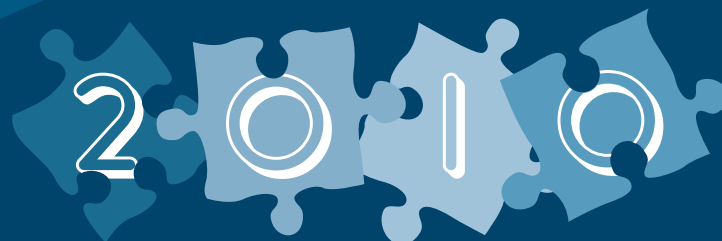


Healthy Oceans. Healthy Communities.



Living Oceans Society



ANNUAL REPORT

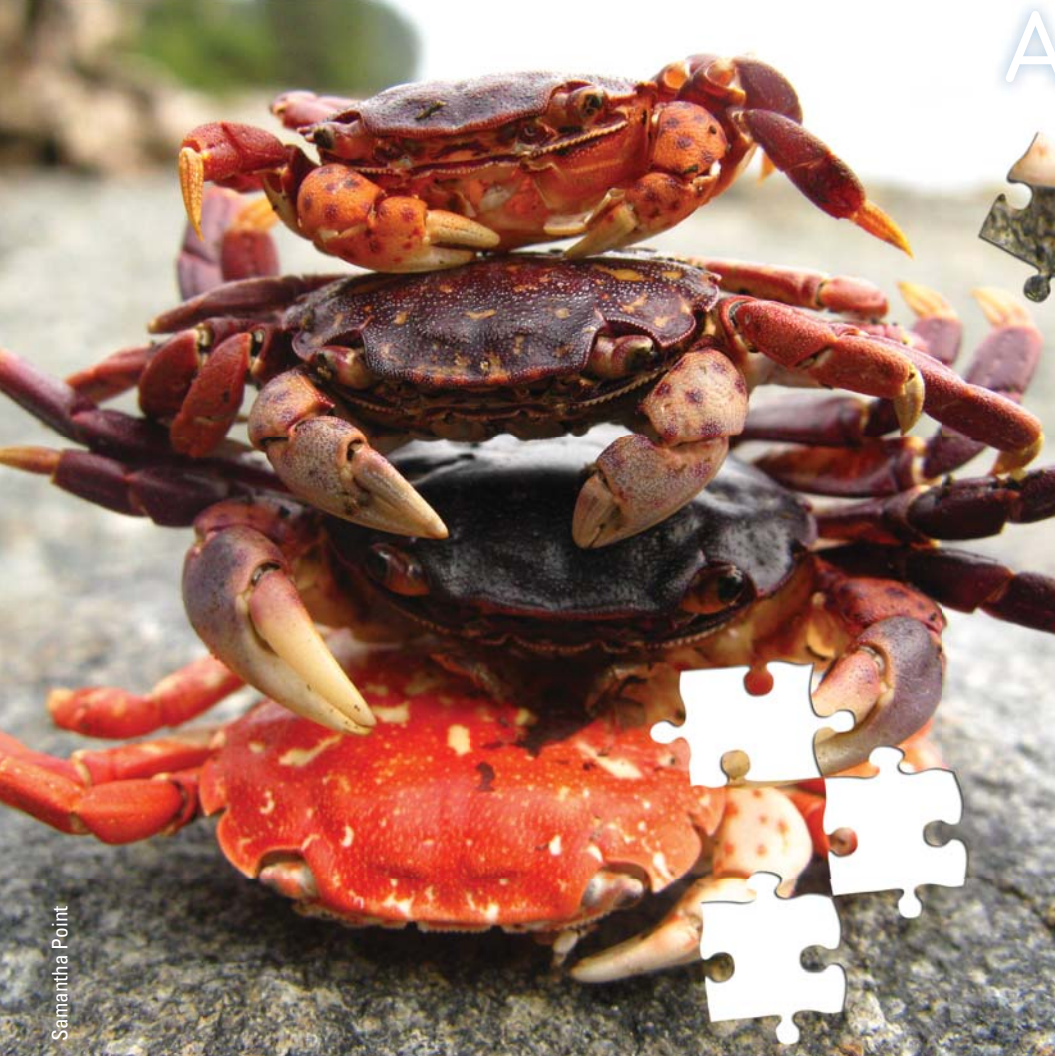
Basket Star. PHOTO Janna Nichols.



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COVER PHOTO: Dolphin's Dinner by Paul Cowell took first prize in the Ocean Ecosystems category of our 2010 Ocean Exposures Photo Contest. We're using some of the 450 pictures entered from around the world in this annual report, on our web site and in our print publications to help tell the story of our oceans and why it's so important that we protect them.



Samantha Point

ABOUT LIVING OCEANS SOCIETY

Living Oceans Society has been a leader in the effort to protect Canada's Pacific coast since it was founded in 1998. We are based in Sointula, a small fishing village on the Central Coast of British Columbia, yet our influence is national. We are the largest organization in Canada focusing exclusively on marine conservation.

Our Vision

Canada's oceans are sustainably managed and thriving with abundant sea life that supports coastal communities.

To support this vision, we work to attain:

- © A management plan for the future of the ocean that reflects the people who work and live on the coast
- © Abundant sea life through networks of marine protected areas
- © Sustainable seafood through the development of ecosystem-based fisheries
- © Healthy oceans by eliminating the risk from oil spills, salmon aquaculture and other industrial activity.





LETTER FROM THE EXECUTIVE DIRECTOR



In 2010 Living Oceans Society had a huge success. You won't have read about it in the paper or seen it on TV. We didn't pop open a bottle of champagne or throw a party. In fact, most of us didn't realize the magnitude of our victory and we just kept plugging away at our desks.

When Living Oceans Society began in 1998 there was just me working in the spare bedroom in my house. At that time my goal was to establish a marine planning process that brought together the people who worked and lived on the coast to build a plan of how to use the ocean today and for generations to come. From my perspective, this included a network of marine protected areas.

As Living Oceans Society grew, so did the range of issues we worked on. There were times when other events grabbed our attention, taking us off course while we tackled more immediate threats. But like a good anchor in a bad storm, our commitment to build a marine plan with the people of this coast held firm. Finally, after 12 years, thousands of meetings, reams of data, endless analysis, and constant dialogue, a group of people representing various stakeholder

groups got together in Campbell River, B.C. to begin building a marine plan, and Living Oceans Society was there.

For many people the process is just beginning and the work ahead is daunting. Building a marine plan isn't easy and the next few years will be shaped by honest and difficult conversations accompanied by new partnerships and creativity. For most people involved, the celebration is still a few years off.

But for me 2010 was a landmark year. I did not need a party or champagne. I did not need media coverage. I was content to pull out my original strategic plan and put a check mark beside one of those "big audacious goals" that some people said would never happen.

Sometimes the biggest victories in life are the quietest. And that is okay.

Regards,

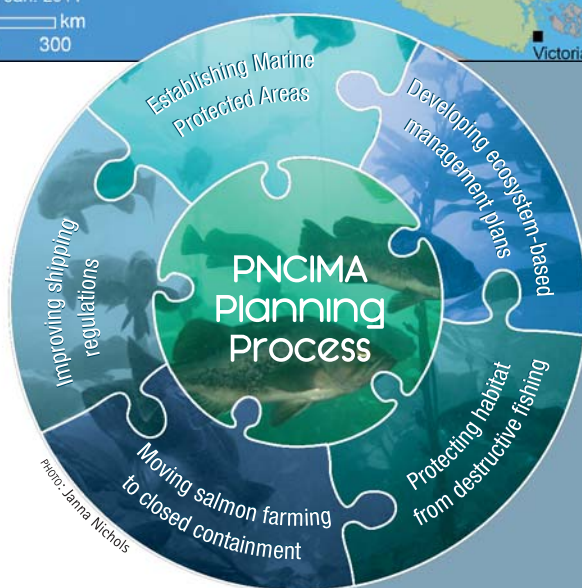
Jennifer Lash
Executive Director

MARINE PLANNING and PROTECTED AREAS



The Pacific North Coast Integrated Management Area, or PNCIMA (pin-SEE-ma) for short, is an awkward name for one of the most beautiful places in the world. It is a place worth saving and an initiative on the cutting edge. In 2010 after years of delay federal, provincial and First Nations governments began the formal process to develop a plan for using the ocean wisely instead of just using it up.

PNCIMA covers 102,000 km² of ocean and washes upon the shores of the Great Bear Rainforest. We want the Great Bear Rainforest's high standard of conservation extended to protect PNCIMA through a network of Marine Protected Areas (MPA) combined with strong ecosystem-based management for all human activities.



All of our programs feed into the PNCIMA planning process.



Glass sponges were thought to be extinct until their discovery in 1987 on the Pacific coast of Canada and Washington State, the only place in the world where they are known to still exist.

The success of our community outreach efforts over the past several years was evident when the government released its Stakeholder Engagement Strategy for PNCIMA in March 2010, which contained many of our recommendations including ecosystem-based management, and an independent science body.

In June the PNCIMA Integrated Oceans Advisory Committee (IOAC) met for the first time. Living Oceans Society was chosen to represent the conservation sector alongside representatives from the many industries that have a stake in PNCIMA. The IOAC will advise the Government and First Nations Steering Committee. Our position on the committee will give us the opportunity to ensure conservation needs are well represented in the discussions.

Marine Protected Areas

In 2010 we began working on the establishment of two new MPAs for B.C.: The Scott Islands Marine National Wildlife Area and the Sponge Reef MPA. These two MPAs are being implemented in B.C. in advance of the network as part of Canada's commitment under the Oceans Action Plan to establish six new MPAs in Canada by 2012.

Sponge Reefs

Living Oceans Society has called on the federal government to protect British Columbia's glass sponge reefs for years. On International Oceans Day 2010, Fisheries and Oceans Canada (DFO) began the process to establish the glass sponge reefs of Hecate Strait and Queen Charlotte Sound as an MPA by 2012. Sponge reefs provide habitat for a vast array of sea life and can be easily destroyed by bottom trawling. As a representative on the Advisory Board, we will ensure a high level of protection.

Scott Islands

Living Oceans Society is a member of the Scott Islands Advisory Body to set up a marine National Wildlife Area (NWA) around the islands off the northwest tip of Vancouver Island. Here, in the summer, cold currents carry nutrient-rich waters to the surface, fuelling a food web that supports large colonies of breeding seabirds and sea lions. The Scott Islands NWA will be the first of its kind and we want to ensure that it's integrated with the PNCIMA initiative and connected to a network of other important habitats along the B.C. coast. We have assembled the species and habitat data for the waters around the islands which will provide the Steering Committee and Advisory Body with boundary options for the NWA.

MPA Research and Analysis

Living Oceans researchers found that Canada's Pacific MPAs are not as extensive nor as well managed as they should be. Our study published in *Marine Policy* revealed that 160 of 161 Marine Protected Areas (MPAs) are open to some amount of commercial harvesting. The paper, *Commercial Fisheries Closures in Marine Protected Areas on Canada's Pacific Coast: The Exception, not the Rule*, also contained recommendations for improvements that would allow Canada to meet its commitment through the International Convention on Biological Diversity to build a network of MPAs by 2012 that protects 10 percent of every habitat type.

Ecosystem-Based Management

While you'd never know it from tourist brochures, there's more to our Pacific Ocean than just water, salmon and killer whales. Our ocean's health comes from the workings of vast and complex ecosystems made of living things such as corals, sponges, sea stars, fish, anemones, and plankton; also non living things such as rocks, sand and mud. For decades, Canada has acted as if living and non living things did not matter to the health of fisheries and the oceans.

We know better now. Science continues to show us that maintaining the health of the ecosystem is critical if we are to protect our ocean and the people who depend on it. Much of our work is about improving protection for habitat. This is because there are serious shortcomings in the way that Canada manages the impacts of fisheries on marine habitat. Living Oceans Society has long been at the forefront of efforts to improve both science and management for important kinds of habitat, such as deep-sea corals and glass sponge reefs.

We're working to see that Canada adopts sound ecosystem-based management (EBM) for our oceans to ensure that human activities don't destroy habitat, biodiversity, food webs, and water quality. In 2010 we researched and drafted a Marine EBM Framework that identified principles and elements, based on best practices from around the world. This framework has become the cornerstone for our work to collaboratively define EBM for ocean planning such as PNCIMA.

Mapping

Living Oceans Society is at the forefront of charting British Columbia's Pacific coast. Our GIS (Geographic Information Systems) team creates maps that illustrate issues like coral bycatch, the spread of sea lice, and proposed oil tanker routes by mapping the places and habitat of creatures we're working to protect. We provide our maps free of charge for anyone to use, downloadable from our web site.

British Columbia Marine Conservation Analysis

Living Oceans Society is a major contributor to the British Columbia Marine Conservation Analysis (BCMCA), a project to identify and map areas of high conservation value and human use on B.C.'s coast. We spearheaded the BCMCA by bringing together government representatives, scientists, marine resource user groups, other conservation groups and First Nations. We also co-chair this collaborative project. The BCMCA has compiled and analyzed the best ecological and human use data available for the coast, turning it into online maps and a print atlas that will inform marine planning and decision making processes for years to come.



Karin Bodtker

Triangle Island, in the Scott Islands, is home to the largest seabird colony in B.C. and the largest sea lion colony in Canada.



Marine Protected Areas should be safe havens where species can regenerate, but the great majority of our MPAs are really just paper parks that offer almost nothing in the way of ocean conservation or sustainable fisheries.

SALMON FARMING

Net-cage salmon farming is harming wild salmon and everything that depends on them...



Don't eat farmed salmon until the industry cleans up its act

ABOVE: We launched legal action that convinced DFO to reverse its decision to authorize a proposed expansion at the Doyle Island salmon farm without conducting a new Environmental Assessment.



92% of BC salmon farms are owned by three Norwegian corporations



85% of BC's farmed salmon is consumed in the United States

Open net-cage salmon farms use chemicals, pesticides and antibiotics in the marine environment and allow fish feces and uneaten feed to pollute surrounding waters. Sea lice breed in the pens and kill juvenile wild salmon passing the farms. Sea lions and seals are shot by the companies and also drown, tangled in the farm nets, and the industry can't seem to stop the escape of tens of thousands of Atlantic salmon into Pacific waters.

You can help change the destructive net-cage salmon farming industry!

Support the call for closed containment aquaculture in BC, visit:

www.bettersalmon.org



Coastal Alliance for Aquaculture Reform

ABOVE: Ads on the Canada Line rapid transit during the 2010 Winter Olympic Games highlighted the risks of open net-cage farming to a global audience as they entered Vancouver. We encouraged Vanoc purchasing policies that supported wild salmon and when we surveyed Olympic food vendors we found that most, including those at both athlete's villages, were serving only wild salmon. Only one distributor chose to sell farmed salmon.

Living Oceans Society co-ordinates the Coastal Alliance for Aquaculture Reform (CAAR), a coalition of five leading Canadian environmental organizations working to protect the ocean and wild salmon from the harmful impacts of open net-cage salmon farming.

Closed Containment

CAAR is promoting closed containment technology as the only viable way to build a future for coastal communities that want salmon farming jobs while sustaining a diverse coastal ecosystem and the many marine-based businesses that depend on healthy wild salmon. We worked with Marine Harvest Canada (B.C.'s largest salmon farming company) on several solution-oriented projects in 2010. The first was to develop a 'request for proposals' and Terms of Reference for a Cost-Benefit Analysis (CBA) that would embark on a thorough assessment of closed containment systems vs. open net-cage aquaculture. This joint CBA would be the first to place a value on ecosystem services, such as waste disposal, currently available to the net-cage industry at no charge. The goal: Generate a more fair and balanced cost comparison between the two systems.

Scientific Collaboration with Industry

We co-coordinated a sea lice monitoring program in the Broughton Archipelago made up of independent scientists, the three salmon farming companies operating in the area and Fisheries and Oceans Canada (DFO). The Broughton Archipelago Monitoring Plan (BAMP) is an unprecedented agreement among salmon farmers, academic researchers and DFO to share up to ten years of on-farm and wild salmon sea lice data from the region. This ground-breaking data sharing agreement will help scientists better understand the interactions among sea lice, wild salmon and farmed salmon.

A key focus of the research is the effectiveness of Marine Harvest's Coordinated Area Management Plan (CAMP), an 'alternating fallow-route' plan that shuts down the majority of the company's farms on one of two major wild salmon migratory corridors in the Broughton during the wild outmigration period (March to June) and coordinates lice treatments. Preliminary

indications show it may be helping to reduce lice loads on juvenile wild salmon, making it a successful interim measure on the road to our main objective – the removal of all open net-cage farms and transition the industry to closed containment.

New Aquaculture Regulations

Living Oceans Society led CAAR's input into the development of the federal government's new Pacific aquaculture regulations as DFO worked to assume oversight of salmon farms in B.C. Our Salmon Farming campaigners met regularly with senior DFO aquaculture officials, coordinated submissions critiquing the draft regulations, held a webinar for concerned citizens outlining the weaknesses in the regulations, and organized meetings with key policy advisors and senior bureaucrats in Ottawa to promote funding opportunities for closed containment technology.

Organics Stakeholder

Canada's organic aquaculture standard should reflect practices that address the well-researched impacts of aquaculture and uphold the integrity of the organic label. When DFO initially developed a proposed Canadian Organic Aquaculture Standard draft behind closed doors that would allow net-cage farmed salmon to be certified, we submitted public comments on behalf of CAAR and a joint-letter from 43 organizations opposing the standard. The development of the standard was transferred to the Canadian General Standards Board and Living Oceans Society secured voting membership on the Organic Aquaculture Committee.

Wild Salmon Supporters

We continued to engage with leading North American chefs and restaurants in the Wild Salmon Supporters Program, keeping them up to date on the latest science and information on the environmental impacts of open net-cage salmon farming. The chefs and restaurateurs encourage the salmon farming industry to provide a more ocean-friendly product, and many of the chefs have written to government in support of closed containment production.



SUSTAINABLE FISHERIES

At Living Oceans Society we enjoy eating fish and shellfish. And like a growing number of Canadians, we're also concerned about how fishing and aquaculture practices are pushing some ocean ecosystems to the brink of collapse.

Our Sustainable Seafood campaign connects ocean health concerns with market solutions for the business sector. Working in collaboration with other conservation organisations, we disseminate the science and promote ocean-friendly practices and policies from hook to plate. Our goal: Preserve the health of our ocean ecosystems and ensure a long-term seafood supply for future generations.

Finding Coral Speaking Tour

One essential part of ocean communities is habitat, and here on the Pacific coast some of the most important habitat is provided by deep-sea corals. In 2009 we set out on the Finding Coral Expedition to research and call attention to our important and threatened corals. In 2010 our Executive Director Jennifer Lash took to the road to spread the word: Toronto, Regina, Ottawa, Winnipeg, Victoria and more. Jennifer took the deep sea to Canadians with Our Journey to the Bottom of the Sea, her national speaking tour about the 2009 Finding Coral Expedition. Jennifer showed video of the spectacular deep sea coral forests she filmed from a one person sub far below the surface. She gave firsthand accounts of her encounter with a deep sea octopus, floating over a seafloor carpeted in brittle stars and the scars left by bottom trawlers.

Executive Director Jennifer Lash spread the message about ocean health in cities across Canada in 2010.

Living Oceans Society presented at the "Chef's Congress," a culinary gathering that brought together over 500 industry trendsetters from across Canada.



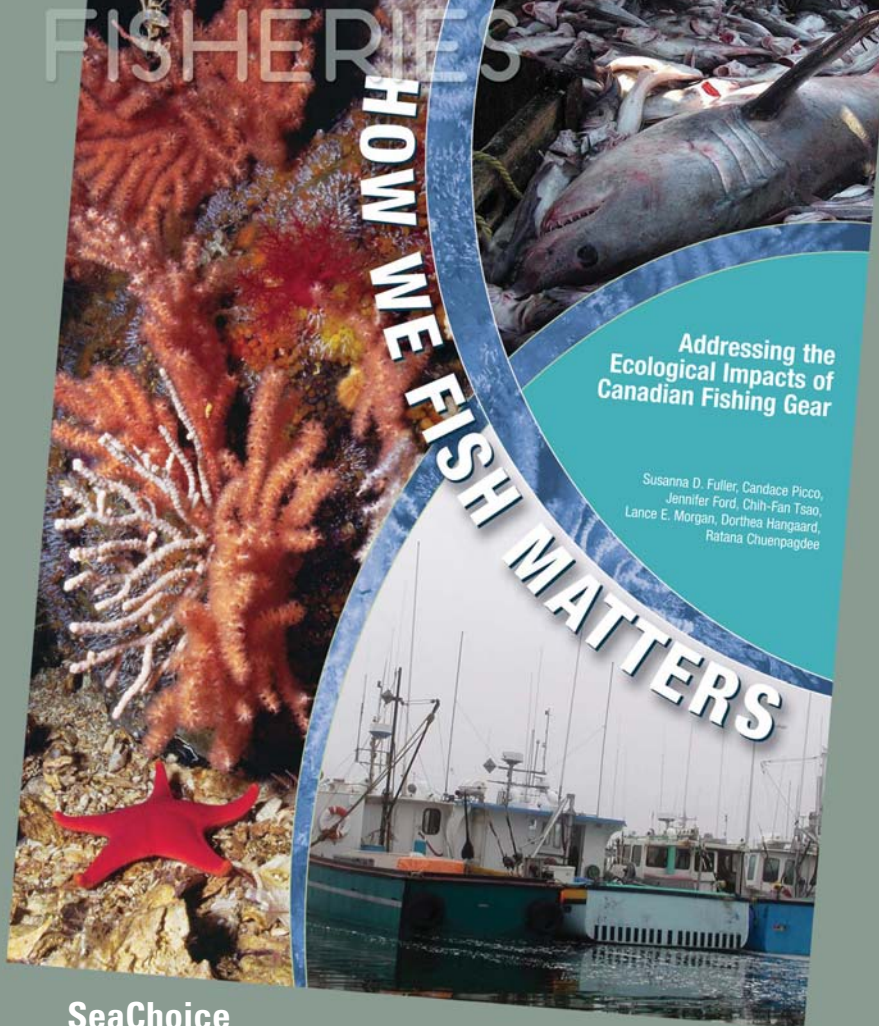
Ocean Science

In 2010 Living Oceans was invited to present the interim results of the Finding Coral Expedition at a national gathering of coral and sponge experts: the Canadian Science Advisory Secretariat (CSAS) science advisory meetings in Ottawa. Our message focused on the vital ecological role played by British Columbia's deep-sea corals.

We also presented the "How We Fish Matters" report to a separate CSAS meeting in 2010. This meeting reviewed the habitat and bycatch impacts of Canadian fishing gears, and the "How We Fish Report" was a valuable reference for the experts in attendance.

Living Oceans donated coral samples from the Finding Coral Expedition to the Royal B.C. Museum (RBCM) in Victoria. The RBCM makes the corals' data available to researchers worldwide through the Global Biodiversity Information Facility (GBIF). British Columbia's cold water corals can then be compared with samples in other museums for DNA or chemical analysis and other changes over time. We're sharing expedition data with universities, government, fishermen and others to advance the world's knowledge of deep sea corals.

In addition, Living Oceans continues to be a key contributor to Fisheries and Oceans Canada's (DFO) policy and science efforts, including DFO's Groundfish Integrated Advisory Board.



SeaChoice

Living Oceans Society is a founding partner of SeaChoice, Canada's national sustainable seafood program, with other leading environmental groups. We're making it easier for Canadian shoppers and businesses to make informed choices that support ocean-friendly seafood. Since 2006, Living Oceans Society and our SeaChoice partners have promoted sustainable seafood from niche market status to now holding a widely popular share of the seafood marketplace. To help fill the rising demand for ocean-friendly seafood, SeaChoice connects shoppers with industry leaders who are pioneering sustainable fishing and aquaculture practices.

Our Finding Coral short documentary appeared in Toronto's Planet in Focus Environmental Film Festival in October 2010.



RIGHT: In partnership with SeaChoice, Bento Nouveau (Canada's largest sushi company) switched 65 percent of its products to sustainable seafood, including replacing red-ranked tuna with sustainable troll-caught Pacific albacore tuna.

Grocery Retailers Getting Onside

Thanks to the help of our supporters, in 2010 our efforts were rewarded; all of Canada's major grocers have now made some kind of public commitment to supporting sustainable seafood. Our SeaChoice list of partners kept growing with the following retailers and suppliers committed to a sustainable seafood policy: Overwaitea Food Group (OFG), Federated Co-operatives Ltd., Whole Foods Markets, The Big Carrot, Bento Nouveau, Albion Fisheries, Seacore Seafood, Seven Seas and a number of sushi suppliers.



Retailers Closing the Loop on Aquaculture

Three retail leaders—Overwaitea Food Group, Safeway and Loblaws—have written to Canada's federal government encouraging investment in and support for closed containment salmon farming. Some grocery retailers, such as Target stores in the U.S., have stopped selling farmed salmon entirely until the salmon farming industry adopts more responsible practices.



Conservation Alliance for Seafood Solutions

As a member of the Conservation Alliance for Seafood Solutions, we are actively engaged with more than 15 other North American environmental organizations collaborating on the key issues associated with sustainable seafood. Together we aim to pursue a 'Common Vision for Environmentally Sustainable Seafood.'

Living Oceans Society participates in both the Conservation Alliance's Policy Cluster and the Food Marketing Institute consultation group.

We also attended the 2010 Boston Seafood Show, North America's largest seafood trade show. SeaChoice exhibited at the tradeshow and we also represented Living Oceans at the Conservation Alliance reception.

LEFT: To help meet the rising demand for ocean-friendly seafood, SeaChoice connects shoppers with industry leaders who are pioneering sustainable fishing and aquaculture practices. Overwaitea Food Group (OFG) stores in Alberta and B.C. started offering customers SweetSpring Salmon which is grown sustainably in land-based tanks. OFG is the first retailer to provide a closed containment farmed salmon option to Canadian customers.

ENERGY

The call for a tanker ban is about protecting the ocean and the coast from catastrophic oil spills. We do not want to fight pipeline proposals year after year.

—Jennifer Lash

Living Oceans Society is part of a broad coalition determined to keep our North Coast oil tanker free. In the opposite corner is Enbridge, an energy-piping giant that wants to send tar sands crude from Alberta to the Pacific so it can be shipped to markets in Asia and the west coast of the United States. They want to bring over 200 crude oil tankers per year to our coastal waterways in order to service their pipelines.

Oil Tanker Moratorium

In 2010 we focused our efforts on securing federal legislation to permanently ban oil tankers from British Columbia's North and Central Coast. We organized a delegation of First Nations, fishermen, tourism operators, environmental groups and an oil spill expert that went to Ottawa in November to meet with politicians and advocate for the legislation. Our efforts helped bring about a motion in Parliament to support the need for a legislated ban—a motion that passed by a narrow margin. The year ended on a high note in December when a Private Members' Bill proposing a legislated ban was introduced, and worded to essentially form the draft of the legislation that is so badly needed. By the end of the year over 70 B.C. First Nations, all federal opposition parties and the majority of B.C. voters were calling for a permanent, legislated tanker ban.

We began to serve as an official Public Participant in the Government of Canada's environmental review of Enbridge's application for its Northern Gateway Pipelines Project. The review will determine whether or not the project is allowed to proceed. We're making sure the Joint Review Panel knows that the cost is too high when it comes to gambling on oil tankers on our coast.



This was Exxon's gift to Alaska. B.C. can expect the same from Enbridge.

Exxon Valdez at spill, March 24, 1989. Photos by Nadia Foley/Photophoto.com



Twenty-one years ago, the Exxon Valdez ran aground, spilling 40 million litres of crude oil into Prince William Sound and causing irreversible damage. Now, Enbridge wants to bring the same risk to B.C.'s pristine coastal waters and rainforest.

The proposed Enbridge Northern Gateway Pipeline would carry oil from the tar sands to a port at Kitimat, B.C. Supertankers fed by the Enbridge pipeline would travel the same waters where the Queen of the North ferry sank in 2006.

An open message to Enbridge CEO Patrick Daniel:

We oppose the Enbridge Northern Gateway Pipeline and crude oil tanker traffic in B.C.'s northern coastal waters. The risk oil spills pose to First Nations, communities and the environment is too great.

FIRST NATIONS

Council of the Haida Nation
Old Massett Village Council
Skidegate Band Council
Gitga'at First Nation
Kitasoo/Kwakwaka First Nation
Metlakatla First Nation
Heiltsuk Nation
Wuikinuxv First Nation
Nuxalk Nation
Lax Kw'alemus First Nation
Gitksan/Nikahita First Nation
Carrier Sekani Tribal Council
Wet'suwet'en Nation
Nadlax Whut'en First Nation
Naik'yuht Band
Swan River First Nation
Nanwakwale Council
Gitanyow Hereditary Chiefs
Lillooet Tribal Council
St'at'imc Chiefs Council
Canoe Creek Band
Tahltan First Nation
Sika Indian Band
Klipox Band Council
Nuu-chah-nulth Tribal Council
Mamquamaw Tawawineuk Tribal Council

ORGANIZATIONS

BC Nature (Federation of BC Naturalists)
British Columbia Council of Professional Fish Harvesters
Commercial Bear Viewing Association of BC
David Suzuki Foundation
Dignowist Initiative
Douglas Channel Watch
Driftwood Foundation
Ecology North
Environmental Defence Canada
Forest Ethics
Friends of Wild Salmon
Georgia Strait Alliance
Greenspace
Headwaters Initiative
Labour Community Fisheries Habitat Development Centre Society
Living Oceans Society
Natural History Society of Newfoundland and Labrador
Natural Resources Defense Council
Nature Alberta (Federation of Alberta Naturalists)
Nature Canada
Nature Saskatchewan
North Coast Oceans Society
North West Watch
Northwest Institute
Ontario Nature
Pacific Wild
Pembina Institute
PowerUp Canada

BUSINESSES

Prince Rupert Environmental Society
Prince Rupert Labour Council
Raincoast Conservation Foundation
Round River Conservation Studies
Sea Kayak Guides Alliance of BC
Sea to Sands Conservation Alliance
Sierra Club BC
Skeena Angling Guides Association
Skeena Watershed Conservation Coalition
SkeenaWild Conservation Trust
Steelhead Society of BC - Northern Branch
T. Bunk Suzuki Environmental Foundation
United Fishermen and Allied Workers' Union - Canadian Autoworkers (UFAWU-CMAA)
Watershed Watch Salmon Society
West Coast Environmental Law Society
Wilderness Tourism Association
World Wildlife Fund Canada

INDIVIDUALS

Dr. David Suzuki, CC*
Margaret Atwood, CC, and Graeme Gibson, CM
Randy Bachman, CC, CM and Denise McCann Bachman
Thomas R. Berger, CC
Neva Campbell
Hart Bochner
Roy Henry Vickers, CM, OBC, DLitt
Willie Mitchell
Yann Martel
Dr. Joseph Gossell, CC, OBC
Hon. David Anderson

INDIVIDUALS

Stubble Island Whale Watching
Sweetwater Travel Company
Terrapin Homebuilding
Thunder 1 Adventures
Tasman Press
Z-Blast Lodge River Guides Ltd.
Dr. David Suzuki, CC*
Margaret Atwood, CC, and Graeme Gibson, CM
Randy Bachman, CC, CM and Denise McCann Bachman
Thomas R. Berger, CC
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Dr. David Schindler, CC
Terry Glavin
Andrew Wiltonuk

*CC: Companion of the Order of Canada; CC: Officer of the Order of Canada; CM: Member of the Order of Canada; OBC: Officer of British Columbia; OM: Order of Manitoba. Are you a prominent Canadian willing to speak out on this issue? Email us at Endorse@PipeUpAgainstEnbridge.ca.

Help choose our future: PipeUpAgainstEnbridge.ca

We countered a multimillion dollar sales pitch by Big Oil by providing the true facts about oil tanker traffic in newspapers, social media, on the TV news, and on radio talk shows.

Kitamaat Feast

We traveled to B.C. communities big and small to make sure people know the risks and costs they'll face if tankers come to the North and Central Coast. In May 2010 we attended a massive gathering of Enbridge opponents held in Kitamaat Village, B.C. The Solidarity Gathering of Nations attracted over 1,000 people from First Nations, environmental organizations and coastal communities who gathered to reaffirm their commitment to block Enbridge's Northern Gateway Pipelines Project.



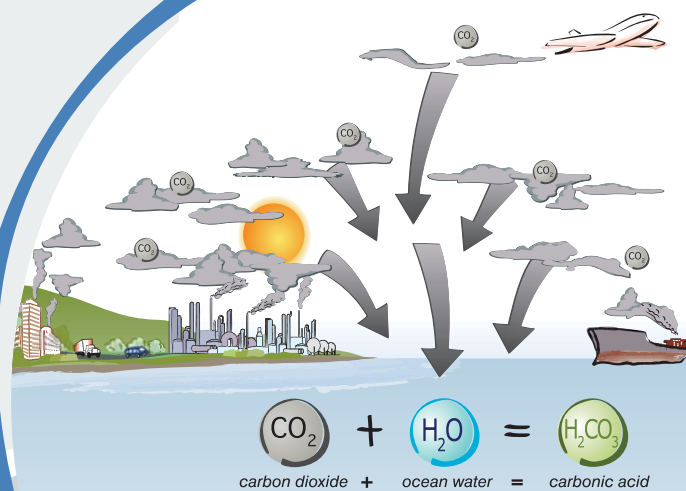
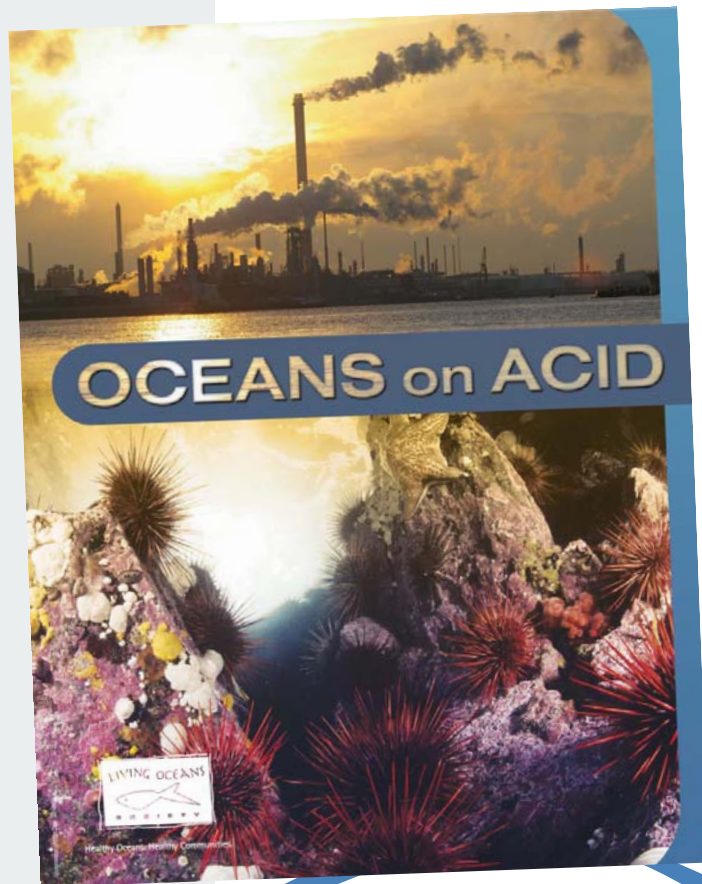
Living Oceans' Energy Campaigner, Katie Terhune helped create a billboard which was unveiled at the gathering in Kitamaat Village.

Ocean Acidification

The ocean is one of the largest carbon dioxide (CO₂) sinks on the planet. It naturally absorbs CO₂ from the atmosphere and can store it for thousands of years. However, since the Industrial Revolution the ocean has been trying to keep up with the extra emissions from humans. Like climate change, ocean acidification is caused by the enormous increase in CO₂ emission in the atmosphere, primarily from burning fossil fuels. The only way we can stop ocean acidification is by decreasing emissions. The only way ecosystems can adapt and survive in the meantime is to increase their resilience. We can help make them as healthy as possible through a network of marine protected areas.

Our ocean acidification communications strategy enhances our work to push the Canadian government to develop effective climate policy. Living Oceans sounded the alarm about ocean acidification in Canada, an unknown subject to most people. In 2010 we set out to change that through an information campaign featuring print publications, e-newsletters and action alerts that aimed to increase political, media and public awareness of ocean acidification.

The first place we went with our Ocean Acidification message was to the nation's capital. We hosted an Oceans Day event called Sea the Future on Parliament Hill in 2010 to let our Members of Parliament know about the critical and immediate threat of ocean acidification. Our next stop was the environmental community. We contacted nearly 100 organizations in Canada working on climate change issues and encouraged them to include ocean acidification in their messaging.



The ocean naturally absorbs carbon dioxide (CO₂) from the atmosphere. Historically, the ocean and atmosphere cycled carbon dioxide at a manageable rate. Since the Industrial Revolution, we have pumped more and more CO₂ into the atmosphere, primarily from burning fossil fuels. The ocean continues to absorb this CO₂, but at a cost. The increased amount of CO₂ changes the chemistry of the water and makes it more acidic.

TOP: All 308 Members of Parliament and 105 Senators in the Canadian Government received our Oceans On Acid brochure. BOTTOM: Key diagram from the Oceans on Acid brochure.

Donors/Supporters

Living Oceans Society would like to thank all the people, groups and organizations that have contributed funding and in-kind resources in support of our work.

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- ☉ Jackman Foundation
- ☉ The Tree Of Life Foundation
- ☉ Victoria Foundation
- ☉ The David and Lucile Packard Foundation
- ☉ Gordon and Betty Moore Foundation
- ☉ Mountain Equipment Co-Op
- ☉ The Oak Foundation
- ☉ Tides Canada Foundation
- ☉ Vancouver Foundation
- ☉ Patagonia Inc.
- ☉ Government of Canada

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- ☉ Coastal Community Credit Union
- ☉ Denman Island Chocolates
- ☉ Downtown Betty
- ☉ The ESRI Conservation Program
- ☉ Hornby Island Diving
- ☉ Malcolm Island Lions Club
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- ☉ Rainbeau's End Guesthouse
- ☉ Sointula Gallery & Bistro
- ☉ Sointula Wild Seafoods and Smokehouse
- ☉ Sund's Lodge
- ☉ Tenas Chuch Property Management
- ☉ The Sointula Co-op
- ☉ Vital Choices Seafood
- ☉ Wendy Davis

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- ☉ Dorthea Hangaard, *Special Projects Manager*
- ☉ Jake Etzkorn, *Local Marine Planner*
- ☉ David Fields, *Markets Campaigner*
- ☉ Tiffany Hilman, *Markets Campaigner*
- ☉ Shauna MacKinnon, *Sustainable Seafood Campaign Manager*
- ☉ Oonagh O'Connor, *Energy Campaign Manager*
- ☉ Lara Renehan, *Local Marine Planner*
- ☉ Maria Espinosa Romero, *Sustainable Fisheries Campaign Intern*

- ☉ Will Soltau, *Salmon Farm Campaign Local Coordinator*
- ☉ Catherine Stewart, *Salmon Farming Campaign Manager*
- ☉ Katie Terhune, *Energy Campaigner*
- ☉ Kim Wright, *Marine Planning and Protected Areas Campaign Manager*

YMCA ECO Interns

- ☉ Kimberly Irwin, *SeaChoice Communications Intern*
- ☉ Tavi Parusel, *Video Communications Intern*
- ☉ Emma Point, *Ocean Tanker Research Intern*

Financials

2010 Statement of Revenue and Expenses

Revenues

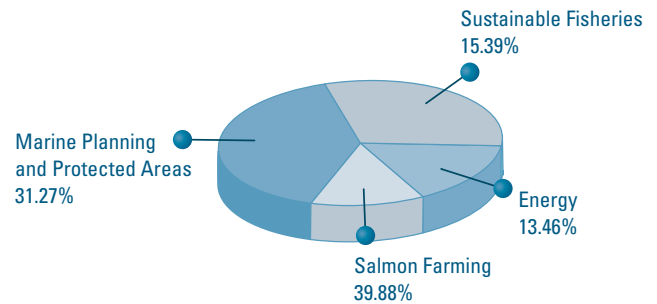
Donations from Foundations	\$1,625,286
Donations, Fundraising and Other	\$42,471
Total	\$1,667,757

Expenses

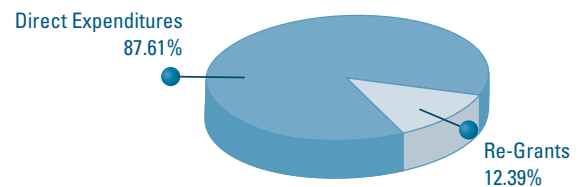
Marine Planning and Protected Areas	\$403,703
Salmon Farming	\$514,836
Energy	\$173,796
Sustainable Fisheries	\$198,724
Contributions to Organizations	\$204,300
Administration	\$108,339
Fund Raising	\$29,975
Amortization	\$15,017
Total	\$1,648,690

Excess of Revenue over Expenses	\$19,067
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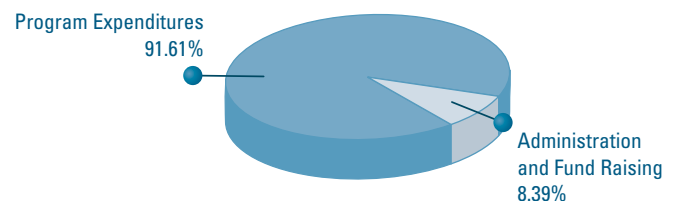
Program Expenditures



Direct Expenditures vs Re-Grants



Administration and Fund Raising as a Percentage of Program Expenditures



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