



FIVE CELEBRITIES.

FIVE OCEANS.

FIVE THINGS WE NEED TO DO TO SAVE THEM.

We love fish. We love our oceans.

All five of our oceans are in deep trouble. Human beings are destroying life in them because we think they'll always be there for us, full of fish to eat. But this is not the way it is.

Our children are growing up in a world where there are fewer and fewer fish. Unless we do something, there may be no fish left in vast tracts of sea within their lifetime.

If we could only treat our oceans with respect and love, they will survive, teeming with life, for generations to come.

To protect our oceans we must promise to do the following things:

- Our leaders must create areas in the sea where no fishing should take place. In the areas where this has already been done, the seas have come back to life in a very short time.
- We must stop taking too many fish from the sea before they have time to recover their numbers.
- We must stop illegal fishing so that small communities that rely on fish for their food will be able to survive. This will also help with ending slavery on fishing boats.
- Deep sea fishing needs to end. The fish that live deep in the oceans take a long time to grow and so are simply being wiped out by a tiny number of fishing boats. Huge areas of the deep sea bed are disappearing before we even have a chance to find out what we are destroying!
- We must find a way of stopping the enormous amount of plastic getting into the oceans. The creatures that live in the sea are being choked and poisoned by this plastic - and when we eat fish, we, too, are being poisoned.

The good news is that we can achieve these changes very simply. Our politicians can make these things happen for us, and we need to tell them this.

We can also help by making sure that the fish we buy, both fresh and tinned, have been caught in a way that will conserve our oceans and the wonderful creatures that live there. We must ask our supermarkets, our fishmongers, our restaurants and the caterers who make the food in our hospitals and in our schools, whether they have caught the fish properly. Please ask them this question: “Is this fish from a sustainable source?” Just asking the question will help!

With your help, we can save the oceans we love. This is why the five of us, along with many others, have had our portraits taken with fish for the Fishlove campaign.

Please join us.

Signed by:

Dame Judi Dench, Julie Christie, Fiona Shaw, Hugh Bonneville, and Zoe Wanamaker

Supplementary information:

Fishlove would like to thank the following for having taken part in the John Swannell/Fishlove series:

Helena Bonham-Carter, Fiona Shaw, Dame Judi Dench, Julie Christie, Hugh Bonneville, Zoe Wanamaker, Kathy Lette, Stephen Webster, Gina Bramhill, Cordelia Bugeja, Tamla Kari, Emily Beecham, Asli Bayram, Wolf Kahler, Steven Isserlis, Michael Radford, Andy Barlow, Mary McCoy, Agnieszka Kennedy, Annina Roescheisen, & Linh Dan Pham.

Marine Protected Areas

The oceans' last wild places are no longer protected by their remoteness.

The world's fishing fleets can now venture almost anywhere including the waters around Antarctica. Thankfully, some remote places are being protected as marine reserves.

President Obama declared a vast reserve around the Pacific Remote Islands last year and George Osborne, the British Chancellor of the Exchequer, this year announced the intention to create the largest continuous reserve around Pitcairn in the Pacific. In its manifesto, the Conservatives went further, undertaking to create a "Blue Belt" around the UK's 14 Overseas Territories and to complete a network of marine conservation zones around the British coast. This represents the largest commitment to marine conservation of any government in the world. Action point: speedy implementation of this manifesto commitment is now required from the new Conservative government.

For more information contact: Blue Marine Foundation,
info@bluemarinefoundation.com and the Great British Oceans Coalition at
www.greatbritishoceans.org

Overfishing

Globally this is the current top threat to the sea and the creatures within it.

Some 28.8 per cent of the world's wild fish stocks are estimated by the UN Food and Agriculture Organisation as overfished, usually because politicians have awarded quotas in excess of scientific advice. Some 61.3 per cent of are said to be "fully fished." Added together, that means 90 per cent of the world's wild fish are either fully or over-exploited.

For more information, please contact Marine Conservation Society at
info@mcsuk.org, 01989 566 017

Illegal fishing

Illegal (or Pirate) fishing is another large component of overfishing, causing estimated economic losses to coastal states of \$10 to \$23 billion annually. Illegal fishing represents as much as 40 per cent of the catch in some fisheries, according to the US National Oceanic and Atmospheric Administration.

For more information, please contact Environmental Justice Foundation (EJF) at info@ejfoundation.org, 020 7239 3310

Deep Sea Fishing

The deep sea is the largest habitat on Earth. It also acts as one of the largest reservoirs of species in the world, comparable to rainforests.

Bottom trawlers drag huge, weighted nets along the deep seafloor, wiping out all in their path, including corals and sponges that have flourished for thousands of years.

They are severely damaging vast expanses of an environment so fragile that it may never recover and they are doing so in pursuit of only a few fish species and for very little, if any, economic gain.

The EU has been negotiating a new deep-sea fishing regulation since 2012 and reform is urgent if we are to ensure sustainable deep-sea fishing and protect deep-sea ecosystems.

The UK and other EU countries must not continue to allow a deep-sea fishing regime that leaves the door open to continued destruction.

The EU needs to agree as a matter of urgency, a deep-sea regulation that manages fishing activities, ensures sustainability for all fish stocks and species and protects our deep-sea ecosystems associated with the seabed.

For more information on this issue contact: Sophie Hulme, Deep Sea Coalition at sophie@communicationsinc.co.uk

Plastic Pollution

Our oceans are frequently overlooked when it comes to environmental protection and yet they provide half of all the oxygen we breathe, they absorb carbon dioxide and provide food as well as leisure for billions of people. Plastic waste from our river mouths and coasts is transported to the centres of our oceans by massive

circular ocean currents or 'gyres'. On the way it attracts toxic chemicals as it breaks up into tiny particles, to be eaten by the smallest creatures at the base of the food chain. When fish consume them, the toxins travel up the food chain, becoming more and more potent as they go. Top predators receive the most toxic loads and humans are at the top of that same food chain. These pollutants have already been associated with many critical diseases including cancer, autoimmune deficiency and endocrine disruption. We are now seeing deaths in marine mammals, and seabirds, a warning of what lies ahead as more insidious effects are discovered.

We have produced more plastic in the past ten years that we did in the whole of the previous century. Of the 300 million tonnes produced globally every year, half is designed for 'single use' – but how can an indestructible product ever be intended as 'disposable'? This concept is wreaking havoc in our environment on land, but the oceans are the ultimate casualties. How contaminated is our seafood? Initial studies already indicate cause for concern. Seabirds, turtles and marine mammals are dying from plastic ingestion. It is time to put a stop to this addiction we have to single-use plastic and to re-think our wasteful lifestyles.

For more information about this issue, please contact: Jo Ruxton at Plastic Oceans Foundation, joruxton@gmail.com

Notes to editors:

Judi Dench Fishlove Portrait with Lobster

The Lobster in this portrait is one of the species threatened by ocean acidification.

Often called global warming's evil twin, ocean acidification has not been studied for as long but the results could be far-reaching. The pH of the sea has remained stable for 60 million years. Now it is changing as a result of the build-up of carbon dioxide in the atmosphere. Wind and wave action interact with CO₂ creating carbonic acid and making the oceans more acidic. What is more hotly debated is how this will affect the survival of animals with carbonate shells, for example mussels, lobsters and plankton. The puzzle is that many animals with shells evolved millions of years ago when the ocean carried more dissolved carbon dioxide than today. Animals might still grow, but differently, or be stunted. For example, it has been shown that acid can, counter-intuitively, make lobsters put more energy into growing thicker shells while staying smaller.

Important note: Judi Dench's image may ONLY be used in a set with five other Fishlove images, unless prior permission is obtained from Fishlove or from Max von Massenbach at max@julianbelfrage.co.uk)

Quotes:

Dame Judi Dench

"I agreed to participate in Fishlove because I thought it was a very worthwhile cause."

"I chose a lobster because I have a passion for them. The best part of the photo shoot was that it is not every day you get to cuddle a lobster. The worst part was that I did not get to eat it."

"I have always loved the sea. My brothers and I learned to swim practically before we could walk, and swimming in the sea is unsurpassable."

"I hope the campaign will achieve awareness of what we are doing to the planet."

Julie Christie

"None of us should buy fish, including tinned, without checking its sustainability and in what manner it's caught, including at supermarkets."

Helena Bonham-Carter

"It's very proud-making that the UK government has just declared the largest marine reserve in the world."

"The waters around Pitcairn are teeming with turtles, whales, sharks and tuna, like the one I was cuddling in the Fishlove pictures. Thanks to this move by the government, these threatened species can regenerate and we won't have to explain to our great grandchildren what a tuna is."

"I never knew taking my clothes off could be so effective . I must do it more often."

Fiona Shaw CBE

“It was a pleasure to take part in Fishlove. I had a huge dream about swimming with giant fish the following night. Scary!”

Kathy Lette

“The way things are going, the only sharks we’ll be able to swim with are in publishing.”

“Every year the Oxford dictionary add approximately 1,000 new words. But one phrase will shortly be obsolete. Namely, that there are “many more fish in the sea.” As an author, it’s lucky I work in publishing as it will soon be the only place where you can swim with sharks.”

Hugh Bonneville

I’d never done a photo shoot with a fish before. It was a surreal experience. Especially when he whispered in my ear, "I know a man's gotta eat but please - fish fairly". Fair point from a fine fish. Fish fairly.

FISHLOVE

Fishlove is a series of striking images which is now at the heart of a global movement to protect our seas from destructive fishing practices. The portraits, featuring celebrated individuals with fish, have succeeded in raising significant awareness for the award-winning film about overfishing, The End of the Line, and for campaigns such as OCEAN2012, BLOOM, and GB Oceans.

The collapse of fish stocks is an environmental catastrophe that is seen by scientists as being as important as climate change. But the good news is that it is a catastrophe that can be easily averted. With the right political measures over the next five years, our seas can survive for generations to come.

The launch of Helena Bonham-Carter’s image in February 2015 succeeded in persuading the UK Government to commit to establishing the largest continuous marine on the planet, around Pitcairn in the Pacific.

Fishlove was set up in 2009 by actress Greta Scacchi and Nicholas Röhl, co-owner of Brighton based restaurant MOSHIMO. It is produced by MOSHIMO.

For more information, go to fishlove.co.uk, or contact nicky@fishlove.co.uk 07941 492305

Credits

All images are under copyright, and can only be used with prior permission from Fishlove and its agents.

Images should be credited in the following manner:

“©Fishlove/[photographer’s name]”, and with the following text: “Fishlove was set up in 2009 by actress Greta Scacchi and Nicholas Röhl, co-owner of Brighton based restaurant MOSHIMO. It is produced by MOSHIMO.”