

# 2007 Annual Report



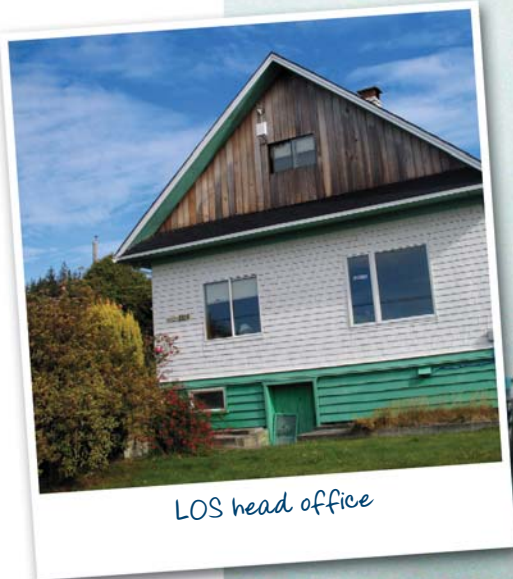
Healthy Oceans. Healthy Communities.





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LEFT: Living Oceans Society head office in Sointula, B.C. was built in 1919 by Finnish utopians. Sointula means “place of harmony” in Finnish. RIGHT: Sointula ferry dock.

**L**iving Oceans Society is Canada’s largest organization focusing exclusively on marine conservation issues. We are based in Sointula, a fishing village on Malcolm Island, a short ferry ride northeast of Vancouver Island on Canada’s Pacific coast.

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.

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



**W**hen I moved to British Columbia 16 years ago, I was a recent university grad determined to make my mark in the world of ocean conservation. Like many, I thought I had learned the answers to the questions facing our ocean in the hallowed halls of my alma mater. I was eager to share my academic theories with fishermen and coastal residents, believing they were hungry for the information I could provide and that we would all work together to change the way the ocean is managed.

My vision was quickly altered. Shortly after arriving, I had the opportunity to tour the coast talking about the need for marine protected areas. I distinctly remember a meeting in Campbell River where I met Des Noble. Des is feisty fisherman with salt water in his blood, passion in his heart and fearlessness in his words. Standing at the ocean's edge

in a blustery winter storm, he took me from my ivory tower and showed me the face of this coast. He did not describe people by the initials after their name or the institution they are affiliated with. He described them by the name of their boat, the amount of time they had spent at sea and reputation of their family.

His words were powerful and I have since heard them echoed in community halls, long houses and on the docks from Prince Rupert to Sointula.

When I started Living Oceans a few years after meeting Des, we took his words to heart. Engaging with the people who work and live on this coast has always been a critical component of our work. In 2007, Living Oceans Society staff spent a great deal of time in coastal communities sharing and gathering information and this annual report reflects their hard work and dedication. What is less apparent but of critical importance is the knowledge, spirit, and passion we have learned from the people who work and live on the coast.

So I would like to extend a special thanks to Des and everyone else who has taken the time to tell us what they like and dislike about our work, what works and does not work in the day to day life of a coastal resident, and remind us that the people who live near the sea are part of the environment that we are working so hard to protect.

From my little house in Sointula I watch the fishing boats go by on their way north to fish for salmon and halibut. I know things are not the way they used to be but I also believe that by listening to each other, we can build a new future together.

Sincerely,

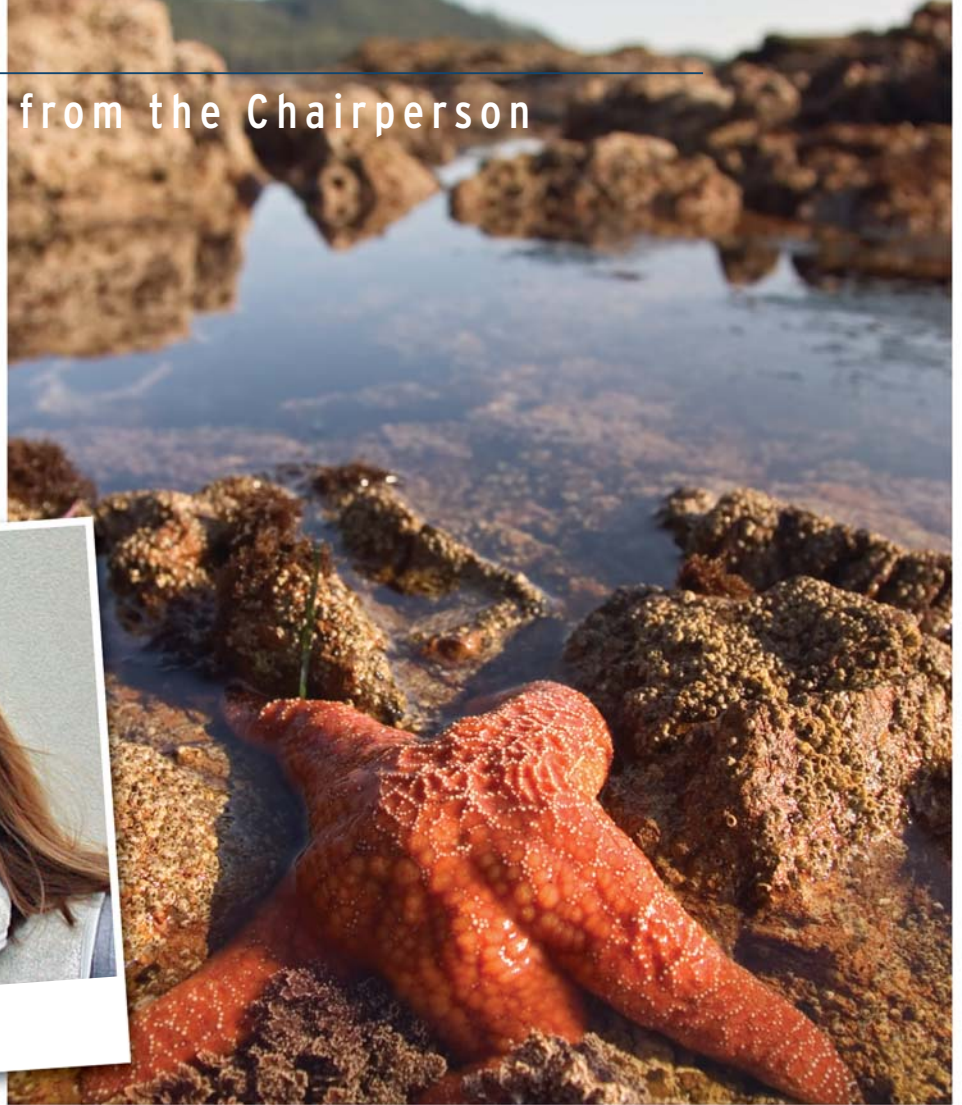
Jennifer Lash  
EXECUTIVE DIRECTOR



## Letter from the Chairperson



Astrid Scholz



**A** few years ago the Living Oceans Society Board of Directors met with the staff to talk about the growth and development of our organization. The increase in investment from our funders and individual donors meant that we had quickly grown from a staff of eight to a staff of 14, with more growth on the horizon. In order to stay nimble and effective, we knew that Living Oceans Society had to build a solid management system that would empower the staff and enable all of us to continue delivering on our commitments to our partners, funders, and most importantly, to the ocean.

In 2007 we put this new system in place. While this type of work was not as exciting as front line campaigning, it was necessary and the LOS team embraced it with enthusiasm. This included raising the funds, hiring the staff and putting in place the management systems that would facilitate the creative energy that Living Oceans Society is known for, while ensuring that the finances, programs and staff are well cared for. There were work plans, spreadsheets, policy documents, and templates to be adopted. Thank goodness for the steady supply of chocolate to get us through the power point presentations.

By the end of 2007 the flurry of paperwork had died down and the new systems have now been assimilated. Our staff is now 20 strong with more to come. The result: Living Oceans Society is a clear and unified voice calling for

conservation on the coast, not struggling through growing pains and internal unrest.

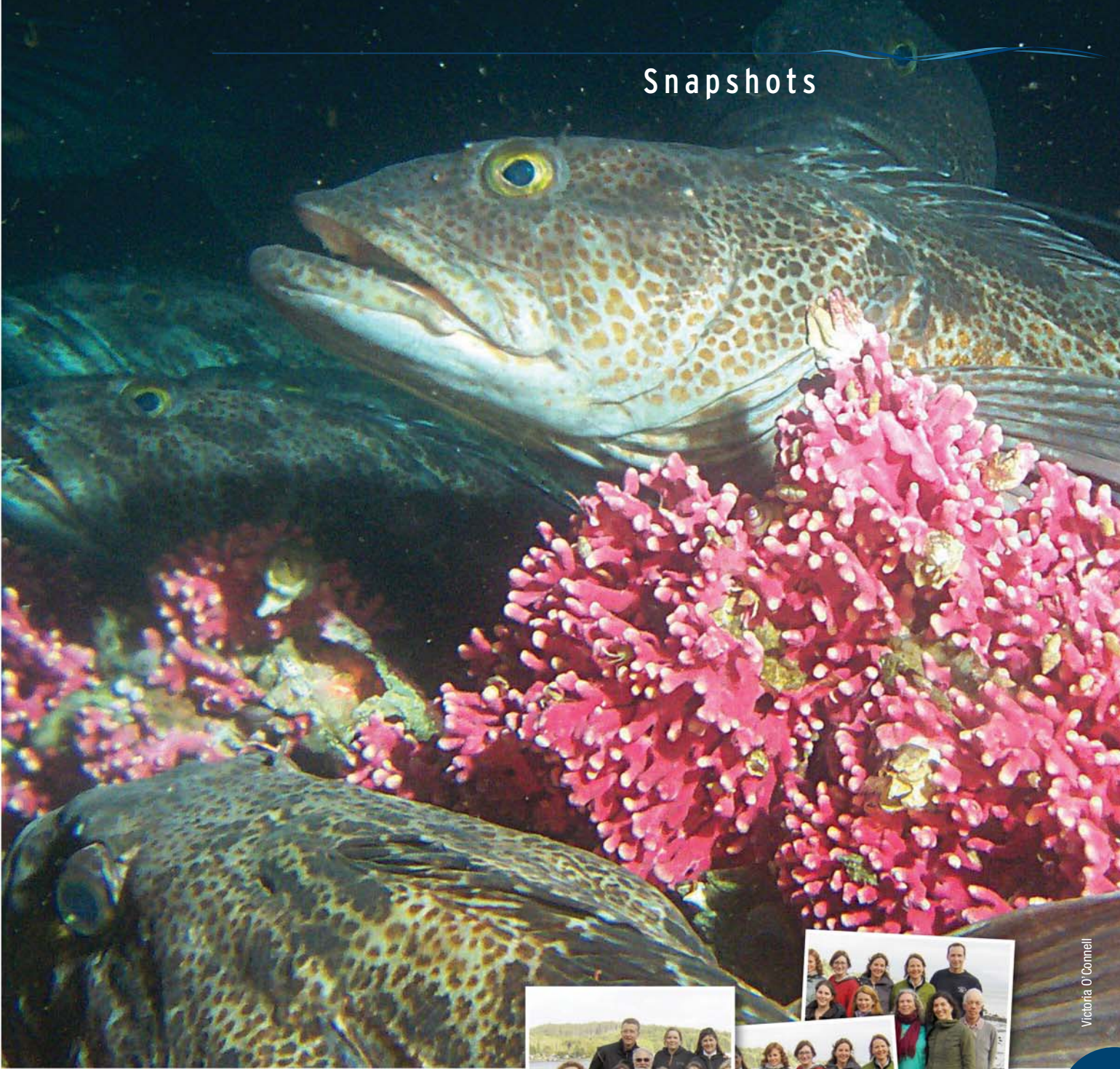
This is something to be proud of and I would like to extend my thanks to all the staff, new and old, who have assisted with this growth, and to the individuals and foundations who provided us with the necessary support. With this strong foundation, I believe that Living Oceans Society will continue to be a leader in oceans conservation today and for many years to come.

Sincerely,

A handwritten signature in blue ink, which appears to read 'Astrid Scholz'.

Astrid Scholz  
CHAIRPERSON





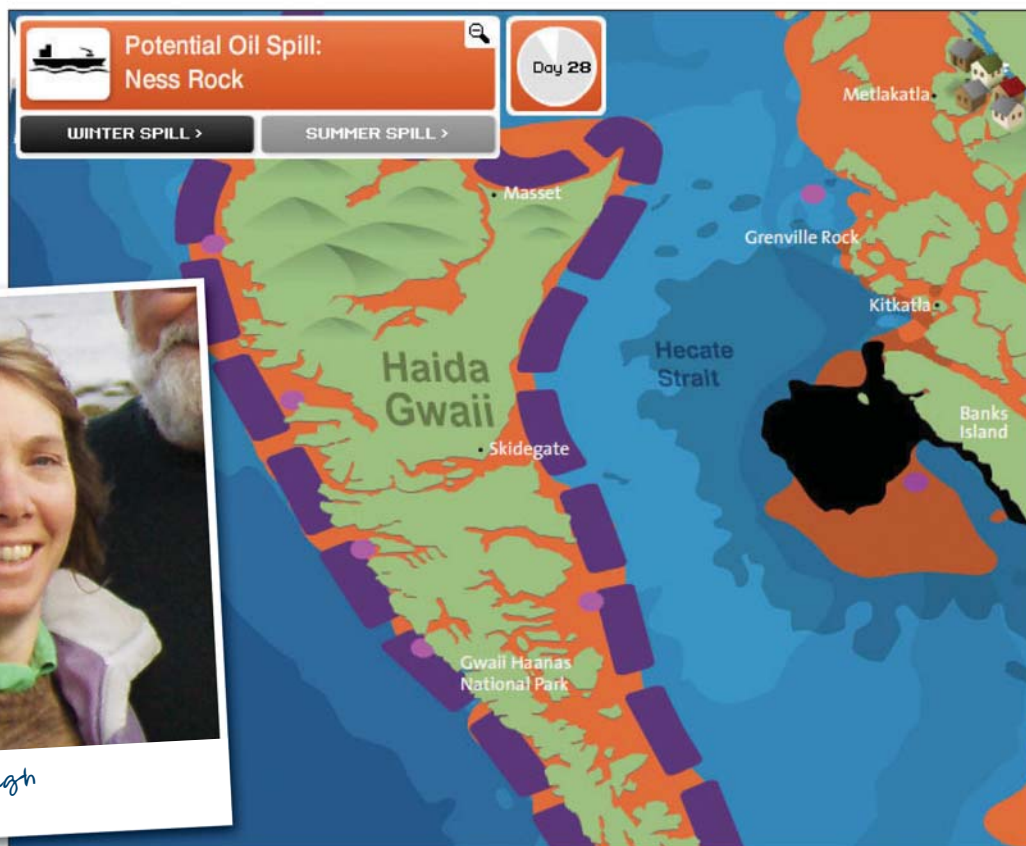
# T

hroughout the year, Living Oceans Society works on numerous projects and activities including presentations, meetings with government, science research, media releases and events. So much has happened this year that instead of writing about it all, we've selected photos to tell the stories. Like looking through the family photo album, we hope this shares with you the adventures we embarked on in 2007.





RIGHT: Screen shot from Living Oceans' online oil spill model lets viewers see how oil from a tanker accident would spread along the B.C. coast. Watch a spill unfold at [www.livingoceans.org](http://www.livingoceans.org).



**I**n September we launched our online oil spill model that graphically illustrates the threats that oil spills pose to our coastal communities and ecosystems. Four scenarios portray how oil spills of various sizes would spread through coastal waters, in different tides and currents and both summer and winter winds. You can check out this interactive model on our website [www.livingoceans.org/spillfreecoast](http://www.livingoceans.org/spillfreecoast)

With the oil spill model on her computer, Energy Campaign Manager Oonagh O'Connor travelled to communities on the North Coast, Central Coast and Haida Gwaii to show people the risks and costs to the region if the moratoria on offshore oil and gas development and tanker traffic were lifted. She was joined by Professor Rick Steiner from the University of Alaska

who experienced first hand the Exxon Valdez disaster.

The oil spill model and the tour garnered a great deal of media coverage including *CTV News*, *The Discovery Channel* and in *The Globe and Mail*.

## Seismic testing stopped in its tracks

A few years ago some scientists from a consortium of universities designed a research study called the Batholiths Project that would examine how the Coast Mountains were formed. While this information would be interesting, the field research required seismic testing in coastal waters, which can have serious effects on marine mammals and fish. Seismic testing is used by oil companies to look for oil and gas reserves beneath the sea floor and it involves shooting air from an array of air guns to the seafloor and

measuring the speed and frequency at which it bounces back.

While Living Oceans Society does not like to stand in the way of research, we felt that this project was too much of a risk. The project proposed firing 36 high-pressure air guns into coastal waters every 20-60 seconds, 24 hours a day in a region that is frequented by whales and dolphins, and is home to many fish.

Living Oceans, along with our partners, did extensive research on the issue, shared it with our supporters, and asked them to write to the Canadian government agency funding the Batholiths Project to let them know about the environmental risks of the seismic tests. As a result, funding for Batholiths was withdrawn.

Not only did this provide some immediate protection for the marine life, it helped support the maintaining of the moratorium on offshore oil and



## Energy Campaign

gas. Had the project passed an Environmental Assessment, a precedent would have been set for future seismic testing that is a necessary first step for any offshore oil and gas development.

### Robson Bight oil spill

In August 2007 a barge carrying logging equipment accidentally spilled its load into Robson Bight Ecological Reserve, a critical whale habitat for the Northern Resident killer whales who are listed as a Species at Risk. The spilled equipment contained an estimated 19,000 litres of fuel and hydraulic fluid including 10,000 litres of diesel in a fuel truck.

A whale watcher on the scene radioed our Sointula office and a local float plane company volunteered to take one of our staff for a fly over. That evening, video of the listing barge shot by Living Oceans was seen on TV news broadcasts worldwide.

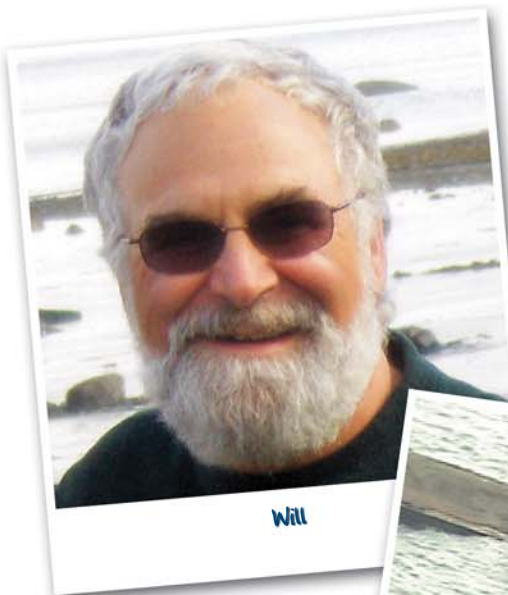
In the two days after the spill, 50 orcas, representing 25 percent of the Northern Resident population, swam through the diesel for up to six hours. When the authorities refused to inspect the sunken fuel truck, we shared our concern about the whales with our supporters and appealed to them for help to mount an underwater investigation of the wreckage to assess whether the whales—and the rest of the ecosystem—were at risk from leaking fuel.

The response was incredible. Over 1,500 people wrote to the Canadian Government asking them to authorize the investigation by Living Oceans Society and our partners, and sufficient funds were donated to conduct the investigation.

Then, just hours after we announced publicly that we would survey the wreckage ourselves, the federal and provincial governments stepped forward and said that they would conduct the investigation. The investigation took place in December and within one hour of launching the submarine on the first day of the investigation, the fuel truck was discovered sitting upright and intact on the ocean floor.

With proof that the fuel truck and other equipment still pose a threat to the whales, Living Oceans Society worked with the federal and provincial governments to ensure the most harmful equipment would be removed. This is scheduled to be done in 2008.

TOP: LOS's Will Soltau filmed the Robson Bight barge spill that brought news of the whales' plight to TV screens, front pages and YouTubers around the world. SECOND: Listing barge in Robson Bight. THIRD: Dorteia Hangaard served as LOS' onboard observer during the four day underwater investigation of Robson Bight.





# Pacific North Coast Integrated Management Area (PNCIMA)



Karin and Carrie

Karin Bodtker and Carrie Robb are chasing down the best available data to create specialized maps for BCMCA, like where species are found at various times of the year, migration routes, which parts of the marine habitat are used by which creatures, and where humans use the marine environment.



# Marine Planning and Protected Areas

**M**arine Planning and Protected Areas campaigners launched a series of speaking tours along the coast where they met with people in fishermen's halls, long houses and community centres to talk about how they can play a part in the decisions being made about how we use the ocean.

## Central tours pave way for marine planning

The federal, provincial and First Nations governments are starting a marine planning process for the North and Central Coasts. The region—and the plan—are known as PNCIMA (pin-SEE-mah) which stands for Pacific North Coast Integrated Management Area. So far, the three levels of government have been developing an agreement on how they will work together to shepherd the process from start to finish. Throughout 2007 we toured the coast, telling people about the PNCIMA planning process, listening to their concerns and hearing how they would like to be involved. We committed to sharing this information with Fisheries and Oceans Canada (DFO) to ensure that coastal community views are built into plan development.



Lara and Kate



Vern

ABOVE, L TO R: Lara Renehan, Kate Willis Ladell and Vern Sampson travelled the Central Coast to spread the word about the PNCIMA marine planning process.

## Human and creature data inform BCMCA atlases and analysis

To develop ocean management plans that work, everyone at the planning table should know how humans and creatures use an ecosystem. In addition, if everyone around the planning table has collaborated to assemble that essential information, the planning table should be able to focus on planning, instead of data sources or their accuracy. Armed with this idea, Living Oceans Society organized a project team of representatives made up from the Canadian and B.C. governments, academia and environmental organizations, with several First Nations sitting as observers. The project is called the B.C. Marine Conservation Analysis (BCMCA), and the data and analyses assembled by the project team will inform marine planning initiatives, beginning with PNCIMA.

Living Oceans Society was instrumental in getting the project off the ground and generously provided the personnel to keep the project running while the team searched for independent funding. Those efforts were rewarded at the close of 2007 as the project now stands alone as the first collaboration of this type and geographic scope in B.C.

Living Oceans Society is playing an active role on the project team and Karin Bodtker sits as a Co-chair, alongside the provincial representative.

## Workshop resolution calls for government action

Living Oceans Society also conducted one-on-one interviews in 2007 with key representatives from industry, tourism and research sectors to learn how they want to participate in the PNCIMA process. These interviews in conjunction with the feedback from our coastal tours led to our highly successful *Moving Forward With PNCIMA* workshop which we hosted in November to jumpstart the stalled planning process. The workshop was attended by over 70 key decision makers from government, First Nations, the conservation community, stakeholder groups, and academia.

*Moving Forward With PNCIMA* led to a resolution signed by 31 attendees calling on the Governments of Canada and British Columbia to meet their PNCIMA commitments under Canada's Ocean Strategy and the Memorandum of Understanding Respecting the Implementation of Canada's Oceans Strategy on the Pacific Coast of Canada and to devote significant funds for marine planning for the region in the 2008 budget. The workshop also spurred DFO to hold its own internal follow-up workshop to discuss getting PNCIMA back on track.

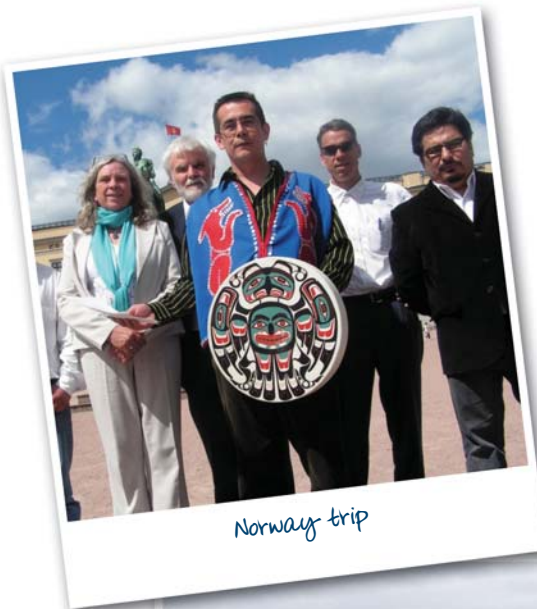


**L**iving Oceans Society's salmon farm campaigners worked with our allies in the Coastal Alliance for Aquaculture Reform (CAAR), researching the impacts of open net-cage salmon farms on coastal ecosystems and communities, and speaking out on the need for more sustainable practices in the media, public fora, corporate boardrooms and the halls of government.

Despite the growing body of scientific evidence linking sea lice from fish farms to the decimation of wild pink salmon stocks in the Broughton Archipelago and wherever open net-cage farms exist, the government and the salmon farming industry continue to fail to make the changes required to protect the wild salmon and marine ecosystems.

## Multi-national salmon farming corporation challenged

In June, Catherine Stewart, LOS Salmon Farming Campaign Manager, travelled to Oslo, Norway to attend the Annual General Meeting of Marine Harvest International, the corporation that owns most of B.C.'s salmon farms. Marine Harvest has acknowledged that sea lice bred on salmon farms are killing wild juvenile salmon in Norway. In fact, the company's largest shareholder has said publicly that salmon farms should be kept away from wild salmon rivers to protect wild runs. Catherine pressed shareholders, the Board of Directors and Marine Harvest's top executives to acknowledge that in B.C. too, its farms are endangering wild salmon stocks. She



Norway trip



Shauna, Will, Catherine, and Tiffany

urged the corporation to enact changes in their operations to protect the future of B.C.'s marine ecosystems.

## Closed containment the best solution

Living Oceans Society believes that we can grow salmon in closed containment systems that reduce or eliminate the risks of open net cage systems, including sea lice and pollution. This goal was reflected in the B.C. Government's Special Committee on Sustainable Aquaculture (SCSA) report released in May 2007 which recommended that the industry move from open net cage farms to closed containment systems within five years. The committee's report drew from the input of concerned

communities, scientists, First Nations and conservation groups.

In another part of our campaign, CAAR and Marine Harvest Canada succeeded in setting the terms of reference for research on the economic viability of closed containment and joint research is now underway.

## Retail campaign ratchets up

CAAR stepped up its market pressure on Safeway with an advertisement in the June 24<sup>th</sup> Sunday *New York Times* calling on the grocery giant to stop selling farmed salmon until the aquaculture industry cleans up its act. Our "Smarten Up Safeway" campaign reached out to American consumers

ABOVE: Salmon Farming Campaign Manager Catherine Stewart (WITH BLUE SCARF) with the Pure Salmon delegation in Oslo, Norway.

LEFT: Salmon Farm campaigners (L TO R) Shauna MacKinnon, Will Soltau, Catherine Stewart, and Tiffany Hillman continued to promote sustainable salmon farming in B.C.



# Salmon Farming



Robert Koopman

because the vast majority of B.C. farmed salmon is sold in the U.S. marketplace. Living Oceans Society wants Safeway to take responsibility for their continued support of open net-cage salmon farming and demand a more sustainable product from their B.C. suppliers.

CAAR and our partner groups and allies worldwide joined the Pure Salmon campaign's Global Week of Action from October 29-November 2. Demonstrations and events in England, the U.S., Canada, Chile, Scotland and more drew attention to salmon farming practices that continue to damage the marine environment and in some regions, pose dangers to worker safety and human health.

ABOVE: CAAR's "Ingredients for Extinction" ad, played off Safeway's "Ingredients for Life" branding. RIGHT: The Canadian Global Week of Action organized by Living Oceans Society and our partners launched this year's Day of the Dead (*Día de los Muertos*) celebrations as a "haunting" of Safeway stores in Vancouver, Winnipeg and Victoria.









Jennifer



Candace

ABOVE: Candace Picco studied the various types of fishing gear used in Canada to determine which technologies are least harmful to marine ecosystems. LEFT: Jennifer Lash encouraged the federal government to develop policies to protect sea bed habitat from bottom trawling.

**L**iving Oceans Society, in partnership with the Ecology Action Centre and the Marine Conservation Biology Institute, conducted a comprehensive study on the impacts of fishing gear on the seabed and on targeted marine fish.

## First Canadian study of fishing gear impacts

In the past, researches have focused just on the health of the targeted species. This study looks at how fishing gear impacts the overall health of the ecosystem.

A detailed review of all available science formed the basis of this study. A workshop in Lunenburg, Nova Scotia,

attended by fishermen, scientists, and fisheries managers from both the east coast and the west coast, filled gaps in the recorded knowledge of Canadian fisheries. A statistical survey has now been sent to a broader group of scientists, fishermen, managers, and NGOs asking for their assessment on the impacts of fishing gear. The results will be compiled and shared with the government and public in 2008.

## Impacts of fishing on Sensitive Benthic Areas Policy

Executive Director Jennifer Lash travelled to Ottawa to encourage DFO to draft a new policy that protected important sea bed habitat from harmful fishing gear such as bottom trawling. As well as damaging deep sea corals and sponges, bottom trawling impacts burrowing organisms and anything else

in its path. Living Oceans is encouraged by the consultation process DFO adopted to create this policy, which included seeking ENGO and industry input in advance of the first policy draft. We hope that this will serve as a model for future policy development. The policy is expected to be complete by the fall of 2008.

## A New Fisheries Act

In 2007 Living Oceans Society was part of a national effort by conservation groups from Vancouver Island to Newfoundland working to strengthen the Fisheries Act so that our marine and freshwater ecosystem will be protected in perpetuity. By providing recommendations to government on what would make a truly effective piece of legislation, this diverse coalition is showing the federal government that Canadians from sea to sea to sea and every river in between love their fish.







**L**iving Oceans Society, as one of the five members of the SeaChoice coalition, continued to work with consumers, the chef community and suppliers to promote sustainable seafood choices. SeaChoice's activities in 2007 aimed to highlight the sustainable seafood currently available and help build the market demand for broader improvements in seafood production and procurement.

## SeaChoice Profiles "Best Choices" and Tasty Eats

In 2007, SeaChoice wallet cards hit the target of 350,000 in circulation and prints of the card also ran in national media outlets. To help connect consumers with sustainable offerings, we featured leading Canadian businesses that produce or sell "Best Choice" seafood on SeaChoice.org. This year's profiles ranged from acclaimed Toronto chef Jamie Kennedy to life on a land-based Tiapia ranch, and on the water with prawn and shrimp trappers. The "SeaChoice Profiles" have helped to share the practices and passions that are the driving force behind seafood sustainability.

With the help of seafood lovers from across North America, SeaChoice.org also launched a recipe section to demonstrate that the evolution towards seafood sustainability is not only environmentally friendly, it's tasty.

## For the Love of Fish Culinary Competition

To further raise the profile of seafood sustainability, SeaChoice paired up with the Dubrulle Culinary Arts School in November to host the first annual For the Love of Fish competition in Vancouver. Top chefs committed to sustainability lent their expert palates to judge contestants in two categories: professional chef and culinary student. The judges rated the sustainability of the seafood products used—criteria were the species of seafood as well as the harvest location and production or catch method. Established and aspiring chefs from 11 restaurants and four culinary schools showed their Love of Fish by preparing dishes featuring seafood from the "Best Choice" list. The winning plates proved that sustainable choices serve to enhance the culinary experience.



Best Choice

*Dungeness crab*

A comprehensive guide to best seafood choices can be found at [www.SeaChoice.org](http://www.SeaChoice.org)



Some Concerns

*farmed oysters*

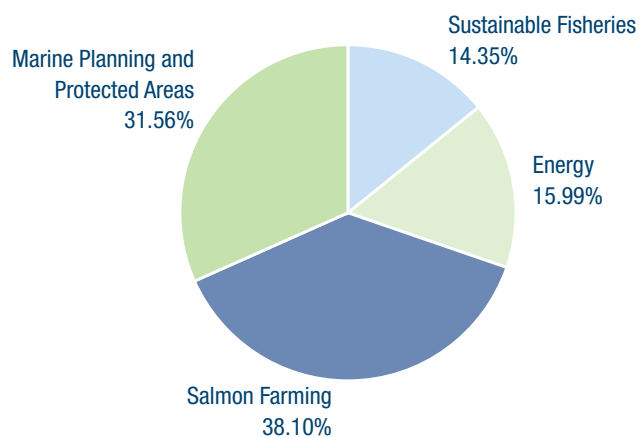


Avoid

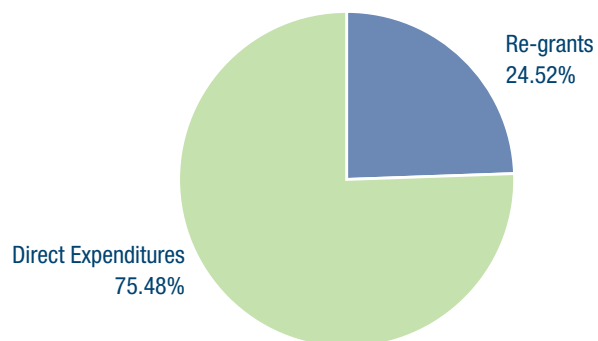
*Red snapper*



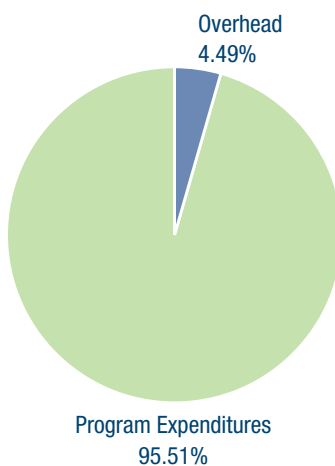
## LOS Program Expenditures



## Direct Expenditures vs. Re-grants



## Overhead as a Percentage of Direct Expenditures



Tiffany Hillman



Vern Sampson

# Statement of Revenue and Expenses

2007

## Revenue

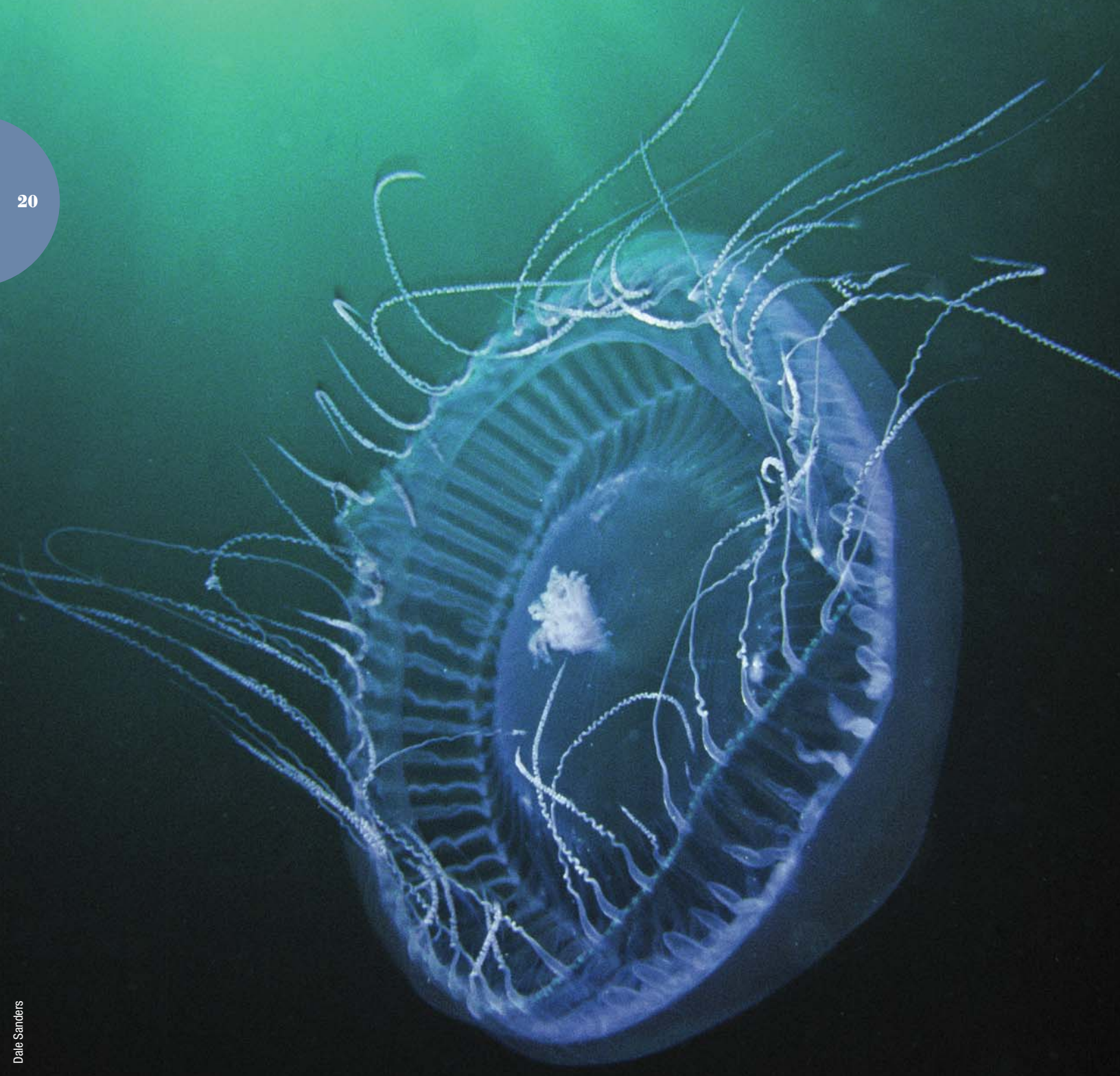
Donations from Foundations	\$1,844,206
Donations from Fund Raising and Individual Donors	\$50,658
<b>Total</b>	<b>\$1,894,864</b>

## Expenditures

Marine Planning and Protected Areas	\$391,837
Salmon Farming	\$473,158
Energy	\$198,528
Sustainable Fisheries	\$178,138
Contributions to Organizations	\$458,250
Administration	\$162,036
FundRaising	\$6,694
<b>Total</b>	<b>\$1,868,641</b>

**Excess of revenue (deficiency) over expenses** **\$ 26,223**





The work of Living Oceans Society was generously supported by:

- Bullitt Foundation
- David & Lucile Packard Foundation
- Gordon & Betty Moore Foundation
- Mountain Equipment Co-op
- Oak Foundation
- Patagonia Environmental Grants Program
- Rockefeller Brothers Foundation
- Tides Canada Foundation
- Vancouver Foundation
- West Coast Environment Law, and
- Others who choose to remain anonymous

Living Oceans Society had a 21 percent increase in the number of donors who contributed to our work in 2007. We would like to thank all the individual and family donors who contributed generously to our work in 2007.

## Acknowledgements

### In-Kind Contributors

We would like to express our sincere appreciation for generous contributions of goods and services to support the work of Living Oceans Society from:

- AIDS Vancouver Island, Port Hardy, B.C.
- Alert Bay Marine Research Society, Alert Bay, B.C.
- Beyond Expectations Communication & Design Solutions, Vancouver, B.C.
- Cetus Research & Conservation Society, Alert Bay, B.C.
- Jackie Hilderling (Earthling Enterprises), Port McNeill, B.C.
- Kingfisher Wilderness Adventures, Port McNeill, B.C.
- Mackay Whale Watching, Port McNeill, B.C.
- Nuyteo Research Limited, North Vancouver, B.C.
- Odyssey Kayak, Port Hardy, B.C.
- Orca Lab, Alert Bay, B.C.
- Pacific Eagle Aviation, Port McNeill, B.C.
- Rainbeau's End Guest House, Sointula, B.C.
  
- Jim and Mary Borrowman
- Peter Pijpelink
- Twyla Roscovich
- Rob Williams







## Directors and Staff



BACK ROW (L TO R): Geoff Gilliard, Dorie Pesicka, Lori Anderson, Candace Picco, Tiffany Hillman, Shauna MacKinnon, Karin Bodtker, Finn Canadensis.

FRONT ROW (L TO R): Dorthea Hangaard, Lara Renehan, Will Soltau, Oonagh O'Connor, Stephanie Eakle, Mary Lindsay, Carrie Robb, Jennifer Lash, Catherine Stewart, Kate Ladell, Vern Sampson.

### Executive Office

- Jennifer Lash, EXECUTIVE DIRECTOR
- Mary Lindsay, MANAGING DIRECTOR
- Lori Anderson, OFFICE ADMINISTRATOR
- Stephanie Eakle, GRANTS ADMINISTRATOR
- Finn Canadensis, EXECUTIVE ASSISTANT
- Geoff Gilliard, COMMUNICATIONS MANAGER
- Dorie Pesicka, DONOR RELATIONS COORDINATOR

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- Tiffany Hilman, MARKETS CAMPAIGNER
- Kate Willis Ladell, MARINE PLANNING AND PROTECTED AREAS CAMPAIGN MANAGER
- Shauna MacKinnon, MARKETS CAMPAIGNER
- Oonagh O'Connor, ENERGY CAMPAIGN MANAGER
- Candace Picco, SUSTAINABLE FISHERIES RESEARCHER
- Lara Renehan, LOCAL MARINE PLANNER
- Vern Sampson, LOCAL KNOWLEDGE PROJECT COORDINATOR
- Will Soltau, SALMON FARM CAMPAIGN LOCAL COORDINATOR
- Catherine Stewart, SALMON FARMING CAMPAIGN MANAGER

### Marine Analysis

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- Carrie Robb, GEOGRAPHIC INFORMATION SYSTEMS (GIS) SPECIALIS

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- Karen Wristen, LLB, TREASURER
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Healthy Oceans. Healthy Communities.

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