



Canada's Grand Banks: Time for Change



RECOVER ATLANTIC COD

Together we can reduce bycatch, fight for sustainable fishing practices and nurture the fragile recovery of young cod in the Grand Banks.



MONITOR YELLOW TAIL FLOUNDER

WWF-Canada is fighting to reduce the catch limit on yellow tail flounder to protect fragile cod populations because young cod are often caught as bycatch in flounder nets.



SAVE LEATHERBACK TURTLES

WWF-Canada is working with fishermen to reduce the large numbers of adult turtles killed accidentally by fishing fleets.



HELP SHARKS

To reduce the bycatch of pelagic (open ocean) sharks in commercial fishing gear, WWF-Canada is working with fishermen to modify their fishing gear and practices.

PROTECT NORTH ATLANTIC RIGHT WHALES

WWF-Canada's work with fishermen to reduce entanglements of North Atlantic right whales shows that win-win partnerships are possible.



DEFEND BLUEFIN TUNA

As an emergency measure to protect this endangered species, WWF-Canada is pushing to make the international trade of northern Bluefin Tuna illegal.



A Grand Opportunity

Thanks to your support, there is now agreement among fishing industry leaders, governments and scientists that *things have to change*. By seizing this opportunity and working together, we can return the ecoregion to a balanced state – where Canada is recognized as a global leader in oceans and fisheries management.

Your generosity has the power to restore cod populations, save marine species, boost the Canadian economy and lay the framework for countless future conservation successes.

How will my support help WWF-Canada fight for change in this region?

- You will help protect critical habitats by identifying areas that are essential to marine life on the Grand Banks.
- You will help strengthen existing regulations and uphold critical conservation measures.
- You will help tackle over-capacity to reduce over-fishing and bycatch.
- You will help develop smarter fishing gear to reduce threats to marine life.
- You will help develop science-based solutions in order to more effectively use our marine resources.
- You will help make sustainable seafood available to Canadians to promote the long-term health of our oceans.

What changes can I make to keep Canada's oceans healthy?

- Make sustainable seafood choices in the marketplace, by purchasing certified sustainable seafood - look for the Marine Stewardship Council (MSC) label or go to www.msc.org.
- When dining out, ask restaurants what they are doing to become more sustainable.
- Clean up after yourself at the beach. Plastics and other debris can be very harmful to sea life.
- Donate to WWF-Canada and help fight for sustainable fishing practices at the local, national and international level.
- Because climate change could result in widespread impacts to biodiversity in the Grand Banks, making greener choices at home can make a huge difference. For tips on how you and your family can reduce your footprint, visit <http://wwf.ca/community>

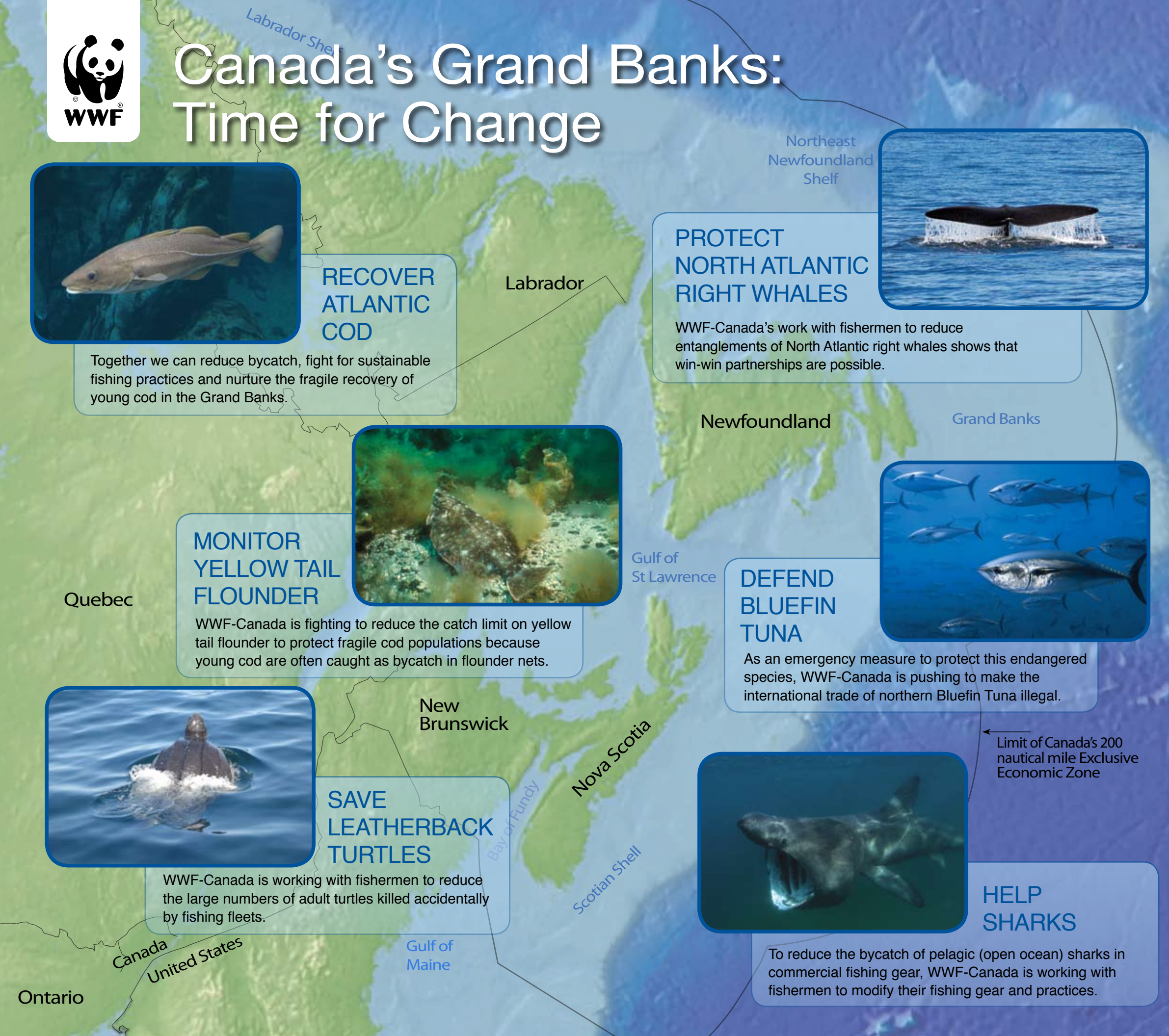


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