



**Dear Friend,**

Thank you!

You are now one of thousands of whale detectives all around the world who are helping SEA LIFE and WDCS, the Whale and Dolphin Conservation Society, to stop Icelandic whaling.

### **Why?**

Iceland still kills whales. They do this despite global opinion that whaling is cruel and unnecessary, and in the face of the international ban on commercial whaling. They are killing endangered fin whales as well as the smaller minke whales and are making no secret of their aim to kill more..

WDCS and SEA LIFE believe this is a shameful way to treat such intelligent and majestic animals.

### **How can we stop the whalers?**

In two ways:

1. Make sure that you do not buy fish from companies owned by whalers or linked to the whaling industry you know where your fish is coming from. Much of the profit from Icelandic fish sold throughout Europe and the USA goes straight into the whalers' pockets.
2. Stop Iceland joining the EU until they stop whaling.

They may try to persuade the EU that they can join AND continue whaling, but we want to make whaling a 'zero tolerance' issue for the EU.

### **What can YOU do?**

- Write to the EU using the template letter provided in this pack.
- Use the sample letter we have provided to write to supermarkets, restaurants, fast-food chains, take-aways and schools. We need your help to further investigate where Icelandic fish caught by whaling-linked companies -- especially the HB Grandi Company -- are being sold, so that we can work to ensure that the fish you buy does not have the blood of whales on it businesses stop buying fish from whalers.
- Send us the replies you get. Using the whale detective network we can build up a global picture of who is buying fish from whalers.

You can go online at [www.whales.org](http://www.whales.org), to check out our Iceland campaign. See who is on our side and who we need to lobby.

#### **The global voice for whales, dolphins and their environment**

Whale and Dolphin Conservation Society, Brookfield House, 38 St. Paul Street, Chippenham, Wiltshire, UK

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Here is just one of the many answers that we have received already from major supermarkets in the UK (see more in the rest of the pack):

*'We do not source any of our fish, either directly or indirectly, from companies involved in whaling activities.'* Sainsburys (major UK supermarket retailer)

Let's champion those companies that won't buy fish from whalers, and put the pressure on the companies that do!

Don't forget to visit [www.whales.org](http://www.whales.org) to track how the campaign is progressing.

Thank you again for becoming a whale detective. With your support, we believe we can stop Icelandic whaling.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Sue Fisher', written in a cursive style.

Sue Fisher  
WDCS Whale Campaigner

## The Campaign

### What YOU can do

Read the background

Write a protest letter or email to the EU

Check the info on the campaign at [www.whales.org](http://www.whales.org)

Write to fish wholesalers, supermarkets, fast food outlets, schools and restaurants using the template provided. Let us know what their answers are!

### What's the problem?

Iceland continues to hunt fin and minke whales in defiance of the International Whaling Commission's moratorium (ban) on commercial whaling. In 2009, Icelandic whalers killed over 200 whales and the quotas they have set themselves for 2010 are even higher. This is a shameful way to treat such majestic, sentient and highly-evolved animals and is particularly galling in light of Iceland's application to join the European Union (EU).

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Under EU rules, Iceland cannot continue whaling or trading in whale products, but it is expected to try to negotiate an exemption to this rule. WDCS and SEA LIFE intend to make whaling a 'zero tolerance' issue for the EU and ensure that Iceland can only join if it first stops whaling for good.

Iceland's biggest whaler is the Hvalur whaling company which own the fin whaling fleet. Hvalur's managing director, Kristjan Loftsson, also sits on the board of, and holds a controlling share in, HB Grandi, Iceland's largest fishing company. Hvalur has used HB Grandi facilities to process and freeze fin whale products, and the whaling vessels have even shared information on the location of fish with Grandi trawlers. HB Grandi is a major exporter of fish to the UK, Germany (and elsewhere in Europe) and the US so the profit from every fillet bought from Grandi goes into the whalers' pockets.

At the 2010 meeting of the International Whaling Commission (IWC), Kristjan Loftsson was asked what he thought about whales' ability to communicate, recognise themselves in a mirror, and create what anthropologists would call 'culture'.

*'I don't believe it,' he said, 'if they are so intelligent, why don't they stay outside of Iceland's territorial waters?'* He attributed such ideas to *'a bunch of crazies.'*

He added: *'Whales are just another fish for me, an abundant marine resource, nothing else.'*

**The aim of our campaign** ...is very simple:

**To stop Icelandic whaling and trading in whale products.**

## How?

- **Consumer pressure:**

Using the message 'don't buy fish from whalers' we will urge consumers, supermarkets, suppliers and processors in key markets ensure that they do not source fish sold by to reject Icelandic fish sold by HB Grandi (the fishing company closely linked to the Hvalur whaling company). At this stage, we are not proposing a full-scale boycott of Icelandic fish, Our focus is the fish sold by HB Grandi, the Icelandic company linked to Iceland's fin whaling industry.

- **Political pressure:**

Working with SEA LIFE and charity and corporate allies in Europe, we will ensure that EU member states insist that Iceland can only join the EU if it permanently stops whaling and trade first.

We believe we have a one-time-only opportunity to end commercial whaling in Iceland. Taking out one of the three commercial whaling nations would not just save the lives of hundreds of whales each year, but would represent a major milestone towards our larger objective of permanently ending all commercial whaling.

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We now plan to expand the campaign from retailers to include fish wholesalers processors, restaurants and school food programmes.

At this stage, we are not proposing a full-scale boycott of Icelandic fish, Our focus is the fish sold by HB Grandi, the Icelandic company linked to Iceland's fin whaling industry.

### **Some vital statistics**

More than 50% of whales, but as much as 90% of the total tonnage of whale meat produced in Iceland is caught by Hvalur hf.

Loftsson and another Hvalur Director, Arni Vihjalmsson, are Directors or shareholders of several Icelandic companies which control over 50% of shares in HB Grandi (Iceland's largest fishing company).

Grandi controls nearly 10% of all of Iceland's fish quotas.

Fish export is circa 40% of Iceland's total merchandise export, and continues to be the most important source of foreign income for Iceland in the wake of its economic meltdown.

Grandi sells 29% of its fish exports to the UK and Germany, as well as to other European countries and the USA.

Cutting off Grandi's markets in the UK, Europe and the US will deal an economic blow to the whalers and deliver a clear message to the Icelandic government that the public does NOT want to buy fish from people who kill whales.

A Mori poll commissioned by WDCS/Campaign Whale in 2009 showed conclusively that the British public is absolutely against Iceland's decision to resume commercial whaling, and that 64% would be willing to stop buying Icelandic seafood as a result. Polls in other countries have yielded similar results.

WDCS is busy sleuthing out exactly WHERE Grandi fish is sold. We have already approached UK supermarkets but we need YOUR help to find other outlets for Grandi fish.

### **Our allies:**

#### **SEA LIFE**

SEA LIFE aquaria have over 10 million visitors a year. They are urging all their visitors to join in the campaign.

This follows a very successful WDCS/SEA LIFE initiative where we delivered over 200,000 protest cards and e-protests to the EU Environment Commissioner to persuade the EU to fight for the ban on commercial whaling. It worked. The ban remains in place. The Commissioner posted a photo of himself receiving the cards on his Facebook page and said this: "*Taking*

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*delivery at the Berlaymont of 200,000 Save the Whales postcards. You can be sure that I will do my best!"*

As well as SEA LIFE, we already have some impressive retailers on board. Here is just a sample of what some of them have said:

*"Waitrose does not support whaling under any circumstances and none of our suppliers are involved with or have links to companies involved with whaling". Mark Price, Managing Director*

*"Morrisons does not condone, endorse or support commercial whaling and does not source from any company involved in this activity". Steven Butts, CSR Manager*

*"Marks & Spencer will not purchase from any company actively involved in the capture or processing of marine mammals". Lauren Orme, Sustainable development manager - Natural Resources*

## **Iceland and whaling**

### **Whaling - What's going on?**

Since the 'ban' on commercial whaling in 1986 over 33,000 whales have been killed by Norway, Japan and Iceland under objection or the guise of so-called 'scientific' whaling.

We are now seeing an increase in efforts by the whaling nations to find new markets for whale products.

WDCS experts uncovered the long term plans of the whaling industry; showing that all three whaling nations are deeply invested in finding new uses for whale oil, including pharmaceuticals in Norway and Japan, and animal feed in Iceland. Along with these findings we released the horrifying details of literally thousands of patents filed worldwide that include whale products amongst the list of ingredients – from golf balls to sports drinks.

Key aspects of the whaling industry of today are:

- \* Iceland – resumed commercial whaling in 2006, and has continued to increase both the number of whales it kills and the amount of meat and blubber it exports
- Norway - increased its whaling quotas for 2010 by 45%, from 885 in 2009 to 1286
- Japan – kills hundreds of whales in a whale sanctuary and wants to legalise whaling in its coastal waters.
- \* All three: Pushing for a 'Deal' – a 'compromise' to be considered by the International Whaling Commission (IWC) to lift the whaling ban and legitimise commercial whaling
- \* Increased international trade in whale products and development of new products and markets

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## **Iceland**

It is debatable whether Iceland's current whaling activity is even legal under International Whaling Commission (IWC) regulations. Unlike Norway, Iceland did not take an Objection to the 1982 commercial whaling ban, but left the IWC and rejoined in 2002 with a controversial Reservation to the ban. Since then it has undertaken both commercial and scientific whaling; expanding its annual commercial hunt in 2007 from 7 fin whales and 1 minke to 125 endangered fin whales and 81 minkes in 2009. Quotas for 2010 are even higher.

Iceland reached a 'bloody milestone' on 21<sup>st</sup> September 2009, when the Hvalur whaling company (which landed its first whale in 1948) killed its 15,000th whale.

A demarche (diplomatic representation) protesting Iceland's whaling escalation, signed by 26 countries including the US and UK, was presented to the Icelandic government on 25th September 2009, but this plea has been ignored.

## **A unique opportunity to turn the tide**

Since the collapse of its economy and government in 2009, Iceland has applied to join the European Union (EU). Under EU rules, Iceland cannot continue whaling and international trade in whale meat, but it is expected to try to negotiate exemptions. Negotiations have begun and WDCS and SEA LIFE plan to make Icelandic whaling a 'zero-tolerance' issue for the EU. We are launching a campaign to ensure that Iceland finally stops whaling for good.

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Dear Commissioner

RE: Icelandic whaling

I am writing to ask that the European Union upholds its prohibition on whaling countries being members of the EU.

Iceland has applied for EU membership, and negotiations for its accession began on 27 July 2010. Under EU rules, Iceland cannot continue whaling and trade in whale meat if it joins the EU. But we anticipate that it will try to negotiate an exemption ('derogation') to the bans as part of its application process.

Icelandic whalers are currently killing endangered fin whales as well as the smaller minke whales and they make no secret of their aim to increase whaling in defiance of global opinion. It is debatable whether Iceland's current whaling activity is even legal under International Whaling Commission regulations. Unlike Norway, Iceland did not take an Objection to the IWC's 1982 ban on commercial whaling, but left the IWC and rejoined in 2003 with a controversial Reservation to the ban.

In addition to its whaling, Iceland is also engaging in international commercial trade in whale products in defiance of a ban imposed by the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). Since 2006, Iceland has exported over 330 tonnes of whale products with a total value of over US\$3.2 million; most of these exports have come in the last year or so. Exports to Norway and Japan were conducted under Reservations to the Appendix I Listing of whales by CITES, and Iceland has also exported to a non-Party to CITES, the Faroe Islands. In addition, Iceland has also made illegal exports, including to the EU: a shipment of whale meat from Iceland to Latvia was seized by Latvian customs officials in early March 2010, a clear violation of both CITES and EU regulations. Two other exports, of "whale meal" to Denmark in 2009, were recorded in Icelandic statistics, but are now being described as a "clerical error".

A demarche protesting both Iceland's whaling and its escalating trade in whale products, signed by 26 countries including numerous EU members, was presented to the Icelandic government on 25th September 2009. Despite this, Iceland continues to whale and larger quotas were announced for 2010.

On the 17th of July, the European Parliament passed a resolution stating that Iceland must stop whaling in order to join the EU. Despite this, a call on Iceland to cease whaling has not been clearly specified in the accession negotiation documents.

We need your assurance that whaling and trade in whale meat are zero tolerance issues for the EU, and that Iceland will not be allowed to join the EU until it first stops whaling.

Yours sincerely,

Dear

As a supporter of the Whale and Dolphin Conservation Society and SEA LIFE's campaign I am writing to you to ask you to ensure that you do not buy if you buy fish from companies associated with Icelandic whalers and, if you do, to stop. I am particularly concerned by the fact that HB Grandi, Iceland's largest fishing company, and a major exporter of seafood is closely linked to Hvalur hf, the Icelandic whaling company responsible for the deaths of more than 15,000 fin whales since 1948.

Various major supermarkets have already issued strong statements opposing the resumption of commercial whaling in Iceland, rejecting Iceland's unscientific arguments that whales need to be culled to protect commercial fisheries, and stating that their company does not do business with companies such as HB Grandi that are implicated in whaling.

Here are some examples of their statements:

*"Waitrose does not support whaling under any circumstances and none of our suppliers are involved with or have links to companies involved with whaling". Mark Price, Managing Director*

*"Morrisons does not condone, endorse or support commercial whaling and does not source from any company involved in this activity". Steven Butts, CSR Manager*

There are many others.

I would very much like you to help us stop Icelandic whaling for the following reasons:

Iceland continues to hunt minke and endangered fin whales in defiance of the International Whaling Commission's moratorium on commercial whaling. In 2009, Icelandic whalers killed 125 fin whales and 81 minke whales, and the quotas that have been issued for 2010 are even higher.

Iceland is also engaging in international trade in whale products in defiance of another international ban, by the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). Since 2006, Iceland has exported over 300 tonnes of whale products with a total value of over US\$3.2 million; most of these exports have come in the last year or so. These include illegal exports to the EU: A shipment of whale meat from Iceland to Latvia was seized by Latvian customs officials in early March 2010, a clear violation of both CITES and EU regulations.

As a WDCS supporter and a SEA LIFE visitor, I believe that these actions by Iceland are unacceptable. Furthermore, a poll commissioned by WDCS/Campaign Whale in 2009 in the UK shows that the public is absolutely opposed to Iceland's decision to resume commercial whaling, and that 64% would be willing to stop buying Icelandic seafood as a result. Polls in other countries have generated similar results.

I anticipate that you will soon be under pressure from customers who don't wish to purchase Icelandic fish sourced from companies linked to whaling. This is a direct result of the increasing negative media attention surrounding Iceland's expansion of whaling and trade in whale products.

The wider public have made it clear that they want to know from whom they are – ultimately – buying their fish. I would be extremely grateful if your company would provide clarification to myself and WDCS and SEA LIFE as to your purchasing policies with regard to commercial

whaling in Iceland. We would appreciate a statement from you on your position on commercial whaling and trade in whale products, as well as an assurance that you will review your purchasing policies to avoid sourcing from companies or vessels involved -- directly or indirectly -- in whaling. We also ask that you inform us as to any possible corporate links to whaling that your company may have.

The owner of Iceland's fin whaling company, linked to **HB Grandi**, has expanded his whale processing facilities, and has expressed a commercial interest in producing whale meal to be mixed with other meal. As you will appreciate, the public will not want to buy farmed fish, or indeed any other product, based on whale meals or oils.

I would very much appreciate it if your company would also send a letter of protest regarding Iceland's escalation of whaling to H.E. Mr. Össur Skarphéðinsson, Minister for Foreign Affairs and External Trade, noting your concerns. Given the urgency of the situation in Iceland, please respond as quickly as possible.

I look forward to hearing from you. Please cc your reply to WDCS.

Sincerely,