Inspiration and Appreciation

*Nina Delmar and The Great Whale Rescue* is Carl Safina’s first children’s book and, like all of Carl’s and Blue Ocean Institute’s work, the story offers inspiration and hope. While there are enormous challenges for our planet, we see even greater solutions. In this year’s annual report, we’ve chosen Nina to introduce our accomplishments through the year and we hope she encourages you to learn more about us.

Blue Ocean’s *Wave of Inspiration* continues to motivate and encourage individuals near and far. Throughout this report, we have included a small sampling of the many heartfelt messages we’ve received from friends, supporters and fellow conservationists.

Working lean, as demonstrated in our financials on page 13, we are amazed at how many lives our work touches. Through our research, education, writing and Seafood Program, we strive each day to fulfill our mission to work through science, art and literature, inspiring solutions and a deeper connection with nature.

We gratefully acknowledge and thank the individuals, foundations and businesses who are supporting our mission so this *Wave of Inspiration* can continue.

*Stephen K. Dishart  
Executive Director*

“It’s very difficult to tie all of these issues together in a way that makes us feel like there are tangible, actual things that can be done, now. You’ve done it over and over.”

*Kristin McArdle*
Certainly the image that seared itself into our minds was the Deepwater Horizon oil rig inferno and the sea streaked with oil, the mired birds. The oil blowout, though unexpected and unplanned for, quickly dominated our work in 2010. Unfortunately, the oil blowout distracted the world from an important milestone: the centennial remembrance of that well-known genius in the knit hat, Captain Jacques Cousteau.

Between these two polarities, we carried out our mission.

Blue Ocean differs from other groups in key ways. We create durable products people can use, including books, films, and electronic applications like our FishPhone™ iPhone app—new this year—and our FishPhone text-messaging service. While other groups do important work on needed policies, we develop and enlarge the constituencies necessary to support those policies, helping make them politically viable.

Blue Ocean products can be used by anyone in the world. We stay small in size and grow in impact and increase our influence on hearts and minds. We seek new audiences. While many people’s main concern is not conservation, we demonstrate that conservation advances all of our concerns, often in surprising ways.

This is what we mean by creating a Wave of Inspiration.

Nina Delmar; The Great Whale Rescue, my first children’s book, appeared early in 2010. I completed The View From Lazy Point; A Natural Year in an Unnatural World, a labor of love that I hope will be a big part of 2011’s story after its official launch. It tells a story of how Nature and human dignity require each other. Another book is in the works. Random House asked me to write about the Gulf oil blowout. With a short deadline, this has been a total immersion exercise, and it caps many months of seeing and speaking about the Gulf disaster—and what the incident means in the big picture. I’m glad that my appearances on CNN, PBS, the Colbert Report, Democracy Now, invited articles in Scientific American on Ocean Acidification; a feature in Audubon Magazine’s Gulf Oil Special Issue; a feature article in Eating Well, etc., have helped elevate the national awareness of the oil spill and its implications.

Blue Ocean’s next big challenge is to find full funding for Saving the Ocean, a TV series that PBS wants to air. Each episode profiles solution-makers. The program will reach millions with a vision of what is needed, and an interactive website will allow viewers to get networked and involved. We will also further our ability to reach faith groups with our message that stewardship of our world is a moral issue. Our work as a trusted source of seafood information will continue. Our youth education program keeps growing, helping motivated young people connect their inspiration to a positive path to their future—which is our future.

Yes, it has been the best and worst of times. But it is the best—the work of Jacques Cousteau—that continues to deeply touch so many of us because he was the first to really SEE the ocean. By opening our eyes, he inspired millions. As we are jolted by the problems, let us always hold in mind the vision of wonder and abundance that truly inspires our work.
In the aftermath of the recession and going forward, we at Blue Ocean Institute are looking to enhance our programs and impact consistent with our mission.

With the 2010 Gulf oil blowout bringing ocean issues to everyone’s attention, the timing of Carl’s new books and the launch of our iPhone application, our influence has never been greater.

Carl Safina’s greatly enhanced visibility—from appearances on CNN, PBS, The Colbert Report, his TED Talks (on TED.com), public speaking and congressional testimony—expands our outreach. Additional products bring new value to our programs.

Exciting new initiatives already underway include our project with Stony Brook University on the dangers of mercury in fish, Carl’s role as steering committee co-chair for Stony Book University’s brand-new Center for Communicating Science and special oil spill pages on our website. Airing initial episodes of Carl’s PBS series, and the launch of our Next Wave—Ocean Heroes youth program are our next big steps.

Looking ahead, we will continue to explain ocean science through programs, publications and products that inspire a deeper appreciation of how the natural world is changing, and what those changes mean for everyone. Two books Carl Safina finished in 2010—The View from Lazy Point and Blowout: A Season of Anguish—will be published early in 2011.

“Yesterday, everything seemed calm and tranquil. Now, we are faced with events that have upset the balance of nature. I need to get involved.”

“I am a huge fan of your work and am truly inspired by your passion for sea turtles...thank you for everything you do for turtles and conservation, you are a role model for young biologists.”

Sarah on Facebook

Highlights
Sponges are essential to coral reefs. They filter water, stabilize coral rubble, and provide refuge and food for juvenile animals and sea turtles. Sponges also play a crucial role in the energy transfer on coral reefs and influence where other animals live. All of this promotes the health of coral reefs, which are essential for ocean biodiversity, coastal production, tourism and fishing.

Carbon dioxide is turning the ocean more acidic. Yet we know so little about the impact of this change on sponges. A wide-reaching Blue Ocean Institute study led by Dr. Alan Duckworth, will add greatly to our collective knowledge, and will benefit coral reef managers in the United States and worldwide.

A second Blue Ocean study will monitor the erosive effects of temperate reef sponges on shellfish, such as scallops, and how this dynamic may change as our oceans become more acidic and their shells become weaker.

Absorbing new research...like a sponge

The Effect of Climate Change on Tropical Sponges and The Effect of Climate Change on Temperate Sponges are two research efforts studying the impact of warmer, more acidic water on sponges. Our tropical sponge research, funded by a grant from the Disney Worldwide Conservation Fund, investigated the growth, survival, attachment and chemistry of six common coral reef sponges. Our temperate sponge study, partially funded by Stony Brook University, focused on the growth, survival and boring rates of a sponge commonly found living on scallop shells.

Research papers are nearing completion on both studies. Meanwhile, another paper—Influence of Size and Spatial Competition on the Bioactivity of Coral Reef Sponges—recently appeared in the scientific journal, Biochemical Systematics and Ecology.

Advancing Research of the Ocean’s Seabirds

Seabird Bycatch in Pelagic Longline Fisheries is Grossly Underestimated when Using Only Haul Data represents an additional research effort, authored by a team that included Blue Ocean Institute’s Drs. Carl Safina and Alan Duckworth and partially funded by Blue Ocean Institute.

This seminal 15-year study compared both fishing line setting and hauling data to record the mortality rates of seabird bycatch in four fishing regions of the world. By closely observing the bycatch levels of these seabirds, the study determined that mortality rates were considerably higher (possibly double) than previous estimates. This study provides essential information to better protect and conserve endangered seabirds like albatrosses.
From Sea to Table Seafood Program

Looking ahead, we’ll engage new groups in the sustainable seafood conversation. Plans are also in the works to expand our mobile offerings of info, providing data that adapts to the needs of our product users.

**FishPhone iPhone Application**

Over the past year, we’ve worked with scientists, app developers, chefs, and even a New Zealand winemaker, Brancott VIneyards, to build an iPhone application that provides all the information consumers need to enjoy the ocean-friendly fare they love.

The free FishPhone iPhone application provides a comprehensive—and regularly updated—guide to sustainable seafood, ocean-friendly recipes and wine pairings. The application gives users access to all of our seafood rankings, in addition to providing preparation and pairing tips once they’ve made their selection.

FishPhone makes it easy to choose seafood that is aligned with each user’s personal tastes and preferences. This interactive application educates users on more than 90 species of fish—encouraging them to make ocean friendly choices whenever they eat or buy seafood.

**FishPhone Texting Service**

The FishPhone iPhone application complements Blue Ocean’s FishPhone text messaging service.

We launched version 2.0 of our text messaging service in 2010 along with our iPhone application, offering even more-informative texts and an expanded roster of 130 rankings, including ocean-friendly substitutes for orange- and red-listed species. All of our ratings are supervised by Dr. Alan Duckworth, our Research Scientist with more than 15 years experience in marine science.

"FishPhone, the Seafood Guide and the Blue Ocean Institute website are wonderful help for making ocean friendly seafood choices."


In partnership with Chefs Collaborative, we involved even more chefs with the official launch of our Green Chefs, Blue Ocean online seafood course for culinary professionals.

Our iPhone application gives consumers access to our entire seafood database—with recipes and wine pairings.

"If you’re a foodie or a seafood lover, FishPhone is one of those apps that’s worth having on your phone for the times when you either want to look up a fish you’re interested in or plan a lovely meal." From appscout.com blog
Ocean Friendly Guide to Seafood

No iPhone? No worries!
You can send us a text message to learn about your seafood choices.

Text 30644 with the message FISH and the name of the fish in question. We’ll text you back with our assessment and better alternatives to fish with significant environmental concerns.

New!
Text the word BLUE to 30644 to opt-in to receive monthly ocean-alerts, including valuable information on species of fish, new seafood rankings and cooking tips (standard messaging rates apply).

This year we took a moment to reflect back on our wildly successful Guide to Ocean Friendly Sushi. We surveyed our mailing list and received hundreds of responses on how consumers use our seafood and sushi guide, in addition to our texting service. Consumers told us that whether they’re eating their fish nigiri style, in a chowder or hot off the grill, they want all of our valuable science in one handy reference. Great feedback—we listened! Plans were made for the next edition—a joint seafood and sushi guide that coincided with the launch of our FishPhone iPhone application.

Common sushi names are now included on our website and in our texting and iPhone app databases, in addition to our printed Guide to Ocean Friendly Seafood. Our online and mobile databases also include regional common names and common misspellings, making access quick and easy whether you’re looking for info on Striped Bass, Suzuki or even Stripped Bass!

Blue Ocean especially thanks www.GreenBoatStuff.com, the sponsor for seafood guide printings.

Whole Foods helps spread the word!
Whole Foods Market is the world’s largest retailer of natural and organic foods, and now they have partnered with Blue Ocean Institute to help discerning shoppers make more informed seafood choices.

All Whole Foods stores in their East Coast, Southern Pacific and U.K. regions now post rankings from Blue Ocean Institute.

We are working actively with Monterey Bay Aquarium (another Whole Foods partner) to share best practices and ensure the success of this important and exciting initiative.

Look for our seafood ratings the next time you visit Whole Foods!

“A great app...as a chef it helps me determine what fish and from where that I put on my menus.”
Mario Giacalone via Facebook

“...FishPhone is a great example of making scientific data accessible to the average person. It’s certainly a powerful tool for those who want to be conscious seafood consumers.”
From Mindfully 21 Blog
“This is not just a Gulf issue,” Carl told
the audience, “We’re all engulfed.”

On April 20, 2010, a mobile offshore
drilling unit named the Deepwater Horizon
exploded 41 miles off the Louisiana coast.
This would become the largest accidental
marine oil spill in the history of the petroleum
industry.

Almost immediately, major news outlets
called on Carl Safina to address the
challenges and effects of this ecological
disaster that had quickly become the hottest
topic on the planet.

Carl became one of the issues’ top
spokespeople and a “go-to” source for
expert commentary. Blue Ocean Institute
also created a new website section to help
keep the public informed.

On June 28, a sold-out crowd of environmental
experts and others eager for the latest
word on the crisis gathered in
Washington D.C. for the
day-long TEDx Oil Spill
Conference. As reported by
media at the event, one of
the strongest, most heartfelt
messages came from Carl.

Resounding applause followed Carl’s bold
statement that he refused to look at the spill
as an “accident.” Instead, he stated, “This
is the result of gross negligence. The root
causes of which are money and ideology.”

The Gulf blowout affirmed Blue Ocean
Institute’s position as a highly-respected
group. Blue Ocean managed to contribute
more to the national discussion than many
large, heavily-funded groups.

Carl’s next book, Blowout, is due to
be published in early 2011.

“A single catastrophic
event reminds us to
learn from our mistakes,
focus on responsible
solutions and pitch in
to help. Let’s create
lasting change!”

“By combining undeniable scientific facts with an
appeal to emotion, more can be done to save
sturgeon and sharks...than all the laws that can be
enacted...but only if those arguments reach the
world’s populace.”

Professor Nicholas S. Fisher,
School of Marine and Atmospheric Sciences,
State University of NY, Stony Brook
Creating a true *Wave of Inspiration* means educating our next generation about the beauty and importance of the ocean. We are steadily increasing our outreach to young people, from kindergarten to college.

In our partnership with Atlantis Marine World, our educators provide ocean literacy-based explorations of the Peconic Estuary on the Aquarium’s tour boat. In 2010, our presentations introduced over 17,000 young people to the estuary and salt marshes.

This year we introduced 50 marine biology and oceanography students to the Peconic Estuary and the work of the East Hampton Town’s shellfish hatchery. We invited a town biologist to discuss their success in raising and releasing shellfish. He brought along baby oysters for the students to “seed” the bay!

**The Next Wave**

At the 2010 National Marine Educators Association Conference, we participated in daily sessions led by outstanding scientists and marine life professionals, advancing our network with educators across the nation.

Thanks to a grant from the Susan A. and Donald P. Babson Foundation, we created an Ocean Literacy project for middle school students from New York and Long Island to “meet Nina Delmar,” a character from Carl Safina’s children’s book, *Nina Delmar: The Great Whale Rescue*. Our educators are visiting classrooms and introducing students to the idea that all life is connected to the ocean.

Carl Safina now serves as the co-chair of an innovative program at Stony Brook University—the Center for Communicating Science. The Center is the first of its kind and new collaboration between Stony Brook University, Brookhaven National Laboratory and Cold Spring Harbor Laboratory. Its courses train scientists to communicate about their work more effectively. Alan Alda, actor, writer and host of PBS series, *Scientific American Frontiers* has been involved in creating this Center. He teaches workshops as part of the curriculum.

Our scientists are also supervising the next wave of marine conservationists and researchers with our partnership with Stony Brook University. One graduate student is Amber Stubler, supervised by Dr Alan Duckworth, who is investigating the impacts of coastal development on neighboring coral reefs.

“My experience has led me to see that public education is the key to environmental conservation. When people learn about and interact with their environment, they begin to have a much better reason for protecting it.”

*Kristen Marzocca*  
*Blue Ocean Institute Summer Intern*
Our president, Carl Safina, shuttled across country at over a dozen speaking engagements, wrote another dozen articles and opinion pieces, and made time for more than 60 media interviews ranging from USA Today to The Colbert Report, many on the Deepwater Horizon oil rig inferno. Several staff members also gave presentations, spoke to a range of audiences and published scientific papers on important research.

Dr. Safina was also nominated for and earned several prestigious awards in recognition of the essential work being done at the Blue Ocean Institute.

Riverkeeper Eco Salon (Watermill, NY)  
St Anselm’s College (Manchester, NH)  
Sarah Lawrence College  
Shippensburg University  
South Hampton Garden Club  
Stony Brook University  
Suffolk County Community College  
TedX Oil Spill Conference  
The Vinyard Church  
University of Connecticut Wildlife Film Festival  
Whole Foods Market  
National Staff Meetings  
Whole Foods Regional Seafood Team Leader Meetings  
World Environment Day (Pittsburgh, PA)  
VIII World Sponge Conference  

Upcoming lectures:  
Angler’s Club Dinner  
Explorer’s Club NYC  
Monmouth University  

Published and Invited Articles, Opinion Pieces and Book Chapters  
Newsday - Op-Ed on need for a new national ocean policy  
Newsday - Op-ed: Will there always be another fish in the sea?  
LA Times - Op-Ed on need to restore abundance of Pacific Salmon (LA Times)  
Yale e360 - Op-Ed on need for the European Union to support bluefin ban at CITES  

Rising Tide of Influence and Recognition

Comparison of Bacterial Diversity within the Coral Reef Sponge, Axinella corrugata, and the Encrusting Coral Erythropodium caribaeorum -  
Scientific article in Proceedings of the 11th International Coral Reef Symposium  
Seabird Bycatch in Pelagic Longline Fisheries Is Grossly Underestimated when Using Only Haul Data -  
Scientific article in PLoS ONE  

Media Interviews  
The New York Times  
LA Times  
Washington Post  
CNN  
CNN international Time Magazine  
Fortune Magazine  
Salon.com  
The Colbert Report  
MSNBC with Keith Olbermann  
CBS-TV  
Reuters  
Financial Times  
BBC Radio  
Newsday  
Associated Press Seattle  
Philadelphia Inquirer  
New Orleans Times  
Picayune  
San Jose Mercury News  
Asbury Park Press  
International Herald Tribune  

Agence France Presse  
Globe and Mail  
Gloucester Times  
AM New York  
Minnesota Public Radio  
Behold the Earth (series of web clips)  
GSN Magazine.com  
GloboNews/NY/Brazil  
News 12 Long Island  
World Socialist website  
Environmental Health Perspectives  
Democracy Now  
KOMO in Seattle  
(www.komonews.com)  
Seafood Business  
Scientific American  
www.croscut.com),  
Gulf Restoration Network:  
www.takepart.com  
Public Radio WHYY  
www.planetgreen.discovery.com  
Voice of America  
Living on Earth  
National Fisherman  
Greenwire  
Local channel 10  
www.starchef.com  
www.sgiquarterly.org  

Awards and Honors  
Guggenheim Fellowship “Lifetime Achievement” award, International Wildlife Film Festival  
Indianapolis Prize and Lily Medal (finalist)  
Sylvia Earle Award

“There is a wave of inspiration breaking over the horizon. Blue Ocean Institute is living its mission. We’re getting the word out, moving everyone to get involved and protect our oceans.”
Blue Ocean Institute is embracing every aspect of online and social media to inspire others to take positive action. It’s remarkable how much faster and comprehensively we’re able to spread the word about our work compared to just two years ago. We’re blogging, tweeting, videoing and posting our way to increased awareness!

**Examples of how we’re taking advantage of new media:**

- Teaching chefs and culinary students key concepts behind sustainable seafood sourcing through our online Green Chefs, Blue Ocean sustainable seafood course.
- Giving iPhone users immediate access to ocean-friendly updates and information through our new FishPhone application.
- Featuring Carl Safina’s unique perspective on ocean-relevant issues of the day through his personal blog and website, www.carlsafina.org. Much of his posting in recent months focused heavily on the horrific Deepwater Horizon oil spill.
- Tweeting on crucial issues from @carlsafina, where Carl updates his nearly 700 (and rising) followers on Blue Ocean Institute initiatives and media coverage. Carl’s one-line tweet on a California chef’s use of whale meat was quoted by *The New York Times*, which then also borrowed heavily from Carl’s tweeted opinion on the movie, *The Cove* and dolphin killing.
- Posting several dozens of entries to our own blog—blueoceannotes.wordpress.com.
- Arranging for Carl to appear on videos all over the web: *Saving the Ocean with Carl Safina* and *Fishing Lessons with Carl Safina* to *Dolphin’s Last Dance* and *Regarding Matters of Morality*.
- Regularly updating our Facebook page with the latest ocean-friendly writings, videos and media coverage of Blue Ocean Institute—a site that is currently “liked” by nearly 2,000 followers and counting.

**Sea Stories**

*Sea Stories* is Blue Ocean Institute’s quarterly online journal of international ocean writing and art. Published by Casey R. Schulke from the Chicago Zoological Society and K.R. Copeland, a widely published Chicago poet and poetry journal editor, *Sea Stories* welcomes memoir, poetry, descriptive prose, and imaginative nonfiction, as well as photographs, drawings, or other visual arts.

This project was on hold during the recession and was successfully revived this year. Estival and Autumnal 2010 issues are online at www.seastories.org. The goal of *Sea Stories* is to nurture curiosity, creativity, and concern about the world’s oceans through literary and artistic expression.

*Sea Stories* contributors are people from all walks of life: scientists and beachcombers, students and vacationers, fishermen and seafood-eaters, coastal residents and inland ocean-lovers...professional writers and artists, too.

**Making Connections with the Religious Community**

Blue Ocean Institute continues to build relationships with religious communities where we find common ground on protecting our environment.

Carl Safina is regularly interviewed by Christian, Buddhist and other religious media outlets. In the past year, he spoke at the Vineyard Church in Ann Arbor, Michigan, and gave a joint presentation at Sarah Lawrence College with evangelical pastor Joel Hunter and Paul Epstein from the Harvard Center for Health and the Global Environment.
Carl Safina’s new book, *The View from Lazy Point: A Natural Year in an Unnatural World*, follows the arc of the seasons from the perspective of eastern Long Island’s waters to the far horizons of the globe. In this deeply personal book, Carl takes the reader on an exhilarating journey, intertwining a story of humanity with the natural world to demonstrate that nature and human dignity require one another.

“I’ve come to see that the geometry of human progress is an expanding circle of compassion,” Carl writes, “and that—if the word sacred means anything at all—the world exists as the one truly sacred place.”

“Literate wanderings in a world of wounds, led by accomplished traveler, writer, and Blue Ocean Institute founder Carl Safina...Safina manages to strike a balance...He combines solid science and excellent storytelling. A superb work.”

*Kirkus, Starred Review*

“The environment’s glass is half-full for lyrical conservationist Safina...An optimism suffuses this sensible and sensitive book.”

*Publishers’ Weekly*
The Blue Ocean Institute, Inc.
Summary statement of activities
Year ended May 31, 2010

Assets

- Cash and interest bearing deposits $ 543,745
- Investments 94,039
- Contributions and pledges receivable 39,230
- Other assets 102,862
- Total assets 779,876

Liabilities

- Accrued expenses $ 17,715
- Fiscal sponsor 33,586
- Total liabilities 51,301

Net Assets

- Unrestricted 206,419
- Temporarily restricted 442,156
- Permanently restricted 80,000
- Total net assets 728,575
- Total liabilities and net assets $ 779,876

Blue Ocean Institute's Complete audited financial statements may be obtained by writing to: Business Manager, Blue Ocean Institute, 250 Lawrence Hill Road, Cold Spring Harbor, NY 11724.
Blue Ocean Crew

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“There is a wave of inspiration breaking over the horizon. Blue Ocean Institute is living its mission and getting the word out, moving everyone to get involved and protect our oceans.”