

the Coral Triangle newsletter

Updates from WWF's Coral Triangle programme

March 2010

Singapore Seafood Guide Launched

February 25 saw the launch of the Singapore Seafood Guide. The pocket-sized guide helps Singaporeans choose species that are fished and farmed responsibly.

The press briefing at the Fairmont Singapore Hotel started with Amy Ho (Managing Director, WWF Singapore) and Dr Geoffrey Muldoon (Live Reef Food Fish Trade Strategy Leader, WWF Coral Triangle programme) presenting the objectives of the Seafood Guide as part of the larger Singapore Seafood Campaign, Singapore's impact on the Coral Triangle, reasons why Singaporeans are ready for a guide, the seafood guide assessment methodology, and concluded with a Q&A session. Attendees enjoyed seafood appetizers prepared by the Fairmont's Chefs using species from the "Recommended" list in the Seafood Guide. The hotel has removed several endangered/unsustainably harvested choices from the menus including blue fin tuna, Chilean sea bass and shark fin.



(From right to left): Ms Abigail Virjee, Ms Amy Ho, and Dr Geoffrey Muldoon © WWF Singapore



Mud Crab Ravioli in Tomato Coulis (made using wild caught Mud Crab *Scylla serrata* from Sri Lanka)
© WWF Singapore

Singapore is one of the biggest seafood consumers in the Asia-Pacific region (100,000 tons/year on average), with almost all seafood imported from the Coral Triangle, the world's most diverse marine environment.

► [Download the Singapore Seafood Guide or pick it up throughout Singapore in a range of outlets](#)

In the news

Indonesian President Addresses Australian Parliament, Mentions Coral Triangle

"Indonesia [...] appreciates Australia's support for the Coral Triangle Initiative ..."

► [Full speech](#)

Atlantic Bluefin Tuna Trade Ban Fails

Discussion of a proposal to ban international commercial trade in Atlantic bluefin tuna was cut short at the CITES convention in March.

► [Press release](#)

Protection Measures for Humphead Wrasse

Member nations at the CITES convention approved regulating trade in humphead wrasse, a reef fish threatened by the luxury food trade in Asia.

► [Press release](#)

Europe Accepts Responsibly-caught Coral Triangle Tuna

The first ever Philippine shipment of handline-caught tuna with catch certificates successfully entered the European market early February.

► [Press release](#)

WWF's vision for the Coral Triangle is to protect its unique wildlife, conserve its natural resources, and create sustainable economic opportunities for the people and communities of the region. Our work addresses tuna, live reef fish, turtles, bycatch, protected areas and climate change.

► more at panda.org/coraltriangle



Source: Coral Geographic (Veron et al., unpublished data)

Key Results from WWF Singapore's Market Research for the Seafood Guide



(These figures are extracted from consumer market studies coordinated by Abigail Virjee, Coral Triangle Partnership Manager at WWF Singapore, in the context of developing the Seafood Guide)

Seafood Savers: Engaging industry for sustainable fisheries

Last October, 9 companies signed a board at the initial corporate meeting of WWF-Indonesia's seafood group, "SEAFOOD SAVERS", to declare their intention to move towards more responsible business practices and sustainable fisheries. The WWF Coral Triangle programme is now planning to help make this a regional platform.

Following the Global Forest and Trade Network (GFTN) and the Roundtable for Sustainable Palm Oil (RSPO), Seafood Savers aims to bring together producers, retailers and financial institutions that share the same vision on resource sustainability in fisheries. Retailers in this group aim to source seafood products labeled with Marine Stewardship Council (MSC) or Aquaculture Stewardship Council (ASC) certificates. Meanwhile, producers are implementing more responsible fishing practices, and some of them are already on their way to MSC certification.

Seafood Savers members are entitled to various kinds of support, including public recognition of the transformational changes made within the company toward sustainability, and are provided access to relevant information.



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The month ahead

Asia Dive Expo 2010

April 9-11

Suntec Convention Centre, hall 402
Singapore

► [Find out more](#)

Systematic Conservation Planning Workshop (Introduction to Marxan)

July

Bali, Indonesia

► [Find out more](#)

Staff profile

Herry Akbar is Finance Coordinator for the WWF Coral Triangle and Heart of Borneo programmes.

With more than 14 years experience working at WWF-



© Herry Akbar

Indonesia, Pak Herry

has a long track record in helping design and refine the organization's financial reporting systems. Herry was initially appointed Finance Coordinator and tasked with consolidating financial reports and writing up budget reports at WWF-Indonesia for donor reporting.

With WWF-Indonesia hosting the Heart of Borneo and Coral Triangle programmes, Herry was given the responsibility to draft finance reports and budgets for these programmes and to coordinate with WWF finance teams in other countries.

"I have acquired a wealth of knowledge and experience by being part of the programme team, not just in terms of Finance skills but also from interacting with others who are very dedicated to conservation," shares Herry. He is married with two children, and outside office hours indulges in music and sports.

Coral Triangle Blog

► follow the photo expedition!

[Click here!](#)

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Leader corner

Helen Van Hoeven, WWF Market Transformation Initiative

On October 1st 2009, I started work as Leader of the WWF Market Transformation Initiative (MTI) and found myself in a team with excellent people building on the WWF activities worldwide to drive standards and certification of selected commodities and to support global engagement of companies and financial institutions to integrate the standards in their core business.



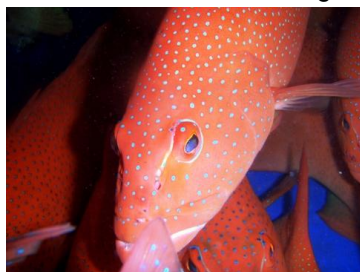
© Helen Van Hoeven

Before WWF, I worked for a retail holding company as the buying manager of trading goods and corporate social responsibility manager. It was fascinating to see what companies can achieve as soon as they have sustainability in their procurement strategies and how beneficial it can be from an ecological, social and economical perspective. There is momentum and more and more companies are becoming aware that the three perspectives should be integrated in their business models to make profit sustainable.

Just a few weeks after I started, I met with Dr Lida Pet Soede, the WWF Coral Triangle programme Leader and we got a chance to talk about the Coral Triangle. I know the area a bit, being an enthusiastic scuba diver and I can easily visualize the effects that certain fishing techniques have on corals. MTI and the Coral Triangle programme can support each other in different ways. For example, we are convincing worldwide retailers, brands and manufacturers to buy certified fish and to steer away from the endangered species, and with financial institutions we work on better conditions to certified fisheries. However, there are still a lot of opportunities out there that we can seize and I am looking forward to working even more with the Coral Triangle programme team in the coming years.

Animal of the month

The **leopard coral grouper** (*Plectropomus leopardus*) inhabits coral-rich areas of lagoon reefs and mid-shelf reefs. This is the most heavily traded and one of the highest-priced species in the live reef food fish trade. According to the IUCN Red list, landings of this species are declining in some countries, implying that populations may be decreasing. Research by WWF confirms this, with data showing that catches comprise an increased number of smaller, juvenile fish which are grown out in pens until they reach market size.



© Gregg Yan / WWF-Philippines

WWF news

Indonesia Fishing License Moratorium

Dr Lida Pet Soede, WWF Coral Triangle programme Leader, warns that a reduction in current fishing capacity is key to addressing problems of overfishing and bycatch of juvenile tunas in the Coral Triangle. Dr Pet Soede was commenting on Indonesia's moratorium on new fishing licenses for trawlers and purse seiners.

► [Full story](#)

WWF asks Philippines to Back Ban on Bluefin Tuna

Dr Jose Ingles, WWF's Coral Triangle programme Tuna Strategy Leader, urged the Philippines to support a proposed ban on the fishing and trade of the Atlantic bluefin tuna.

► [Full story](#)

WWF Coral Triangle Programme Staff on TV

Dr Geoffrey Muldoon, Live Reef Food Fish Trade Strategy Leader, WWF Coral Triangle programme, and Ms Amy Ho, Managing Director, WWF Singapore, were recently interviewed on Primetime Morning (Channel News Asia) to discuss issues surrounding sustainable seafood and the Singapore Seafood Guide. Ms Abigail Virjee, WWF Coral Triangle Partnership Manager, was also [interviewed](#) on ARD (German TV Channel) on the same topic.

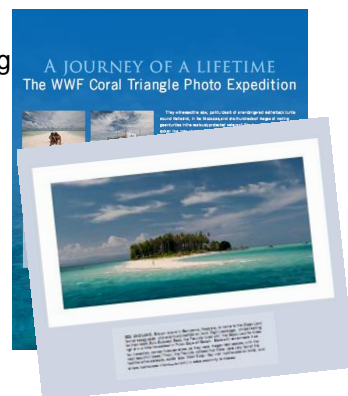
China Seafood Play: Fish on the 14th Floor

Dr Geoffrey Muldoon is also interviewed in this CNBC article that reports on the live reef food fish trade.

► [Full story](#)

Coral Triangle Photo Exhibit set for WWF Annual Conference

Photos taken by Jürgen Freund during the WWF Coral Triangle photo expedition will be sold during the conference so bring your checkbooks! In the meantime, follow the Freund's [latest photos and blog posts here](#).



(Exhibit design by Felix Mago Miguel)

Human Appetite Threatens Turtles: New Report by WWF-Malaysia

WWF-Malaysia's recent report, "Marine Turtle Egg Consumption and Trade in Malaysia", shows that turtle egg consumption may lead to the eventual extinction of turtles. It was estimated that 422,000 eggs were traded in Terengganu in 2007, twice the number of green turtle nestings in the state.

Turtle egg consumers, though aware that turtle populations are declining, believed that consumption would not cause population decline as turtle eggs were still abundant and instead attributed the decline to fishing and habitat destruction. Nonetheless, a majority of them would stop consuming eggs if they knew that doing so would affect turtles.

It is hoped that the results from this study will help mobilise priorities of the government action plan, such as a national ban on consumption and commercial sale of turtle eggs and other products, enhancing public awareness and facilitating participation of local communities in conservation.

► [Download report](#)

Seismic Testing Threatens Raja Ampat Marine Life

A recent letter from IUCN to Indonesia's Ministry of Marine Affairs and Fisheries enquires about seismic surveys conducted within the Raja Ampat Marine Protected Areas in West Papua, Indonesia—the very centre of the Coral Triangle. The coastal waters of West Papua are considered some of the last strongholds in Indonesia of several endangered cetaceans which are highly sensitive to mining and exploratory activities. Best practices and international standards are needed to minimize impacts of these activities on marine life.

Recent publications



Turning the Tide: The State of Seafood report

This report from the Monterey Bay Aquarium describes threats to our oceans, as well as the significant steps being taken to preserve what remains—and restore what we've lost.

► [Download](#)

A new typology of benefits derived from marine protected areas

In this paper by Angulo Valdes and Bruce Hatcher, a new classification of MPA benefits is presented to provide scientists and managers with a framework to accurately identify and account for all possible benefits derived from MPAs.

► [Buy the paper](#)

Champagne Oysters Risotto



This mouthwatering recipe from the Fairmont merges high end cuisine with sustainable seafood—cultured oysters (*Crassostrea gigas*) from Canada, as featured on the "Recommended" species list of the WWF Singapore Seafood Guide. Fairmont Singapore is in talks with WWF Singapore about further supporting the seafood campaign through providing responsible feeding options.

► [Download recipe](#)

WWF Coral Triangle Contacts

Dr Lida Pet-Soede

Programme Leader

LPet@wallacea.wwf.or.id

Paolo Mangahas

Communications Manager

pmangahas@wwf.org.my

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WWF's Coral Triangle programme is made possible in part by the Turing Foundation

