



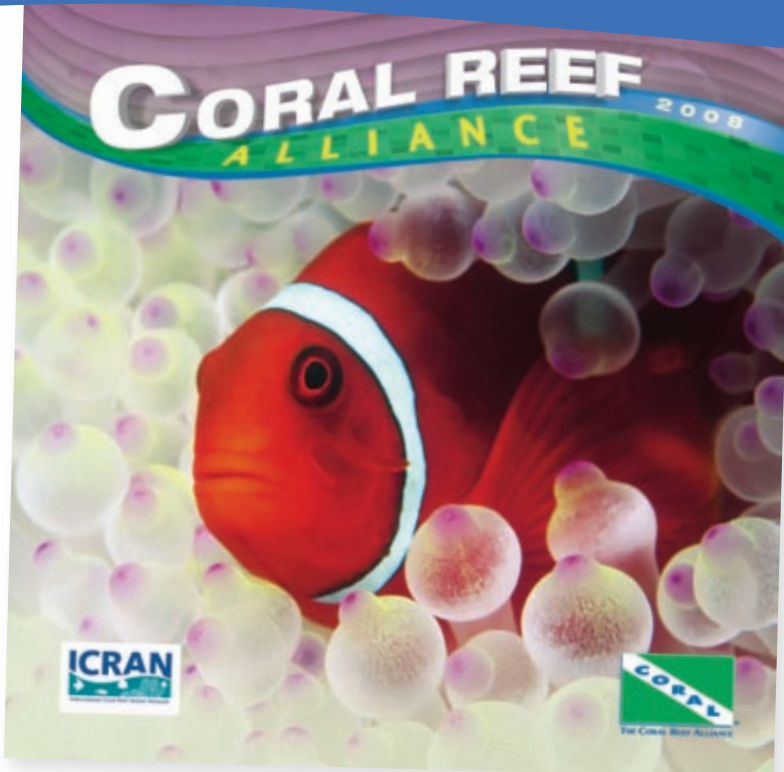
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CORAL REEF ALLIANCE
417 Montgomery St. Suite 205
San Francisco, CA 94104
www.coral.org



CORAL CURRENT

The Newsletter of The Coral Reef Alliance



Your Invitation Will Arrive Soon

The 2008 calendar has arrived with stunning photos from marine protected areas around the world. Each month's photo will remind you of the rich biodiversity supported by coral reef ecosystems. From vibrant soft coral in Fiji to clown fish in Papua New Guinea, you won't be disappointed.

Watch your mailbox for your chance to get your calendar. Remember to respond quickly to ensure timely arrival of your 2008 calendar. Quantities are limited and some editions have run short of demand.

NEW LEAF PAPER ENVIRONMENTAL BENEFITS STATEMENT				
The Coral Reef Alliance saved the following resources by using New Leaf Sakura 100 made with 100% post-consumer waste and processed chlorine free.				
trees 8 fully grown	water 2,501 gallons	energy 4 million BTUs	solid waste 361 pounds	greenhouse gases 701 pounds
<small>Calculation based on research by Environmental Defense and other members of the Paper Task Force. ©2006 New Leaf Paper www.newleafpaper.com 888.989.5323</small>				

DESIGN {DAMIEN SCOGIN | dls4@mac.com}

GET YOUR 2008 CALENDAR

AUTUMN 2007

CORAL CURRENT

The Newsletter of The Coral Reef Alliance



Working Together to
Keep Coral Reefs Alive

CORAL and Partners Spearhead “Take a Bite Out of Fish Feeding” Campaign Businesses Band Together To Deter Fish Feeding in Hawaii

Feeding wild animals is dangerous. Here is one divemaster’s story. “Several of the dive shops in the area had started feeding animals during their dives—including a pair of morays known as Hekyl and Jekyl. I was leading a group of divers around a coral head next to Hekyl and Jekyl’s lair. I turned around to count the divers in my group and noticed that their eyes were as big as fried eggs. I looked down. Hekyl was right between my legs and heading full speed for my fingers which were reaching for my pocket. He thought I was reaching for food. I managed to tuck my fingers in just in time.”

Aside from human safety issues, fish feeding can have disastrous affects on reef health. A healthy reef relies on “grazers” such as surgeonfish to prevent harmful algae from smothering reefs. If overfed, these fish may not do their job. It may also alter the food chain and other predator/prey relationships.

Ann Fielding, a snorkel charter owner in Maui, tells of her experience. “I have actively discouraged fish feeding with my clients since the mid-80’s for two reasons. First, the chubs were biting people at Honolua Bay; and second, I observed that in areas of heavy fish feeding, the fish species that liked to be fed were growing more abundant and taking over snorkel sites—fish diversity was diminishing.”

No where is fish feeding more prevalent than on Hawaii.

Today CORAL, in conjunction with its partners has spearheaded a new voluntary conservation initiative in Hawaii, “Take a Bite out of Fish Feeding.” This campaign is providing the opportunity for dive and snorkel businesses across Hawaii to band together to put a stop to this practice.

The businesses taking part in this campaign exemplify sustainable behavior and will not allow or encourage their guests to feed the fish on their tours. They also have obtained and display the “Fish Friendly Establishment” decal.

Now, as a member of CORAL, you can do your part. Visit www.coral.org/supportus/advocacy/fishfeeding and send a letter of support to participating businesses. This will let them know that you choose environmentally responsible operations. It will also encourage other businesses to join in and help eliminate harmful fish feeding.



Special thanks to our partners in this project: Hawaii Division of Aquatic Resources and Project S.E.A.-Link

If you represent a business and would like to join the initiative, please email: FishFeedingAwareness@gmail.com.



Thousands of tourists visit Maui daily. The CORAL Leadership Network uses innovative ways to promote reef friendly behaviors.
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"Working Together to Keep Coral Reefs Alive"

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Buy DK's Newest Book *Reef* and Give to CORAL at the Same Time

A Portion of the Sales from Each Copy Sold Contributed to CORAL

This September, DK Books will be releasing their newest book *Reef*. This book features coral reefs worldwide, illustrating their fragile state and emphasizing the urgent need to mitigate the pressures coral reefs are facing today. With images by the acclaimed underwater photography team Scubazoo, a dedicated group that has devoted their lives to the filming and preservation of reefs worldwide, *Reef* offers unprecedented insight into the Earth's most spectacular and diverse aquatic environments. *Reef* makes a thoughtful holiday gift for the ocean lovers in your life. Buy your copy today at www.coral.org.



Photos: © Scubazoo; All images from DK Publishing's *Reef*.

Photo: © Scubazoo; All images from DK Publishing's *Reef*.

IYOR 2008

INTERNATIONAL YEAR OF THE REEF

CORAL's Newest Outreach and Education Initiative – INTERNATIONAL YEAR OF THE REEF ACTION NETWORK

Do you remember seeing a traveling underwater photography exhibit in 1997? As a founding partner in the International Year of the Reef 1997 (IYOR), CORAL helped raise awareness on the increasing threats to and loss of coral reefs. In addition to creating a website providing unprecedented access to coral reef information, CORAL also designed a traveling underwater photography exhibit. The exhibit appeared in museums, schools, and aquariums across the country. For many of the 1.5 million visitors to see this exhibit, this was their first exposure to coral conservation. Thanks to campaigns like these, many more people are aware that reefs are threatened.

IYOR 1997 not only helped raise global awareness, it spurred the creation of new marine protected areas and numerous local coral reef conservation organizations.

2008 has been chosen to mark the tenth anniversary of IYOR and to celebrate this occasion, CORAL will be redesigning our successful Dive In To Earth Day campaign to create the IYOR Action Network. This network will engage tens of thousands in coral reef conservation throughout the year.

CORAL's focus will be to help the public understand how they can protect reefs through their everyday actions. In particular, CORAL will be

helping consumers make sustainable choices in the purchase of shells, shell and coral jewelry, dried coral, dried reef fish and invertebrates, and other popular coral curios.

As with the sustainable seafood movement, most consumers are simply not aware of the conservation issues attached to their purchases. When informed, however, most consumers want to make the right choice.

CORAL member and jewelry designer, Jennifer Maldonado tells about her experiences trying to understand how to make her jewelry sustainable. "I have spent my life on, around, or in the ocean. This deep connection is represented in my jewelry. As a result, many of my pieces used to contain bits of shell or coral beads. The jewelry supply houses are absolutely overflow-

ing with them. When I tried to ask about sustainability, no one could answer me. There wasn't even anything of value on the internet. There is a real lack of information."

Most consumers are simply not aware of the conservation issues attached to their purchases. When informed, however, most consumers want to make the right choice.

The United States comprises the largest percentage of shell and coral curio imports. While some of this is sourced sustainably, much of the composition of the curio trade represents species that are locally depleted or are gleaned from reefs through unsustainable practices.

