



## The Coral Triangle

# NEWSLETTER

## JANUARY 2011

The Coral Triangle, the global centre of marine biodiversity, is a 6 million-km<sup>2</sup> area spanning Indonesia, Malaysia, the Philippines, Papua New Guinea, Timor Leste and the Solomon Islands.

Within this *nursery of the seas* live 76% of the world's coral species, 6 of the world's 7 marine turtle species, and at least 2,228 coral reef fish species.

### IN THE NEWS

#### World Coral Reefs Suffer Second Worst Bleaching on Record

The summer of 2010 saw the second worst coral bleaching since 1998, caused by record warm temperatures fueled in part by the El Niño phenomenon.

► [Full article](#)

#### Sainsbury's to Sell Only Line-Caught Tuna

Sainsbury's announced that it will only sell pole-and-line caught tuna at its nearly 550 supermarkets across the UK, for all of its tuna-based products. 80% of the UK's largest seafood retailer's seafood products bear the Marine Stewardship Council's eco-label.

► [Full article](#)

#### MSC Advances Policy Development

The Marine Stewardship Council (MSC) board of trustees and technical advisory board (TAB) announced that it completed four days of meetings where they continued policy development work on the quality and consistency of the MSC's fisheries and chain-of-custody certification program. The board and TAB agreed to act on 10 priority issues.

► [Full article](#)

## CORAL TRIANGLE NEWSLETTER SURVEY

Hi! We want to make sure that Coral Triangle Newsletter reflects your interests and preferences. We are running a survey to gather reader feedback to improve the publication. Kindly click on the link below and take 5 minutes to respond. Many thanks!

- The WWF Coral Triangle team

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## WWF Undertakes Tuna Tagging of Large Yellowfin Tunas in Indonesia



Fishers in Wakatobi, Indonesia, catching large yellowfin tuna for tagging

The WWF Coral Triangle Programme, in collaboration with WWF-Indonesia, launched a tuna tagging project in December 2010, with efforts focused on the western part of Banda Sea, off Wakatobi National Park, Southeast Sulawesi, Indonesia. The information collected, when combined with reproductive information, may allow identification of their spawning areas and other key information that could help protect tunas at specific sites during their most vulnerable life phase.

The WWF team and a representative from the National Park were trained by Dr Michael Domeier of the California-based Marine Conservation Institute, utilizing a tagging protocol developed to suit local conditions.

During the initial field tagging activity, 4 pop-up satellite tags were attached to 4 mature yellowfin tunas, each weighing between 70-80 kg. These satellite tags collect temperature, depth and light intensity and are programmed to detach from the fish after 6 months, upon which they float to the surface and transmit information via satellite to a server.

The tagging project in Indonesia will use 7 more pop up tags and another 40 archival tags in the coming months. The tags and information contained will be recovered once the fishes are recaptured and the tags retrieved. About 20% of these archival tags are expected to be recovered.

## DEPARTING STAFF



Courtesy of Dr Lida Pet-Soede

## Abigail Virjee

Abigail Virjee has managed the WWF-Singapore Sustainable Seafood Public Awareness Campaign which relates to conserving the Coral Triangle, and aims to increase the awareness of Singaporean consumers and corporations on the importance of choosing sustainably harvested seafood. She has done a great job among businesses, public relations agencies, research partners, academia, local and international NGOs, as well as with local and regional media on this critically important part of our work.

Throughout her time working with WWF-Singapore, Abi has been of tremendous value to help us achieve the Coral Triangle Programme's objectives outside our immediate working areas, and we will miss her as a highly competent colleague and a very warm and considerate person to work with. I personally was very honored to speak at the recent "Saving Our Seas" Exclusive Charity Dinner which Abi managed together with all her WWF-Singapore colleagues and where she pulled off a very professional, very successful and inspirational event.

Abi, we will miss you and hope that we can somehow continue to benefit from your work approach and your passion for WWF and the cause. Anyone in the UK or Europe reading this should contact Abi as she would be a great asset for WWF as she moves to the UK to get married and live with her husband.

Abi, thanks for all your support to the CTNI!

**Lida Pet-Soede**  
Leader, Coral Triangle Programme

## SOS Participated in MSC Certified Product Launch and Road Show



Courtesy of WWF-Malaysia

Golden Fresh CEO, Mr Saw Hai Earn, Country Manager of MSC (Australia & New Zealand) Mr Patrick Caleo and WWF-Malaysia CEO Dato' Dr Dionysius Sharma at the product launch.

The Save our Seafood (S.O.S) campaign team participated in the launch of Golden Fresh's three new frozen seafood product range at Boulevard Hotel, Mid Valley Kuala Lumpur, on 18 November 2010.

The event was launched by Golden Fresh CEO, Mr Saw Hai Earn, Country Manager of MSC (Australia & New Zealand) Mr Patrick Caleo and WWF-Malaysia Executive Director/CEO Dato' Dr Dionysius Sharma.

The event marked the beginning of Golden Fresh's initiative to lead the way towards a sustainable seafood future which will include educational road shows in Kuala Lumpur, Penang and Johor.

This strategic collaboration goes hand in hand with the campaign to educate the public on sustainable seafood, as well as widening the SOS awareness outreach.

For more information on SOS, visit: <http://www.saveourseafood.my/> and our Facebook page: <http://www.facebook.com/pages/Save-Our-Seafood-SOS-Campaign/120884847960778>

## 16,000 Copies of SOS Guides Distributed in Flavours Magazine



Courtesy of WWF-Malaysia

The Save our Seafood (S.O.S) campaign again hit the streets—16,000 copies of the SOS guide have been distributed as inserts in Flavours magazine's Jan/Feb 2011 issue. Flavours magazine is Malaysia's premier food and lifestyle magazine published for Malaysia and Singapore by Star Publications (who also publishes The Star newspaper, a popular local daily in Malaysia).

## WWF NEWS

### Indonesian and Honduran Tilapia Swim into Seafood Guide Upgrade

Tilapia, the world's second most important farmed fish largely produced in Indonesia and Honduras, is to join the new WWF seafood guide category of "moving towards certification". Tilapia producers in these two countries have achieved or soon will achieve compliance with the tilapia standards that will be used by the Aquaculture Stewardship Council (ASC).

► [Full article](#)

### Shrinking Supply of Seafood

Seafood is an important part of the food culture in Malaysia, but many seafood species are increasingly under threat from environmentally damaging fishing practices. WWF Malaysia recently launched the SOS pocket guide to educate consumers on what they can do to help fish stocks, by making the right seafood choices.

► [Full article](#)

### 81 Olive Ridley Turtle Hatchlings Released

WWF-Philippines recently released 81 olive ridley turtle hatchlings in the Anvaya Cove, Bataan, a known hatching site for this turtle species.

► [View the photos](#)

## LEADER CORNER

### Dr Isabelle Louis, Asia Pacific Programme Director, WWF International



Courtesy of Dr Isabelle Louis

As we look back in 2011 at 50 years of conservation success facilitated by WWF, we can also reflect with pride at some 40 years of positive marine conservation influence across South East Asia and the Pacific.

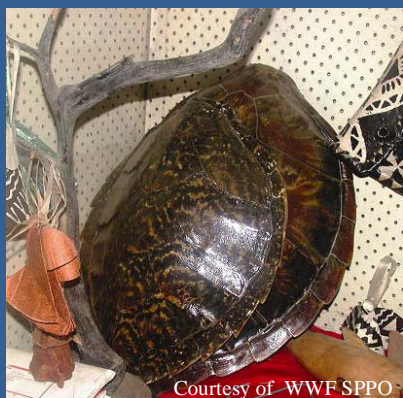
Investments and expertise in education, community based resource management, protected area management and species conservation over the years have contributed to significant socio, economic and environmental benefits across this region.

In the 1990s when I was Programme Director at WWF Malaysia, we escalated our marine programmes to align with eco-region based conservation in the Sulu-Sulawesi Sea and increased transborder collaboration with other WWF offices, so as to facilitate conservation across large seascapes, protect species that move across large stretches of the seas and empower communities to lead marine resource management.

Through the first decade of the 2000s, as Asia Pacific Regional Director I was inspired and privileged to work with colleagues across the region on large spaces such as the Sulu Sulawesi eco-region, Bismarck Solomon Seas, Fiji Island Marine and Banda Flores and with the Coral Triangle Initiative so as to strengthen region wide policy work, introduce innovative financing mechanisms and welcome new partnerships to scale up conservation.

Looking ahead in this new decade, I look forward to continuing to support our teams to take on new challenges for our seas and all who depend on it. Congratulations to all WWF change makers!

## Marine Turtle Derivatives in Fiji Showing Marked Decline



Courtesy of WWF SPPO

A report from WWF South Pacific Programme Office shows that marine turtle derivatives trade in Fiji is showing a marked decrease compared to 2009. It reveals that while sea turtles face many threats in the wild, their biggest challenge comes from human demand for subsistence and traditional products derived from their shells. The report specifies that Fiji's Turtle Moratorium needs to be amended if this species is to survive.

Awareness campaigns developed by government, NGOs, and media over the past few years had a positive impact on conservation, with more people now taking action to protect Fiji's threatened marine turtle populations. The enforcement of the Endangered and Protected Species Act (1998) and the extension of the turtle moratorium have further enhanced the protection and conservation of marine turtles.

While there has been a noticeable decline in the sale of turtle shells and derivatives, the sale of other species – which the report calls "species of special concern" – continued in terms of larger volumes of fish in municipal markets around Fiji. In most cases fish species of special concern tend to be ignored by traders and continue to appear in markets due to consumer demand.

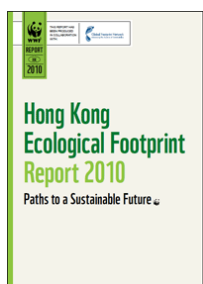
## RECENT PUBLICATIONS

### Globally Sustainable Fisheries Possible with Co-Management

The bulk of the world's fisheries – including the kind of small-scale, often non-industrialized fisheries that millions of people depend on for food – could be sustained using community-based co-management. This is the conclusion of a study reported in a recent issue of the journal *Nature* by Nicolás L. Gutiérrez, Ray Hilborn and Omar Defeo. The study shows that many community-based co-managed fisheries around the world are well managed under a limited central government structure, provided communities of fishers are proactively engaged.

► [Read the abstract](#)

### Hong Kong Ecological Footprint Report 2010 Released



The report demonstrates that Hong Kong people are living beyond the Earth's limits. According to the report if everyone in the world lived a similar lifestyle to Hong Kongers, we would need 2.2 planets to sustain our living.

Compared to countries with populations larger than 1 million, Hong Kong ranks 45<sup>th</sup> in terms of Ecological Footprint per person. The country's carbon footprint makes up 60% of its total footprint in 2007, out of which 74% is embodied in imports. Factors like heavy reliance on imports and the rise of beef consumption are cited as contributing factors to Hong Kongers' ecological footprint.

► [Read the abstract](#)



### Get paid to learn about natural resources management!

Through Train Fellowships, the Education for Nature Program (EFN) invests in the academic training of conservationists in Africa, Asia, and Latin America so that they may gain the knowledge and skills to manage natural resources in complex contexts.

If you are a resident of the Philippines and interested to apply, please download the eligibility and application guidelines on the [WWF-US website](#). **The deadline is 28 February 2011!**

## Sustainable Aquaculture Seminars by the Department of Fisheries and WWF-Malaysia



Courtesy of WWF-Malaysia/Jennifer NT

Fish cages at Pulau Ketam

With the goal to promote ecosystem-based management of fisheries to fish farmers, the Department of Fisheries Malaysia (DOFM) and WWF-Malaysia held a second seminar on sustainable aquaculture in Pulau Ketam, Selangor, on 15 December 2010.

The objectives of the seminars were to raise awareness among fish farmers on the importance of practising sustainable marine aquaculture and to get their buy-in to form a Sustainable Aquaculture Association in Malaysia. A third and final seminar will be held in Penang sometime in March 2011.

## WWF Coral Triangle Contacts

### Dr Lida Pet-Soede

Programme Leader

[LPet@wallacea.wwf.or.id](mailto:LPet@wallacea.wwf.or.id)

### Paolo Mangahas

Communications Manager

[pmangahas@wwf.org.my](mailto:pmangahas@wwf.org.my)

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