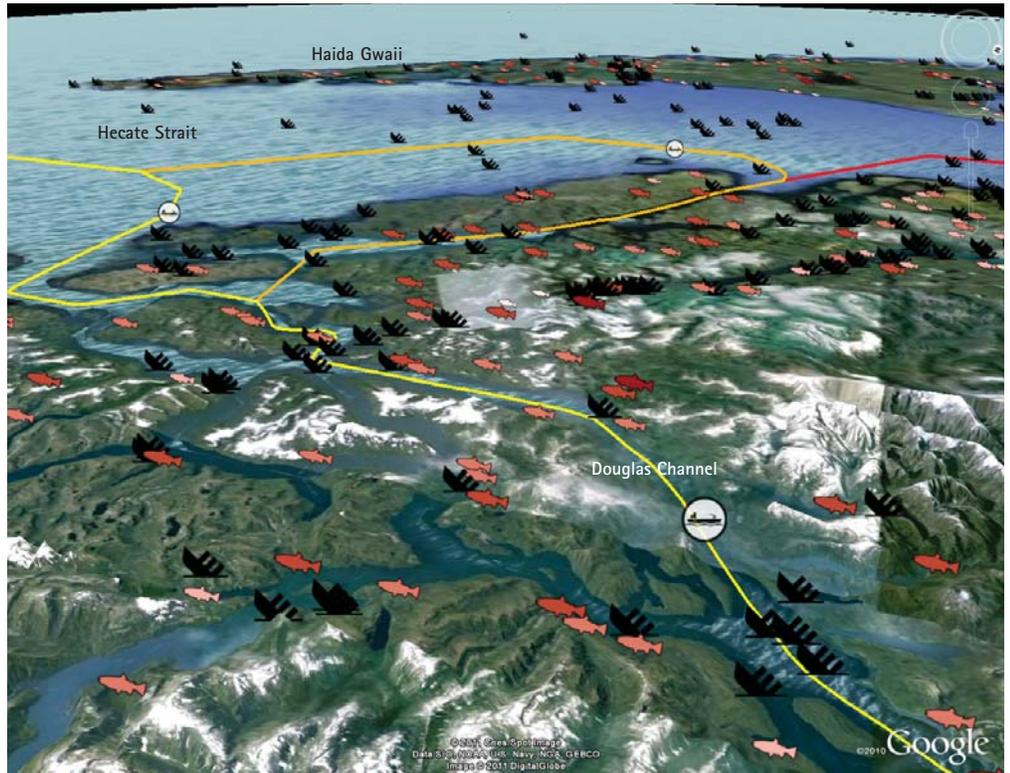
# Oil & WATER

## navigate the facts

*Google Earth map explores North Coast's natural and cultural riches*

What do you get when you take oil and water and add earth? Well, if it's Google Earth you get an interactive map where you can explore what's at stake if oil tankers come to Canada's Pacific North Coast. The map, called *Oil and Water: Navigate the Facts*, lets you zoom in close to the coast so you can explore nature's riches with photos and facts about features like salmon streams and eel grass beds, orca habitat and herring runs. Other layers show the human presence on the coast, the places we live, work and play.

All of this is now at risk if the coast is opened to oil tankers and their deadly cargo of tar sands crude. The tankers would service the proposed Northern Gateway pipeline project at its western terminus in Kitimat. Use *Oil and Water* to follow the supertanker



Explore the natural and cultural wonders of the North and Central Coast and witness the true threat that is Northern Gateway at [www.livingoceans.org/maps/oil-water](http://www.livingoceans.org/maps/oil-water)

route from Kitimat along Douglas Channel to the ocean. Narrow, isn't it? In fact, the channel is only about two kilometres wide between Ashton Point and Maitland Island. Now think about two million barrels of oil aboard a supertanker that can take three kilometres and 15 minutes to come to a complete stop. Then zoom back out and click on the proposed tanker ban area. That's the ocean we're working to protect, by convincing the Canadian government to legislate a permanent tanker ban. ■

Navigate the facts at [www.livingoceans.org/maps/oil-water](http://www.livingoceans.org/maps/oil-water)

## What the Conservative Majority means for oil tankers on Canada's Pacific North coast

Prime Minister Harper has made it clear that he does not support an oil tanker ban on B.C.'s North and Central Coast, but this does not mean the debate is over. Living Oceans Society needs your support now more than ever to continue our work to keep the coast oil tanker free forever!

Opposition to oil tankers remains the same, despite the election. This includes over 70 First Nations in B.C., all federal opposition MPs, and the majority of British Columbians. Enbridge's Northern Gateway Project also still needs to be approved by an environmental review panel before it can proceed. We'll be at the hearings, defending the communities, cultures and creatures of the coast. Living Oceans Society is determined to keep tankers out. With your support, we can.



istockphoto.com/Natalia Bratslavsky

## Contest!



Explore B.C.'s breathtakingly beautiful coast on an eco tour through the best whale watching region in the world. Discover first-hand why the ocean is so important for all Canadians.

# THE WAY I SEA IT Contest

*Win a fabulous tour and share your story with the world*

If you love to write and travel, then this is the contest for you! Everyone has a tale to tell and we want to hear yours! Share an experience that inspired you to make a difference, and you could win a six-day adventure cruise among the whales, islands and cultures of the Broughton Archipelago aboard the schooner Maple Leaf.

To enter the contest, write a short story about an experience that inspired you to make a difference. Then get all of your friends and family to vote for your entry (one vote per person, please). Our judges will select the winner from

the five entries with the most votes. The prize is a Whales and Totem Tour of the Great Bear Rainforest (for one) with Maple Leaf Adventures from August 28 to September 3, 2011. We'll cover the return airfare from Vancouver to Port Hardy, plus the opportunity to blog about your adventure in Water Blogged, the Living Oceans blog.

Don't wait! The contest closes on June 5. We'll announce the winner on June 8, International Oceans Day.

Send us your entry and get more info at [www.livingoceans.org/thewayiseait](http://www.livingoceans.org/thewayiseait)

### Boring legal stuff:

No purchase necessary. Residents of Canada excluding Quebec are eligible to enter. The prize is a trip for ONE from Vancouver, B.C. to Port McNeil, B.C. with Maple Leaf Adventures worth \$3,325 + flight est., and the opportunity to write 2-5 blog posts for Living Oceans Society. Approximate total prize value; \$3,875.

To enter, contestants must write a short story. One contest winner will be selected by our judges from amongst the five entries that has the most votes. The contest closes on June 5, 2011, and the winner will be announced on June 8, 2011. See contest rules at [www.livingoceans.org/thewayiseait/rules](http://www.livingoceans.org/thewayiseait/rules) for details

## Atlantic Canada longline swordfish fishery angling for eco-certification



PHOTO Greenpeace/Steve Morgan

A fishery notorious for its bycatch of sharks and sea turtles is close to snagging something they actually want: a coveted eco-label from the Marine Stewardship Council (MSC). The Atlantic Canada longline swordfish fishery has been recommended for MSC certification by Moody Marine Ltd., a company that conducts assessments for the MSC process.

This is no laughing matter. Each year, the Canadian Atlantic longline fishery for swordfish catches an estimated 100,000 sharks (blue, mako, porbeagle), over 1,000 loggerhead sea turtles, and approximately 170 critically endangered leatherback sea turtles.

Moody Marine Ltd. recommends that this fishery be certified by MSC with some conditions. While three of the conditions are focused on turtle bycatch, they do

not go nearly far enough to ensure that loggerhead and leatherback sea turtles will be better protected as a result. In addition, the report requires the fishery to make no changes relating to their bycatch of sharks.

During the public comment period that ended in April, 774 people and 35 marine conservation organizations including Living Oceans Society, sent letters voicing their concern to MSC and Moody Marine.

Moody Marine is now reviewing the public comments and will decide whether or not their recommendation should be changed.

Meanwhile, the Southeast U.S. North Atlantic longline swordfish fishery which also has the same bycatch concerns, is currently undergoing stakeholder review with the potential of receiving MSC certification.

Let MSC know that certification of the Atlantic Canada fishery is unacceptable. Sign the petition letter at [friendsoffector.org](http://friendsoffector.org)



## Marine Atlas of Pacific Canada

a product of the British Columbia Marine Conservation Analysis (BCMCA)

# New atlas shows places worth saving



A new online and print atlas featuring maps of ecological riches and human uses on the British Columbia coast has been published by the B.C. Marine Conservation Analysis (BCMCA). Living Oceans Society played a pivotal role in producing the *Marine Atlas and Data Library* which contains a comprehensive digital collection of over 260 colour maps accompanied by descriptive information, photos and reviewer comments.

The online *Marine Atlas* is free and will be an invaluable tool for marine planning over the coming years, helping to shape the future of our coast. Everyone who cares about the ocean can refer to the atlas for information on how and where humans are using the coast and what areas are critical for the fish, birds, whales, plants and more.

The *Marine Atlas* will be an invaluable tool in marine planning over the coming years, helping to shape the future of our coast. First Nations, community stakeholders, and everyone who cares about marine health will be able to refer to the atlas for information on how and where humans are using the ocean and what areas are critical for the fish, birds, whales, plants and more.

Work on the atlas began in 2006 when Living Oceans Society, together with other environmental organizations, started the BCMCA project. The collaboration soon grew to include First Nations,

stakeholders and user groups, academics, conservationists and the federal and provincial governments. Living Oceans Society manages the ecological data compilation and co-chairs this collaborative project. Viewers can download maps, data and metadata at [www.bcmca.ca/data](http://www.bcmca.ca/data)

The human uses are categorized as: commercial fisheries, recreational fisheries, shipping and marine transportation, energy, recreation and tourism, and

marine or foreshore tenures such as aquaculture or log booms. The ecological features include plants, birds, fish, invertebrates, mammals, and seascape features such as seamounts.

A limited number of 120 page colour atlases were printed. You may request a copy of the *Marine Atlas of Pacific Canada* by sending an e-mail to [info@bcmca.ca](mailto:info@bcmca.ca) explaining how you would use the printed atlas. ■



*Finding Coral*, a short film directed by Tavi Parusel documenting our 2009 expedition to discover deep sea corals off the B.C. coast, has been nominated to the 2011 Reel Earth Film Festival in Palmerston North, New Zealand. Reel Earth is the largest environmental film festival in the Southern Hemisphere.

 [www.reearth.org.nz/modules/content/content.php?content.358](http://www.reearth.org.nz/modules/content/content.php?content.358)

## PNCIMA Notebook

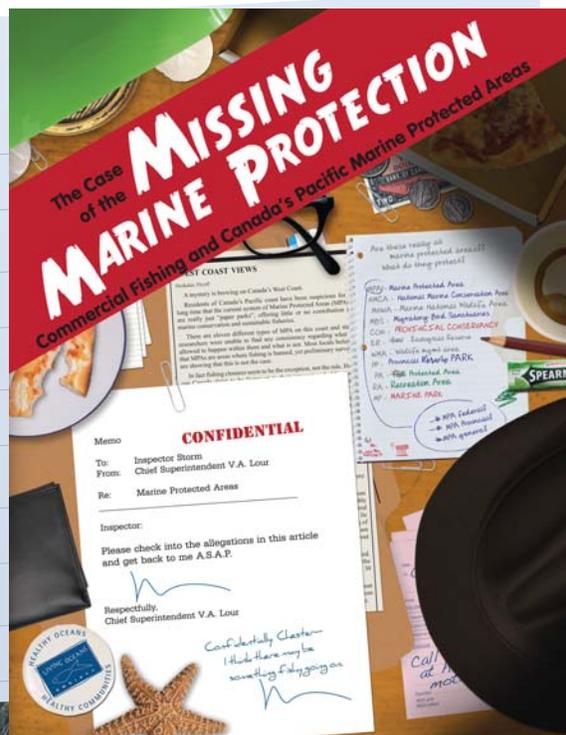
Living Oceans Society is based in Sointula, a small fishing community on the coast. We often hear from fishermen who wonder if marine protected areas (MPAs) will harm their livelihoods. We understand their caution, because catching enough fish to earn a living isn't a sure thing like it used to be.

The truth about MPAs that are closed to fishing is that they produce more and bigger fish, thereby increasing fishing opportunities outside the protected area. Unfortunately, on Canada's Pacific coast MPAs that are closed to fishing are the exception, not the rule. In fact, commercial fishing is allowed in all but one percent of the 161 MPAs in B.C. and more than half of our MPAs are officially rated as "strictly protected" which means they were designed to be off limits to all fishing. But fishing closures were never put in place and as a result, these protected areas don't protect fish nursery areas and sanctuaries, nor do they benefit fishermen with a spill-over of sea life. They are simply paper parks which may look good for Canada's international record but accomplish little else. Why? We were all a bit mystified here at Living Oceans.

To help figure out what's going on, we conducted our own investigation. The story of how we arrived at our answers can be found in *The Case of the Missing Marine Protection: Commercial Fishing and Canada's Marine Protected Areas* brochure that we're sending to Canada's MPs and British Columbia's MLAs. If you'd like to delve into this mystery and uncover the truth about this baffling case visit our new website, or write to us and we'll send you two brochures – one to keep and one to share. Send your request to [info@livingoceans.org](mailto:info@livingoceans.org)



PHOTO Marie O'Shaughnessy



LEFT: Fishing in Johnstone Strait.  
RIGHT: The Case of the Missing Marine Protection brochure.

## Organic Farmed Fish... REALLY?

### Proposed standards for "organic" farmed fish still a far cry from genuine organic principles

antibiotics? Synthetic pesticides? Habitat destruction? Does this sound like organic food production to you?

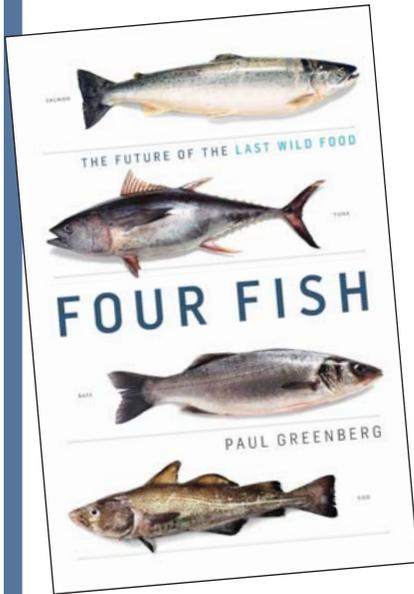
The second draft of the proposed standards for organic aquaculture in Canada is open for public comment until May 31, 2011. This is the final chance for public input. These standards would allow net-cage farmed salmon to carry the organic label.

That's bad news because unlike the proposed standards for shellfish that reflect an approach consistent with current organic standards, the draft organic standards for farmed fish allow the use of antibiotics, synthetic parasiticides and open net-cages which scientific evidence links to harming wild salmon and marine ecosystems. Plus, due to

"insufficient supplies of organic fishmeal," the draft standard allows fishmeal to be up to 100 percent non-organic and unsustainably sourced. This contradicts organic agriculture standards which require feed to be 100 per cent organic.

The good news is there's still something that you can do about it. We know you care about the future of our oceans and likely share our concerns about this standard. Please sign our petition to the Canadian General Standards Board and submit the public comment form that details all of the serious shortcoming in the draft standard. Take action at [farmedanddangerous.com](http://farmedanddangerous.com)

The wild salmon thank you. ■



## Four Fish: The Future of the Last Wild Food

In his book *Four Fish*, Paul Greenberg examines “the future of the last wild food.” In order to look in to the future, Greenberg delves into history, examining both the past and present of humanity’s relationship with the four most commonly-eaten species – salmon, tuna, cod and bass.

All four of these species share a common historical thread. Pre-industrial abundance followed by severe habitat destruction, overfishing, attempts at domestication and tentative, faltering yet seemingly desperate modern conservation measures.

Greenberg argues that just as humans once selected a few land animals to rear as food, we have once again selected just a few marine species to exploit and in many cases, domesticate. Through selective breeding, hatcheries and aquaculture operations, the “last wild food” is no longer so wild. These unlucky species that humans have chosen for food have since been brought to the brink of extinction.

In his conclusion, Greenberg calls for a “profound reduction in fishing effort” and a societal shift in our conception and appreciation of seafood. There are species that can be sustainably caught and farmed, though they are often not the species that we have come to accept as food.

An avid fisherman himself, Greenberg is able to combine his own personal anecdotes, investigative journalism and tireless research into a book that combines eye-opening scientific fact with his own personal feelings of loss. Whether you are well-aware of the current fisheries crisis or have never given tuna a second thought, you will be both disturbed and inspired by *Four Fish*.

To learn more about where your seafood comes from, and how the choices you make affect our ocean’s health, visit

[livingoceans.org/initiatives/sustainable-seafood](http://livingoceans.org/initiatives/sustainable-seafood)

## staff



Lori Anderson



Shauna MacKinnon

### goodbye

**Lori Anderson** has left Living Oceans after eight years as our Office Administrator. Lori kept our paperwork moving as smooth as silk and the office full of laughter until she posted her last payable for Living Oceans in March. Will she devote more time to her music? Hone her tennis game? Longer kayak expeditions maybe? It’s hard to say when the world is your oyster, but whatever she turns her hand to next, we wish Lori all the best.

**Shauna MacKinnon**, our Sustainable Seafood Campaign Manager began maternity leave in March (it’s a girl!). While she’s away, she will be replaced by...



Kelly Roebuck



Tiffany Hilman

### welcome!

**Kelly Roebuck**, who brings extensive experience working with businesses and the seafood industry on marine conservation issues to our SeaChoice program. Kelly grew up in on the East Coast of Australia and has a Bachelors degree in Applied Science, Protected Area Management from the University of Queensland.

**Tiffany Hilman**, our Markets Campaigner has returned from her maternity leave (another girl!).

**Yvonne Etzkorn** is our new Donor Relations Coordinator. Yvonne earned an Administrative Assistant’s diploma as well as her degree in English and Biology while learning about establishing a non-profit and fund raising as the founder of a small organization supporting children overseas.

**Kimberly Irwin** joined us as a communications intern on sustainable seafood last fall and will be staying on until the summer. Kimberly is a social media aficionado who has been increasing our Facebook and Twitter presence. She has a BA from McGill’s School of Environment and also works on SeaChoice’s business partner materials and communications planning.

**Ashley Knapp** is our new Ocean Adventure Contest Coordinator. Ashley is currently enrolled in the Masters program in Environmental Education and Communication at Royal Roads and is taking courses in communication design at Emily Carr University of Art and Design. She earned a BA from Saint Paul University and has worked at North Seattle Community College and the Canadian Boreal Initiative.



Yvonne Etzkorn



Kimberly Irwin



Ashley Knapp



## Best of Facebook!

This month, we asked our 1,100 Facebook fans: "What small thing will you do this summer to help protect your ocean?"

Here are just a few of the great answers we received!

*"I'll only eat from the SeaChoice Green List."*

*"I'm aiming to reduce plastics in my life"*

*"I'm going to get up earlier and bike to work more often!"*

Join the movement to protect Canada's oceans. Get the latest news, updates, videos and action alerts. Join the conversation.

Visit us at [facebook.com/livingoceans](http://facebook.com/livingoceans)



## to Living Oceans Society

**Every dollar you donate to LOS is \$2 for the fish**

A generous supporter has challenged us to raise \$150,000 to protect the ocean. If we meet this challenge, our friend will match the donations, providing up to \$300,000 for ocean conservation.

# YES!

## Support Living Oceans Society

**1 Donate directly** to Living Oceans Society, (if you do not require a tax receipt).

**By cheque:** Please make cheque payable to Living Oceans Society and mail to: Living Oceans Society Box 320 Sointula, BC V0N 3E0.

**By credit card:** Please call 250-973-6580 and provide us with your information.

**2 Donate to Oceans Fund** at Tides Canada Foundation if you would like a tax receipt (min \$25).

**By cheque or credit card:** please fill out this form. Cheques must be payable to TIDES CANADA FOUNDATION-OCEANS FUND. Please note if you would like to make a one time or monthly donation. Monthly donors will receive annual tax receipts.

**Online:** [www.livingoceans.org/donate](http://www.livingoceans.org/donate).

The Oceans Fund is a special fund set up at Tides Canada Foundation to support the charitable work of Living Oceans Society. Tax receipts will be issued by Tides Canada Foundation within six weeks of receipt. For more information about Tides Canada Foundation visit [www.tidescanada.org](http://www.tidescanada.org).

I would like to donate to **The Oceans Fund** at Tides Canada Foundation.

I am enclosing a cheque for \$ \_\_\_\_\_ Payable to Tides Canada Foundation-Oceans Fund.

I'd like you to process my donation on my credit card. Please charge:

\$ \_\_\_\_\_ each month OR  \$ \_\_\_\_\_ once.

Start date DD / MM / YY

Charge my  Visa  Mastercard

Card# \_\_\_\_\_ Expiry date MM / YY

Cardholder name \_\_\_\_\_ CVV2 3-digit code on back

Signed \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

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