

Passport to the Ocean

2011 Annual Report



BLUE OCEAN INSTITUTE
Inspiration, Information, Action



"I've come to see that the geometry of human progress is an expanding circle of compassion. And that nature and human dignity require each other."

—Carl Safina, *The View from Lazy Point*

Founder's Message



This was an extraordinary year for work and travels. I crisscrossed the U.S. speaking about my two new books and traveled to British Columbia, Hawaii, Georges Bank off Nova Scotia, Puget Sound, Italy, Germany, the Falklands, and South Georgia Island. And we did five film shoots for our PBS TV series, *Saving the Ocean*. It was a year in travel mode. So, *Passport to the Ocean* seemed an appropriate theme for this report.

2011 turned out to be our most productive year to date. My long-incubating labor of love, *The View From Lazy Point; A Natural Year in an Unnatural World* (Henry Holt & Co.) was released in January, and the crash-course chronicle, *A Sea In Flames* (Random House), my portrait of the Deepwater Horizon oil rig blowout and the consequent season of pain in and along the Gulf of Mexico, came out in April.

These books drew excellent reviews in places like *The New York Times*, *Washington Post*, *Rolling Stone*, and many other publications. PBS, NPR, Al Jazeera, and dozens of other media outlets invited me in for interviews. And I was invited to write for CNN.com, AUDUBON, *Eating Well*, and others.

I even showed Martha Stewart how a sea turtle can get out of a shrimp net.

Over 100 PBS television stations nationwide broadcast the first two episodes of *Saving the Ocean with Carl Safina* beginning in April. (*If you missed them on*

TV, these shows can still be viewed online at PBS.org and are also available from Netflix.) Two more episodes have just been filmed and are in production. These new stories should be ready to air in early 2012. We're in discussions with several potential donors to produce more episodes.

During this past year, Blue Ocean's FishPhone and Green Chefs/Blue Ocean online course gained quite a following, we made advances in scientific research and inspired a significant uptick in Blue Ocean followers on Facebook, Twitter and in the blogosphere.

We continue to lecture across the U.S., to teach chefs-in-training about sustainable seafood, and to introduce thousands of kids to bays and estuaries. And now, at Stony Brook University's new Center for Communicating Science, I am helping to teach Master's and PhD students how to communicate science in plain language. After all, that's our specialty.

That's all nice, but the question is: Does our work matter? People tell us that it does. We hear it from teachers, from students. We hear it from readers and from professors and conservation professionals. We hear that our work helps change people's understanding of themselves, our world, and where they desire to direct their own life's energies.

All in all, I believe that no other conservation group is as efficient with a dollar in getting conservation messages to wide audiences as Blue Ocean Institute.

I hope you enjoy this report and feel inspired to get involved, do what you can for our oceans and help ensure a future for the dignity that nature brings to humanity.



The Year in Review

2011 was Blue Ocean's most productive and influential year so far.

Founding President, Carl Safina's work as author and "go-to" voice for ocean conservation brought Blue Ocean's mission home to many and helped new audiences get Carl's unique perspective as never before.

Coverage of Carl and the Institute reached across an array of highly respected, traditional media, from *National Public Radio* and *The Washington Post* to MSNBC and *The New York Times*, to PBS and beyond. We actively pursued social media with our blog, Facebook and Twitter.

"Saving the Ocean" Airs on PBS—Two New Episodes Filmed

Carl Safina not only believes we can solve problems; he shows how it's being done.

In *Saving the Ocean*, a PBS series launched in April 2011, Safina introduces us to a world of ocean scientists, fishermen, and even religious leaders who are helping fish, reefs and coastal habitats rebound, bringing species back from the brink and creating hope.

"We created *Saving The Ocean* as a new kind of nature show. Instead of

focusing on problems, we profile people who have *solutions*," says Carl.

Over a hundred PBS stations broadcast the brand-new show this year, indicating a hunger for positive news.

New episodes of *Saving the Ocean*, filmed in 2011, show how and why some of the nation's most famously depleted species—cod, salmon, and swordfish—are recovering, and how some fishermen are committed to helping speed their recovery.

"We can't fix the ocean's woes by ourselves. That's why *Saving the Ocean* searches for the most exciting stories of practical solutions worldwide." —Carl Safina

The whole idea: share the best stories to inspire accelerating change.

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Working on an episode of *Saving the Ocean* with Carl Safina for PBS television on Georges Bank, 100 miles off Nova Scotia, Canada. Photo: John Angier.



Success Stories of Hope, Endurance and Innovation

Episode 1 - Shark Reef profiles innovative efforts to protect sharks from the devastating effects of the global shark fin trade. Carl travels to Glover's Reef Marine Reserve in Belize, where targeted regulations on fishing are helping sharks thrive. At the same time, Carl is encouraged by the early success of a grassroots, high-profile campaign in Hong Kong that asks people to pledge not to eat shark fin soup.

"We want viewers to see that things can change and we can be smart with our world,"
—John Angier, series producer and executive producer of the long-running PBS series *Scientific American Frontiers*.

Tune In: Check local listings for *Saving the Ocean* on your PBS station. The first two episodes can be viewed online at PBS.org and are also available through Netflix.

Episode 2 - The Sacred Island takes viewers to Zanzibar, off the East African coast, where local fishermen are practicing low-impact fishing techniques inspired by Islamic principles. This could be a key to ocean conservation throughout the Muslim world.

To Go Behind the Scenes: For each new episode, sign up for Carl's blog at www.carlsafina.org.

Working on an episode of *Saving the Ocean with Carl Safina* for PBS television on Pemba Island in the Indian Ocean off Tanzania, Africa. Photo: John Angier.

Safina's Two New Books Garner Rave Reviews

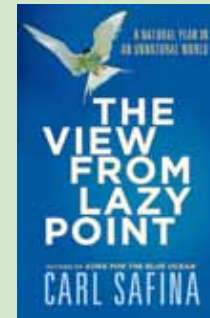
Over the past year, Carl Safina accomplished a rare writing feat: two books published, each to rave reviews.

Both books were designated *The New York Times* Editors' Choice books, and each received major media attention, including warm receptions by *The New York Times Sunday Book Review*, *TIME*, *Audubon*, NPR's Science Friday,

The Atlantic, *Outside*, *The Los Angeles Times*, *The Washington Post*, and *Rolling Stone*.

The year began with Carl's release of *The View from Lazy Point: A Natural Year in an Unnatural World*.

"This is the book I was born to write," said Safina.



The View from Lazy Point takes readers on an exhilarating journey. Beginning in his home waters on Lazy Point, on the eastern shore of Long Island, NY Safina follows the arc of the seasons and chronicles a year spent exploring the world from the Arctic to Antarctica and across the tropics. In prose that borders on poetry and garnished with inspiring philosophy, Carl leads us month by month, season to season, from migration to stasis, from birth to death. He elegantly uncovers this truth for our time: Nature and human dignity now require each other. Without human dignity, we cannot have nature, and without nature, we cannot have human dignity. Safina's personal, lyrical and engaging narrative presents a world that is overflowing with vitality, yet one we are rapidly changing, with much at stake.

"Safina's book soars...We can ask no more from those who warn about dark days ahead than that they also awaken us to the miracle of everyday life as they try to illuminate a better path forward."

—Dominique Browning, *The New York Times*

"A true masterpiece...Lazy Point just might become the 21st century's Walden Pond." —Gary Soucie, former editor, *Audubon*

"An instant classic." —Louie Psihoyos, Academy Award-winning director of *The Cove*

"His best book yet!" —*Outside*

In April 2011, on the first anniversary of the catastrophic oil spill in the Gulf of Mexico, Random House released Safina's *A Sea In Flames: The Deepwater Horizon Oil Blowout*.

"Writing this book was a crash-course immersion in the bold vision and deep recklessness that brought us the year's worst human-caused calamity," Safina says.



A Sea in Flames: The Deepwater Horizon Oil Blowout is Safina's blistering account of the months-long, man-made disaster that tormented a region and mesmerized the nation. Traveling across the Gulf of Mexico to make sense of an ever-changing story and its often-nonsensical twists, Safina expertly deconstructs the series of calamitous misjudgments that caused the Deepwater Horizon blowout during the summer of 2010. Impassioned, moving and even sharply funny, *A Sea in Flames* is ultimately an indictment of America's main addiction.

Safina writes: "In the end, this is a chronicle of a summer of pain—and hope. Hope that the full potential of this catastrophe would not materialize, hope that the harm done would heal faster than feared, and hope that even if we didn't suffer the absolute worst, we'd still learn the big lesson here. We may have gotten two out of three. That's not good enough. Because: there'll be a next time."

"Not since Rachel Carson wrote her sea trilogy...has a conservationist written about marine ecosystems with the factual elegance of Carl Safina."

—*The Washington Post*

"A *Sea in Flames* is an impressive book that provides a vivid account of how the spill happened, coupled with a report on the anxiety experienced by those who had no way of knowing how long the spill would last or how bad it would get."

—*The New York Times*

Read On: Visit your local bookstore or favorite online source to purchase Safina's new books.

For Signed Copies: Contact Blue Ocean Institute – info@blueocean.org.

Seafood Program Highlights

From Sea to Table – Blue Ocean’s Sustainable Seafood Program

Blue Ocean helps people make informed choices. Our *From Sea to Table* program focuses on educating consumers about the fish we eat and serve. Our FishPhone text messaging service has fielded well over 100,000 inquiries from seafood lovers. During 2011, the new 2.0 version of the FishPhone text messaging service allowed users to opt-in for updates, ocean alerts, new seafood rankings, and Blue Ocean announcements.

Our partnerships with Whole Foods Market and other retailers educate consumers right at the seafood counter. Our 160+ seafood rankings examine every aspect of the fishing or farming process, and take months to complete. Our peer-reviewed reports are transparent, authoritative, easy to understand and use.

Green Chefs/Blue Ocean

“Cooking with sustainable seafood is this century’s culinary challenge.” –Chef Helene Kennan

Did you know that 70 percent of the revenue generated by seafood sales in the United States occurs in restaurants and catering services? That’s why Blue Ocean Institute joined with Chefs Collaborative to create Green Chefs/Blue Ocean, an interactive online curriculum about seafood sustainability for chefs and culinary students.

This comprehensive online course explores fisheries and aquaculture, global supply and demand, and the challenges of purchasing and sourcing ocean-friendly seafood. The seven lessons are available free of charge. “Graduates” surveyed all said they would use the course again, calling it “the most valuable educational tool related to seafood sustainability we are aware of.”

Visit www.oceanfriendlychefs.org

Partnership with Whole Foods Market

Color-coded rating system empowers shoppers to make sustainable seafood choices

Blue Ocean Institute began a partnership with Whole Foods Market in 2010. And now, in many Whole Foods stores from Hawaii to London, Blue Ocean Institute provides seafood rankings to help consumers make educated decisions. Our rankings also help Whole Foods Market source responsibly caught seafood.

Blue Ocean applauds Whole Foods Market for its commitment to phase out all red-rated seafood species by Earth Day 2013.

Mercury in Seafood

Through a partnership with the Gelfond Fund for Mercury Related Research and Outreach at Stony Brook University, Blue Ocean will publicize the effects of mercury in seafood on human health.

In his lectures, interviews, op-eds and blogs, Safina highlights links between mercury emissions from burning coal and

mercury in seafood. Blue Ocean is also adding mercury information to our Green Chefs/Blue Ocean online course. Our comprehensive overview, *Mercury 101*, will soon be released to the media and the general public.

Get to know our partner:

Visit www.stonybrook.edu/mercury

A Bigger Splash

Seafood Program Director Kate McLaughlin’s goal is to better understand the needs of a wide range of audiences so that Blue Ocean tools create a bigger splash. Kate gives presentations at colleges, clubs and cooking schools, and leads our partnerships with like-minded organizations to educate culinary professionals.

“I enjoy speaking with all kinds of people—professional chefs, foodies, students, nutritionists, and retailers, answering questions about sustainable seafood,” says Kate.



Kate McLaughlin, (left) Seafood Program Director, with colleagues at a Brooklyn cooking school.

How we rank seafood

Each seafood ranking takes months of research, condensing dozens of scientific and government reports. Each ranking is based on over 60 questions that investigate all aspects of the fishing or farming process, from species abundance and fishery management, to farming method and pollution run-off. Each report is peer-reviewed to ensure each ranking is accurate and up-to-date. The seafood research is done by a team of fishery scientists led by Dr. Alan Duckworth.

According to Alan, “Ranking a seafood species is often a maddening process of finding a snippet of information buried in a 100 page government report, but Blue Ocean’s end results help us all make better decisions that protect fish populations and promote healthier oceans.”



The green, yellow and red ratings at Whole Foods Market make it easy for shoppers to make informed choices.

- Green ratings indicate a relatively abundant species, caught using environmentally friendly methods.
- Yellow ratings mean that the species is at medium abundance, or that the fishing method causes moderate habitat damage, so “good” overall but some room for improvement.
- Red ratings mean that for now, the species is uncommon or fishing methods greatly harm other marine life or habitats.





Caribbean coral reef sponge, *Callyspongia plicifera*. Photo: Alan Duckworth.

Blue Ocean Research

Blue Ocean Institute's Research Scientist Dr. Alan Duckworth has grown sponges for their drug compounds, studied sponges from the Caribbean, and worked with Indigenous Australians to set up farms to commercially grow "bath sponges." Often overlooked and yet ecologically important, sponges remain a strong focus of his work.

During 2011, Alan continued his study examining the effects of warmer, more acidic waters on the sponge *Cliona celata*, which bores into the shells of scallops and oysters, weakening and eventually killing them.

Alan hypothesizes that because climate change will result in shellfish having weaker shells, boring sponges could cause greater losses of shellfish. The study is being done in collaboration with Dr. Bradley Peterson from Stony Brook University.

Alan's other area of study was the first climate change experiment focused on tropical sponges. It investigated the effects of warmer, more acidic water on the growth, survival, and chemistry of several Caribbean coral reef sponges. Funded by a grant from the Disney Worldwide Conservation Fund, the study was based at the Discovery Bay Marine Lab in Jamaica. The chemical analysis of sponge samples was completed by Dr. Lyndon West from Florida Atlantic University. We'll have results soon.

Publications, Lectures and Mentoring

Alan's paper "Population dynamics and growth of two coral reef sponges on rock and rubble substrates" was published this year in the *Journal of Experimental Marine Biology and Ecology* (#402: 49–55). He also worked with Dr. Safina in 2011 to update the chapter "Fish Conservation" for the book *Encyclopedia of Biodiversity, 2nd Edition*.

Alan continues to give lectures and presentations to marine conservation classes, sustainable seafood conferences and other groups. Based at Blue Ocean's Stony Brook University office, he supervises seafood program research interns as well as Amber Stubler, a graduate student whose project examines the effect of coastal development on the growth, settlement and distribution of sponges and other marine invertebrates on Jamaican coral reefs.



Dr. Alan Duckworth, fishing off Montauk, Long Island, NY

Next Wave Education Program

Kids of all ages learn about bays and estuaries

From April through October, Blue Ocean's partnership with the Long Island Aquarium brings 15,000 students, teachers, and other participants down the Peconic River into the Peconic Estuary. Our educators' on-board and in-the-water class introduces the complex web of life in the estuary and salt marshes through hands-on investigation, close-up observation, fish seining and guided walks. Blue Ocean equips teachers with materials before and after school field trips so that students make the most of their new knowledge.

Next Wave is also an outstanding opportunity for young interns. These scientists-in-training gain valuable experience working in the estuarine environment, and their interaction with the public and students teaches important communication skills.

Our college interns and three high school interns from Avalon Park and Preserve's S.T.A.T.E. outdoor education program created a blog this past year. We worked with the community as active citizen scientists showing seasonal trends in water measurements, reporting first-hand observations, and featuring photos of the Peconic Estuary. Visit the blog at www.nextwaveny.wordpress.com.

In 2011, Next Wave educators brought programs to science classrooms, a summer camp and the Parrish Art Museum in Southampton, NY. We also gave special presentations at the Shinnecock Indian Nation Cultural Center and Museum, the New York State Marine Educators Conference and the Suffolk County Science Teachers Association Conference.

Blue Ocean & the Arts

Sea Stories: For the Love of an Ocean

Everyone has a sea story. In fact, many writing teachers use the following prompt to get the creative juices flowing: "The last time I saw the ocean, I ..." And, so begins another sea story.

Seastories.org is Blue Ocean Institute's quarterly online journal of international ocean writing and art. Its mission is to nurture curiosity, creativity and concern about the world's oceans through literary and artistic expression.

In 2011 Sea Stories published memoirs, poetry, descriptive prose and imaginative nonfiction, as well as photographs, drawings and other visual arts. In addition to publishing compelling work, the site offers ideas for educators and organizations.

Contributors need only love the ocean. If you've ever felt your feet sink into warm sand, spent a morning by tide pools or stood transfixed by the reflections of sun and cloud on water, chances are you have a story.

Sea Stories is edited by Casey R. Schulke, Alaska resident and poet, as well as K.R. Copeland, a widely published Chicago poet and poetry journal editor.

Sea Stories is a creative platform for sharing powerful stories of human engagement with the sea.

Tell your sea story: Visit seastories.org and please share it with friends. Maybe we'll see your work there soon!



School kids working with Blue Ocean Institute and the Long Island Aquarium finding out what lives in Peconic Bay, Long Island. For thousands of kids yearly, it's their first visit to an estuary. Photo: Patricia Paladines.

Ocean Literacy, ESOL and Oysters

Over the years we've learned that our Next Wave educational tour can be adapted to the special needs of individual schools. For example, our program has attracted teachers and students of English for Speakers of Other Languages (ESOL) because Next Wave's experiential, hands-on presentation, based on National Learning Standards and Ocean Literacy concepts, has proven successful in developing language learning.

We've also teamed up with the Town of Easthampton Shellfish Hatchery, to teach Suffolk County Community College marine biology and culinary arts students about shellfish life cycles and how to "seed" juvenile oysters. According to their professor, "These young biologists have now come full circle. They were thrilled to see the results of last year's successful oyster seeding, then got their hands muddy and literally gave back to the environment once again."



Students explore a salt marsh habitat with educator Kerri Dobbs

The Peconic Estuary of Long Island is designated an Estuary of National Significance by the federal government.

Carl's Travels & Blogs

Hawaii



"It was an easy overnight sail from Oahu to Kauai."
—Pacific Voyagings blog

Pacific Voyagers' traditional sailing vakas at sunset, with flying shearwater, Hawaii.

Photo: Carl Safina

Canada

"As its life drained away, its eye caught and reflected my image."
—PBS *Saving the Ocean* blog

Swordfish on commercial fishing boat, Georges Bank, Canada.

Photo: Carl Safina



Be part of next year's travels

Subscribe to Carl's blog at www.carlsafina.org/blog

"The penguins affirmed and reaffirmed the sheer vitality of the place."
—Lindblad Expedition blog

King Penguins arriving, South Georgia Island.

Photo: Carl Safina



South Georgia



"Time to scam!"
—Lindblad Expedition blog

Carl Safina strategically withdrawing from elephant seal confrontation, South Georgia Island.

Photo: Barbra Ferguson

In the News and at the Podium

In 2011, news stories about our work have appeared in print and online publications, as well as on television and radio broadcasts, at home and throughout the world. The coverage ranges from scientific journals, top print and broadcast media, popular online sites, plus media targeted to health, culinary and even rock 'n roll audiences. The coverage helps Blue Ocean Institute reach new audiences and support from way beyond "the choir."

Select media coverage of the past year included:

Al-Jazeera	Miami Herald	"Living on Earth"	The New York Times Book Review (twice)
Asbury Park Press	Mongabay.com	Reader's Digest	The Oregonian
Audubon	Mother Nature Network	RiseFishingBlog.com	The Portland Press Herald
AudubonMagazine.org	NatGeo NewsWatch	Rolling Stone (twice)	The Southampton Press
BeyondGreen	National Geographic Traveler	Salon.com	The Times-Picayune
BookList	National Public Radio, "Science Friday"	Scuba Diving	The Washington Post
California Greening Blog	Natural News	The Atlantic	The Working Waterfront
CNN	Nature.com	The Economist	Think Magazine
Dan's Papers	New York Post	The Globe and Mail	ThisJustInVegNews Blog
Deep Sea News	Newsday	The Guardian	TIME
Democracy Now with host Amy Goodman	OutsideOnline.com	The Huffington Post	Times Square Chronicles
Edible Manhattan	PBS, "Need to Know"	The Independent	TreeHugger.com
eMagazine.com	PLoS Biology	The Japan Times	WholeLiving.com
FIS News	PostMedia News.	The Martha Stewart Show	Yale e360
Fiscal Times	Prevention Magazine	The New York Times (four times in Science section plus Mark Bittman's food blog)	
MarineBio.org	Public Radio International,		



Carl Safina and translator at book festival in Pordenone, Italy. Photo Carl Safina.



Safina crisscrossed the country to give keynote speeches, lectures at universities and public talks from Maine to Hawaii. His new book, *A Sea in Flames*, was recently translated into Italian and Carl was invited to speak at a Literary Fair in Mantova and Pordenone, Italy to celebrate its release.

Carl's speaking engagements:

11th National Conference on Science, Policy and the Environment, Our Changing Oceans, Washington, D.C.	E2 EcoSalons, Boston, MA and NYC	National Park Service Discussion, Seward, AK	Science Café, Public Library, New Rochelle, NY
192 Books, NYC	Earthstock 2011, Stony Brook University, Stony Brook, NY	New England Aquarium, Boston, MA	The Chicago Council on Global Affairs, Chicago, IL
Alaska Shorebird Festival, Homer, AK	Green Media Idea Lab, Boston, MA	Oregon State University, Eugene, OR	UAF Seward Marine Center, Seward, AK
Bedford Garden Club, Bedford, NY	Islands & Ocean Visitor Center, Homer, AK	Oregon State University, Corvallis, OR	University of Southern Maine, Portland, ME
Book Revue, Huntington, NY	Kava Bowl Ocean Summit, Honolulu, HI	Pordenonelegge Literary Festival, Pordenone & Mantova, Italy	Wake Forest University, Winston-Salem, NC
C.W. Post Campus, Long Island University, NY	Kings College Eco-Festival, Brooklyn, NY	Purchase College, State University of New York, Purchase, NY	Wisconsin Wetlands Association, Baraboo, WI
Canio's Books, Sag Harbor, NY	Marine Environmental Research Institute, Blue Hill, ME		World Resources Institute, Washington, D.C.

Radio Media Tour: 24 radio stations from as many cities interviewed Carl on *A Sea in Flames'* release date.

Read all about us: Visit the "About Us" section of our new website for one-click links to media coverage.



Martha Stewart and Carl Safina on The Martha Stewart Show. Photo: David M. Russell/The Martha Stewart Show.

On the Blue Ocean Horizon

What's Next for Carl Safina?

Writing, speaking, teaching, and TV. Carl will keep encouraging a broader understanding of how we are driving changes in nature, and how those changes are driving us in our relationships with the world—and with each other. As changes intensify, so does the urgency and importance of creating broader public understanding. We're planning more op-eds on ocean issues, blogs, articles and web tutorials. Carl will continue to teach classes on communicating science at Stony Brook University, and more *Saving the Ocean* TV episodes are being filmed in 2012.

The View from Lazy Point on Google Ocean and YouTube

We're creating an exciting virtual tour of the places visited in Safina's *The View from Lazy Point* on Google Ocean. Carl's unique perspective and philosophy will be key components of each ocean site. And we'll soon begin filming *Behind the Scenes at Lazy Point*. This video series of short clips will be featured on our YouTube channel and linked to Google Ocean, our new website and social media.

GYREx: Expedition and Exhibition

A truly unique collaboration between art and science, GYREx is a three-year project that will bring together acclaimed scientists and internationally recognized artists for a thousand-mile ocean journey to bear witness to the marine debris crisis. Expedition scientists and artists will work together to interpret this global issue for a curated art exhibition and film documentary. Safina is lead scientist for this expedition. Spearheaded by the Alaska Sealife Center, GYREx is inspired by the need to show the hundreds of millions of tons of marine debris accumulating in our seas. The expedition aboard the research vessel *Norseman* is scheduled for June 2012. The exhibition is slated to open at the Anchorage Museum in January 2014, travel globally for four years, and host a finale in Washington, D.C. in 2018.

NEW Blue Ocean Website

Our new website will be a gateway to issues, inspiration and ways to take action. The "new blue" will feature gorgeous ocean imagery, easy navigation, expanded coverage of pressing issues and ways to make a difference. Enhanced social

media integration will make it a snap to link, like, share and follow us.

Get connected: Look for our new website in early 2012!

Putting Teeth in Shark Conservation

We're planning a collaborative project at Stony Brook University with our colleague, Dr. Demian Chapman, to help small, island nations strengthen their ability to identify illegal shark fishing and enforce the law in recently established shark sanctuaries. Our initiative will help provide much needed research, training, outreach and DNA-testing tools. Check our new website for more details.

Charting a New Course for the Seafood Program

Successes Open New Opportunities

Blue Ocean Institute has been the pioneer in seafood sustainability education. Now we've identified new projects to educate and inspire targeted audiences.

Medical Professionals

We aim to create an informed community of dietitians, nutritionists and health care professionals who can make recommendations that support ocean health as well as their clients' health.

Seafood Science and Authoritative Reviews

We plan to conduct authoritative reviews and research on the effects of climate change on seafood production, including the effects of ocean acidification and warming on shellfish production, fish distribution, and coral reef systems. Our goal is to publish both scientific manuscripts and articles for popular media outlets.

Green Chefs/Blue Ocean

In 2012 we'll upgrade the Green Chefs/Blue Ocean online course, expand its website section on blueocean.org and develop new materials for culinary instructors, professional societies and NGO partners. E-newsletters keep current GC/BO students in touch and expanded outreach and media efforts will help us reach new culinary audiences.

Next Wave International: K-12 Education Meets Global Ocean Conservation

Instilling a Love of Nature in the Next Generation of Leaders

Next Wave International is a new program designed specifically for a strategic audience: international schools. Students attending these private, English-language schools are the children of highly influential parents—foreign diplomats, overseas business leaders, government representatives—and may become the next generation of leaders in their home countries. Each year international schools graduate tens of thousands of culture-bridging, multi-lingual kids who become dynamic young adults with great potential to energize communities, and shape world opinion and global business strategies. We hope to instill an early-life reverence for the fragility of ocean life in these future leaders.

"An education program that can influence young minds in nations with some of the world's largest remaining forests, biggest fishing fleets and greatest appetites for seafood is truly compelling."
—Carl Safina

introduced in Latin America. Its authors are working on a new book entitled, *Eating Coral Reefs*. Responses from teachers and students using our course materials are inspiring.

Blue Ocean's goal is to launch the program fully in 2012, tapping into established connections in the global network of international schools. Next Wave International's section of our new website will enable online networking for teachers and students worldwide. Most course materials will be freely available on the site: affluent schools will be given incentives to adopt less fortunate schools in-country.

Be part of the wave: To learn more about our new initiatives, contact Blue Ocean's Vice President, Jesse Bruschini – jbruschini@blueocean.org

"I never knew how endangered the oceans really are, or about shark fin soup and tuna populations. Learning all this has made me care about the ocean and want to do something to help protect it!"
—Mia Stone, Australian middle school student

Next Wave International



Next Wave International will be led by Lisa Cook and Joel Simonetti—professional educators with 20 years' of overseas classroom experience. They are well-connected in the international schools' global network.



Partners

We partner with conservation organizations, artists, chefs, academic experts, scientists, retailers, foundations and ocean enthusiasts.

Our partners distribute seafood guides, provide us with in-kind and financial donations, participate in our product development, or work with us in our programs.

If you're interested in exploring partnership opportunities, please contact us at info@blueocean.org.

Avalon Park and Preserve S.T.A.T.E. Program

AVEDA

Brancott Vineyards

Chefs Collaborative

Coastal Conservation Association

Environmental Defense Fund

FishChoice

Florida Atlantic University

FishChoice.com

FishWise

For Cod & Country - Chef Barton Seaver

Fresh Direct

Gelfond Fund for Mercury Related Research & Outreach,
Dr. Nicholas Fisher

Ger-Nis Culinary & Herb Center

GreenBoatStuff.com

Greg Yagoda

Lindblad Expeditions

Long Island Aquarium

Marine Stewardship Council

Monterey Bay Aquarium

National Geographic

New England Aquarium

Ocean Conservancy

Oliver's Market

Patagonia

reelblue, llc

SeaChoice

Shedd Aquarium

Stony Brook University - Center for Communicating Science

Stony Brook University - School of Marine & Atmospheric
Sciences

The Common Market

U.A. New York Harbor School

United by Blue

United Anglers of Southern California

Vancouver Aquarium

Whole Foods Market

Wild Edibles

Wild Planet Foods



King Penguin feeding chick, South Georgia Island. Photo: Carl Safina.

Milestones & Firsts

2003

- Blue Ocean Institute launched by MacArthur fellow Dr. Carl Safina, and Mercédès Lee.
- Brownstein, Lee, and Safina's first fully transparent methodology for sustainable seafood ranking, "**Harnessing Consumer Power for Ocean Conservation**" published in *Conservation Magazine*.
- Lee wins Renewable Natural Resources Foundation **Outstanding Achievement Award** for her book *Seafood Lovers Almanac*.
- Partnership established between Blue Ocean and Atlantis Marine World Aquarium in Riverhead, Long Island, NY as the basis for a new education program.
- Safina's book *Eye of the Albatross* awarded **John Burroughs Writer's Medal**.
- National Academies of Science, Medicine, and Technology gives Safina its Communications Award for *Eye of the Albatross*, as "**Year's Best Book for Communicating Science**."
- Safina writes the Foreword for a new edition of *The Sea Around Us* by Rachel Carson.
- Brownstein, Lee, and Safina's "Harnessing Consumer Power for Ocean Conservation" published in *Conservation in Practice*.
- Safina receives **Rutgers University George H. Cook Distinguished Alumnus Award** as Most Distinguished Alumnus in 50-year history of the Ecology and Evolution Graduate Program.

2004

- Lee gives an invited talk at the World Bank, bringing global attention to ocean conservation and the importance of seafood sustainability as a food security concern.
- Safina and Chasis' "**Saving the Oceans**" published in *Issues in Science and Technology*.

2005

- Blue Ocean's Hawaii-based Marine Ecology and Fishery Specialist, Eric Gilman, produces "**Catch Fish, Not Turtles**," a booklet in several languages created to help fishermen avoid catching sea turtles while fishing.
- Safina receives an **Honorary Doctorate** from State University of New York.
- Safina and four co-authors' "**U.S. Ocean Fish Recovery; Staying the Course**" published in *Science Magazine*.

2006

- Safina's third book, *Voyage of the Turtle*, is published to critical acclaim.
- *Voyage of the Turtle* selected a **New York Times Book Review "Editors' Choice."**
- Safina gives invited talk at the World Economic Forum in Davos, Switzerland on the status and future of fisheries and the oceans.
- U.S. poet-laureate Billy Collins helps launch Blue Ocean's **Sea Stories literary project** with his poem "Coastline."
- Safina awarded **George B. Rabb Medal** from Chicago Zoological Society, Brookfield Zoo.
- Safina addresses a conference convened by the Center for Health and the Global Environment at Harvard and the National Association of Evangelicals to help create a conservation-oriented "Urgent Call to Action."
- Safina awarded **Bianimale Foundation Fellowship**.

2007

- Blue Ocean forms the Friendship Collaborative with Ken Wilson, Senior Pastor of Vineyard Churches of Ann Arbor, MI, to further dialogue between scientists and evangelical Christian leaders.
- **Blue Ocean launches FishPhone**, the nation's first sustainable seafood text-messaging service, plus a downloadable seafood guide for cell phone and PDA users at fishphone.org.
- Safina's article, "**On the Wings of the Albatross**," with photographs by Frans Lanting featured in *National Geographic* magazine.
- New television series, *Saving the Ocean*, developed for PBS by Safina and producer John Angier. Pilot segments filmed in Belize and Zanzibar.
- Blue Ocean partners with Stony Brook University's School of Marine and Atmospheric Sciences to collaborate on climate change research and science communication.

2008

- Safina and Klinger's "**Collapse of Bluefin Tuna in the Western Atlantic**" published in *Conservation Biology*.
- Safina's first book, *Song for the Blue Ocean*, named **One of 12 Most Influential Environmental Books of All Time** by Environmental Defense Fund.
- Blue Ocean invited to establish science office at the School of Marine & Atmospheric Sciences at Stony Brook University.
- Blue Ocean distributes its **2.5 millionth ocean-friendly seafood guide**.

- Safina's "**Toward a Sea Ethic**" published in *The American Prospect's Ocean & Coasts special report*. (Candidate Barack Obama also contributed an article.)
- Hardt and Safina's "**Carbon's Burden on the World's Oceans**" published online at *Yale Environment 360*.

2009

- Safina's "**Darwinism Must Die Go So That Darwin May Live**" published in *The New York Times*.
- Hardt and Safina's "**Threatening Ocean Life from the Inside Out**" published in *Scientific American*.
- Next Wave's Ocean Science Literacy Workshops raise awareness of the ocean and Google Earth technology for English Language Learning students.
- Safina's "**A Future for U.S. Fisheries**" published in *Issues in Science and Technology*. (President Barack Obama's article was also in this journal.)
- FishPhone receives a **Best in Green** award by Ideal Bite, a green-living website.
- FishPhone receives major media coverage from *The Wall Street Journal* and *The New York Times* to *Bon Appetit*, *Gourmet*, *Condé Nast Traveler* and *Parade* magazine (resulting in 4,000 queries in a single day.)
- **Green Chefs/Blue Ocean launched** - online sustainable seafood course for chefs and culinary students.

2010

- Safina's first children's book *Nina Delmar and the Great Whale Rescue* is published.
- Safina testifies before Congress regarding the Gulf oil blowout.
- Safina interviewed on *The Colbert Report*, *MSNBC*, *CBS TV*, *PBS' Need to Know*, *The Leonard Lopate Show* (NPR), *Globo News-Brazil*, *News 12 Long Island*, *Democracy Now*, *CNN*, and *BBC Radio* among many others.
- Safina invited to give a talk at the *TEDx Oil Spill Conference*. His talk quickly moves to the main TED.com home page.
- **Special Oil Spill web section** added to www.blueocean.org.
- **FishPhone launches a new iPhone app** and receives great media coverage.
- **Blue Ocean establishes partnership with Whole Foods Market** to provide seafood rankings in stores.

- **Mercury in Fish Project launched** in collaboration with The Gelfond Fund for Mercury Related Research & Outreach at Stony Brook University.
- Safina becomes co-chair of steering committee for the Center for Communicating Science at Stony Brook University. The Center is an innovative collaboration between SBU's Journalism School and the School of Marine and Atmospheric Sciences.
- Safina wins **Sylvia Earle Award** presented at the **Blue Ocean Film Festival**.
- Safina wins **Guggenheim Fellowship** in Natural Sciences – Science Writing.
- Safina wins **Lifetime Achievement Award** from the International Wildlife Film Festival.
- Blue Ocean establishes partnership with **Google Ocean**.
- Safina writes "**The Moral Climate**" chapter in Moore and Nelson's *Moral Ground; Ethical Action for a Planet in Peril*.

2011

- Safina's fifth book – *The View from Lazy Point; A Natural Year in an Unnatural World* – published in January to rave reviews.
- Safina profiled in the *The New York Times*.
- Safina's sixth book – *A Sea in Flames; The Deepwater Horizon Oil Blowout* – published in April to excellent reviews.
- Both books selected as *The New York Times Book Review "Editor's Choice."*
- Safina is interviewed on *PBS*, *NPR*, in magazines from *TIME* to *Rolling Stone*, and on dozens of other stations.
- **FishPhone** text messaging reaches its 100,000th query.
- Safina wins **James Beard Award for Journalism - Environment, Food Politics and Policy**.
- Safina and Duckworth invited to write "**Fish Conservation**" chapter in the *Encyclopedia of Biodiversity, 2nd edition*.
- Safina nominated for the **2012 Indianapolis Prize**.
- Safina named among **Twenty-Five Visionaries Who Are Changing the World** by *Utne Reader*.
- Safina writes "**The 2010 Gulf of Mexico Oil Well Blowout: a Little Hindsight**" published in *PLoS Biology*.
- First 2 episodes of *Saving the Ocean* air on over 100 PBS TV stations across the U.S.

Financials

Summary statement of financial position

May 31, 2011

Assets

Cash and interest-bearing deposits	\$ 297,450
Investments	115,522
Contributions and pledges receivable	206,452
Other assets	56,174
Total assets	\$ 675,598

Liabilities

Accrued expenses	\$ 25,953
Fiscal sponsorship	18,538
Total liabilities	44,491

Net assets

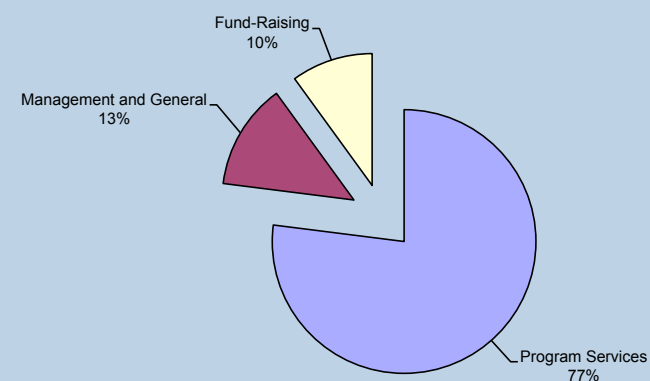
Unrestricted	172,077
Temporarily restricted	379,120
Permanently restricted	80,000
Total net assets	631,197
Total liabilities and net assets	\$ 675,688

Summary statement of activities

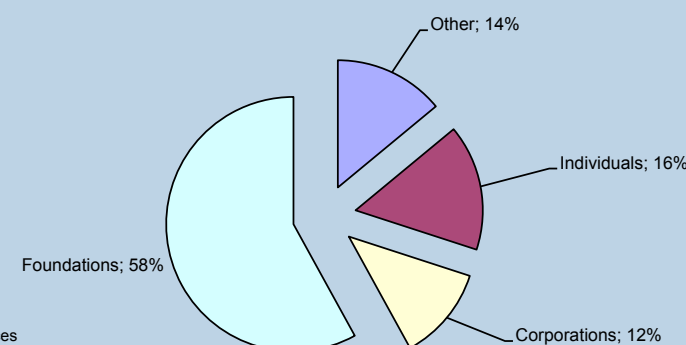
Year ended May 31, 2011

Public support and revenue:	Unrestricted	Temporarily Restricted	Permanently Restricted	Total
<i>Public support:</i>				
Contributions	\$ 268,281	\$ 545,192	\$ —	\$ 813,473
Revenue	133,529	—	2,219	135,748
Net assets released from restrictions	610,447	(608,228)	(2,219)	—
Total public support and revenue	1,012,257	(63,036)	—	949,221
Expenses				
<i>Program services</i>				
	805,013	—	—	805,013
<i>Supporting services:</i>				
Management and general	130,753	—	—	130,753
Fund-raising	113,123	—	—	113,123
Total supporting services	243,876	—	—	243,876
Total expenses	1,048,889	—	—	1,048,889
Decrease in net assets Before other increases	(36,632)	(63,036)	—	(99,668)
Other increases				
Unrealized gain on investments	2,290	—	—	2,290
Decrease in net assets	(34,342)	(63,036)	—	(97,378)
Net assets, beginning of year	206,419	442,156	80,000	728,575
Net assets, end of year	\$ 172,077	\$ 379,120	\$ 80,000	\$ 631,197

FY 2011 Total Expenses



FY 2011 Operating Revenue



Donors

\$50,001 to \$300,000

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Atlantis Marine World
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The David and Lucile
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Be part of our journey: Visit carlsafina.org and blueocean.org to read more and sign up for our blogs and e-newsletters. Follow and "like" us on Facebook and Twitter. Please stay tuned and share our news with friends.



From left to right: Alison Becker-Lindner, Marlene Sarli, Kate McLaughlin, Alan Duckworth, Carl Safina, Jesse Bruschini, Jamie Pollack and Myra Sarli-Mariño. Photo: Denis Leon.

Thanks to the Annual Report crew:

Jeff Wayne, Wayne Printing
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Jesse Bruschini, writer/editor
Carl Safina, writer/editor
Linda Shockley, writer/editor

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Porthole, Socorro Islands, Jack Pollack.
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Spiny Lobster & Crinoid, Socorro Islands, Jamie Pollack.
Coral Reef, Bali Indonesia, Eddie McMullen.

In Memory of Dr. Eric Gilchrist

We lost a beloved friend and board member in 2011. Eric Gilchrist's support for Blue Ocean Institute was steady and enthusiastic for many years and has continued beyond his passing. The unexpected bequest Eric made to Blue Ocean has been set aside as the seed for an Institute endowment.

His generosity has inspired us to carry on and, as Eric put it, "to direct compassion and heart-filled work toward the living creatures of this planet." We miss Eric and will always remember his friendship and enduring support.



Blue Ocean Institute creates an original blend of science, art, and literature that inspires a deeper connection with nature, especially the sea. Our books, films, and educational programs instill hope and enlighten personal choices, helping restore living abundance to the ocean.

BLUE OCEAN INSTITUTE

Inspiration, Information, Action

250 Lawrence Hill Road
Cold Spring Harbor, NY 11724
(631) 659-3746
www.blueocean.org



Your donation supports...

At Blue Ocean Institute, we work to create a more knowledgeable constituency for conservation. Led by conservation pioneer and MacArthur fellow Dr. Carl Safina, we seek to inspire a deeper connection with nature, in everyone touched by an ocean. Through Safina's books, other writings, public speaking, PBS television series, our educational programs and research, we show how nature, community, the economy, and prospects for peace are all intertwined.

Blue Ocean Institute was founded in 2003, built on three decades of research, writing and policy work by Dr. Safina. The Institute is a 501(c) 3 nonprofit organization based on Long Island, NY.

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This paper is manufactured using carbon neutral and Green-e certified offsets. Printed with soy based inks.