



WWF

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Panda Bulletin

WWF-SA SUPPORTERS' MAGAZINE



COP17 negotiations at a glance
Food security in a climate of change
The state of SA's marine resources

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From the CEO's desk

With undoubtedly the most important event of the environmental calendar around the corner, WWF South Africa is firmly focused on the climate change negotiations that will take place at COP17 in Durban in November and December.

There will be wide-ranging and far-reaching discussions related to global climate change and the measures and commitments that developed and developing nations will need to make to avoid the worst impacts of climate change. WWF is choosing to focus its resources on food, water and energy for all – and the threats that climate change poses to these fundamental building blocks of human well-being. Visitors to COP17 also will find some useful resources inside this edition of the Panda Bulletin, including an overview of the event and green-status of host city Durban.

Of course, we also reflect on the specific conservation challenges that face us on various other fronts in South Africa. As I write this, a founder group of 19 black rhino is being moved from the Eastern Cape to Limpopo to help expand the range of this threatened species. Our Sustainable Fisheries Programme has published a report on the state of our marine resources, many of which are overexploited or collapsed. Meanwhile, one of South Africa's major retailers, Pick n Pay, has committed to transform its entire seafood operations by the end of 2015, by meeting strict sustainability standards. Through a generous donation, WWF has also been able to purchase a significant conservation property on the West Coast that is rich in plant diversity and which will be declared a Nature Reserve and placed under the management of Cape Nature. Details of how we have worked to meet these conservation challenges can be found in this issue of the Panda Bulletin.

We are happy to report that with the recruitment of a number of highly-skilled and committed individuals our teams in various areas of our operations – conservation, communication and marketing, and business development – are approaching full strength. We welcome the arrival of two executive team members, viz. Augustine Morkel, formerly from SANBI, who joins us as executive manager of operations, and Dr Andrew Baxter, formerly of Cape Union Mart, who heads up our Business Development team.

Finally, it was with sadness that we learnt of the loss of Nobel Laureate Prof. Wangari Maathai, of Kenya. She was a true champion of the environment and her contributions to conservation will be missed. At the same time we were honoured to celebrate the birthday of Archbishop Desmond Tutu, one of South Africa's most well-loved figures, who has been a keen supporter of our work and continues to inspire us as we work towards a future in which people live in harmony with nature. For a Living Planet

MEET WWF-SA'S NEW CHAIR

© WWF-SA



Valli Moosa is WWF-SA's new Chairperson.

WWF South Africa has a new chair of its Board of Directors. Former President of the International Union for the Conservation of Nature (IUCN) Valli Moosa was elected chair at a recent meeting of the board. Moosa, who has served on the board since late 2008, has had a long-standing relationship with WWF-SA. He replaces well-known businessman Mark Read as the outgoing chair of the board.

“Valli Moosa has been a great champion of the environment in South Africa and has already greatly benefitted WWF through his enthusiasm, strategic insight and intimate

understanding of environmental issues,” said WWF South Africa CEO, Dr Morné du Plessis said. “We look forward to drawing even deeper on his extensive experience in the years ahead.”

Moosa is perhaps nationally best known for his spell as Minister of Environmental Affairs and Tourism between 1999 and 2004 and was also a member of the African Ministerial Conference on the Environment as well as a member of the United Nations Environment Programme (UNEP) Global Environment Ministers Forum.

Happy 80th Birthday, Arch

In October, WWF South Africa celebrated the 80th birthday of one of the world's most iconic figures, Archbishop Emeritus Desmond Tutu. Over the years, the Archbishop has helped raise awareness about environmental issues and has often lent his support to WWF's work. In 2009, Tutu became one of several ambassadors for WWF's Earth Hour initiative, calling for urgent action on climate change.

“Archbishop Emeritus Tutu understands that our planet and the natural resources it provides us with are essential for our very existence and that we need to take urgent action to ensure their sustainable use. He understands that environmental issues are not separate from human wellbeing and sustainable development,” said WWF-SA CEO, Dr Morné du Plessis.



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Archbishop Emeritus Desmond Tutu shows off his panda pin.

Hamba kahle, Wangari Maathai

It was with shock and sadness that WWF learnt of the passing away of one of nature's greatest ambassadors, Prof. Wangari Maathai. Maathai, a Nobel Peace Prize winner in 2004, was at the forefront of the conservation and protection of forests and water towers in Kenya. WWF was privileged to work with her to advocate for the sustainable use of natural resources, and the importance of saving nature with people.

“Wangari Maathai was a great inspiration for many of us at WWF. Her death is a great loss not only for the African but also global environmental movement,” said James Leape, WWF's Director General.



© WWF-CANON / RICHARD STONEHOUSE

Wangari Maathai, an inspiration to environmentalists all over the globe

Calling for an end to rhino poaching

On the occasion of the second annual World Rhino Day, on 22 September, WWF joined the residents of rhinoceros range countries in calling for an end to rhino poaching, which threatens the survival of rhino species.

By October this year, South Africa had already lost more than 300 rhinos to poaching, including 16 or more critically endangered black rhinos.

Officials in South Africa have responded to the recent poaching crisis by increasing protection for rhinos, conducting more rigorous prosecutions and imposing stricter sentences on wildlife criminals. But this action must also be met with a corresponding commitment by countries in Asia where consumer demand for rhino horn is inciting poachers.

CONSERVATION NEWS

Boost for black rhinos

A founder population of 20 black rhino was recently translocated from the Eastern Cape to a new site in Limpopo, as part of WWF-SA's Black Rhino Range Expansion Project. Security was tight around the translocation in order to minimise the risk of drawing the attention of rhino poachers. Details of the sites involved have not been widely publicised, but the site of the release will ultimately link up with greater Kruger Park and thus create a huge potential black rhino range. The animals form the seventh new black rhino population formed through the project, which began in 2003. The aim of the project is to boost the growth rate of the overall black rhino population in South Africa.



WWF's Jacques Flammand assists a black rhino as it awakes after translocation.

management tasks, in business management, as well as in health and safety and practical life skills. The three teams now serve in the Boland Region where seventeen stewardship properties have been given assistance to meet their stewardship obligations as laid out in their land management plans.

The project has directly benefitted 35 men and women and indirectly improved the lives of approximately 175 individuals, while improving the conservation status of our natural vegetation.

reducing their own water consumption to also making an investment back into water provisioning ecosystems.

Talking tea with the Dutch

Representatives from WWF, CSA and the South African Rooibos Council had the privilege of meeting the Dutch Minister of Agriculture and Foreign Trade, Mr Henk Blek, and other members of the Dutch Embassy at a lunch event held at the Vergelegen Wine Estate in Somerset West.

At the event, WWF's Market Transformation Manager, Tatjana von Bormann, made a presentation on the achievements of Right Rooibos, an initiative partly funded by the Ministry and supported by GreenChoice, an alliance of conservation organisations that includes WWF. Support from the Ministry has enabled GreenChoice to develop, amongst other things, a baseline study of the socio-economic status of the Rooibos industry, the development of an internationally recognised certification system for Rooibos as well as a link for certified Rooibos tea in Europe.



People working for their environment

With a vision of successfully bringing together conservation, small business development and job creation, the Table Mountain Fund initiated its 'People Working for the Environment' project in January 2010. The project, implemented by NCC Environmental Services, has to date empowered three previously disadvantaged rural contractors to provide environmental services on private land in the Boland. The landowners receiving their services have signed into contractual stewardship agreements with CapeNature's Stewardship Programme.

The contractors and their teams have received training in various environmental

Nedbank joins WWF Water Balance Programme

Further strengthening its commitment to environmental sustainability, the Nedbank Group has invested R9 million over five years in the innovative WWF Water Balance Programme. Water is widely acknowledged as South Africa's scarcest resource and the one that probably will be the most impacted by climate change.

Nedbank's investment will fund the removal of alien invasive species. This clearing of alien vegetation is expected to release more than 550 000 kilolitres of water a year back into two of SA's high priority water catchment areas, the Umgeni in KwaZulu-Natal and the Enkangala Grasslands in Mpumalanga.

The Water Balance Programme encourages water users to take ownership of South Africa's common water challenge by going beyond



From left: Henk Blek and Tatjana van Bormann

SUSTAINABLE BUSINESS NEWS

High Impact Dairy

Some surprising insights have emerged from South Africa's first full value chain analysis for a food product.

Dairy products are an important feature of our diet and as demand has grown, so has the need to respond to sustainability challenges.

In order to better understand the issues GreenChoice, a WWF and Conservation South Africa funding project, with additional support from the Nedbank Green Trust, commissioned leading life cycle assessment consultancy, the Greenhouse, to conduct a Life Cycle Analysis (LCA) for the dairy value chain in the Western Cape. The aim was to determine the environmental impact of dairy production by examining the supply chain impacts of milk production - including production (farming), processing, packaging, transport, retail, use and disposal.

The results are illuminating – both confirming some of the study's expectations and providing some surprising insights.

The research sample encompassed different farming practices and sizes: pasture-based, which grow the majority of their feed on site, and farms where the cows are kept in sheds and the bulk of their feed is purchased. The herd sizes range from in excess of 2 500 down to 540.

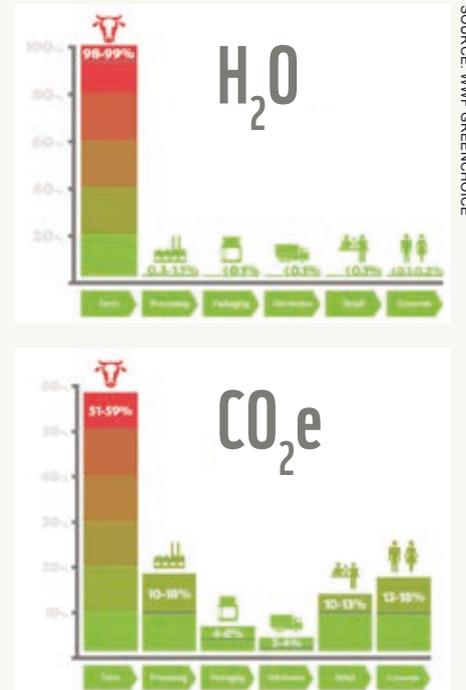
The emissions on the farm dominate the supply chain, accounting for 51-58% of the total life cycle emissions of a bottle of milk drunk by a consumer. In the process of transforming grasses and plants into food, livestock digestive systems produce

methane, a potent greenhouse gas that can contribute to climate change and is a recognised impact in livestock farming. As expected, enteric methane emissions, namely methane from the digestive process, dominate the footprint, accounting for 28–43% of the total, depending on the farm. Also as expected, the intensive farms show the lower enteric methane emissions per litre of milk. This is despite their having higher emissions per head of cattle, as their high milk output ensures their lower emissions overall.

What was less expected is how much energy is required for irrigation on pasture-based farms. On the farms the biggest consumer of electricity is pumping for irrigation, so electricity use is especially significant in those farms growing a large portion of their feed, accounting for up to 15% of the total farm-gate carbon footprint.

The greatest variability between the farms is their source of feed. Emissions from purchased feed accounted for 5–39% of the carbon footprint, with this also affecting the contribution from transport to the farm (1–8%), with farms purchasing the bulk of their feed also showing high emissions from transporting the feed to the farm.

The farm water use was staggering, particularly for irrigating pastures. Surprisingly, while cows drank from farm dams, on the farms in the greater Cape Town area, municipal drinking water



was used to wash out sheds and milking facilities. Indications are that it takes, pre-farm gate, in the region of 1 000 litres to produce a litre of milk. For a hyper dry region like South Africa this has significant implications for the sustainability of the industry.

Avoiding waste at the consumer and retail level is one of the clear take-home messages of the wider LCA study. Preliminary results show that packaging is of relatively little environmental concern when compared with the impact of wasting even a few tablespoons of milk (the carbon footprint of the packaging is equivalent to roughly 5 tablespoons of processed milk). Retailers need to focus on better cold chain management to ensure longer shelf life and consumers can do their part by drinking the bottle to the very last drop!

Water risk from a business perspective

WWF-SA has launched a report titled *Managing water risk: business response to the risk of climate change in South Africa*. This report aims to help increase business's understanding of the key drivers of water-related business risks (specifically in the face of climate change) and enable them to develop strategic and proactive risk response strategies. The full report can be downloaded from the WWF website (www.wwf.org.za/media_room/publications). WWF's Freshwater Programme is funded by Sanlam.

Green game changers Initiative

Climate change and the growing pressure on our limited natural resources will mean businesses will need to innovate to survive and succeed. WWF-UK is creating a bank of revolutionary business stories from around the world – great products, business models and market mechanisms to speed up the greening of our global economy. We'd love to hear about game-changers you have developed or have come across and we may even feature it. For more information, visit wwf.org.uk/what_we_do/working_with_business/green_game_changers.

BUSINESS NEWS

A commitment to sustainable seafood

Pick n Pay, one of the country's top retailers, has committed to transforming its entire fresh, frozen and canned seafood operations to meet strict sustainability standards by the end of 2015.

This commitment by Pick n Pay is the first of its kind in Africa. Through this commitment, the retailer has publicly pledged to sell only seafood products that are certified by the Marine Stewardship Council or Aquaculture Stewardship Council, categorised as green by WWF's Southern African Sustainable Seafood Initiative (SASSI) or are from fisheries or farms engaged in credible, time-bound improvement projects.



From left: Nick Badminton, CEO of Pick n Pay, and Dr Morné du Plessis, CEO of WWF-SA

© WWF-SA

© WWF-SA



WWF's Rodney February receives the new Nissan.

Konica Minolta SA joins rhino conservation fight

Konica Minolta South Africa has pledged its support to WWF's rhino conservation work. Through this backing, Konica Minolta SA will help WWF provide ongoing support for rhinos – assisting in paying for emergency veterinary treatments for injured rhinos, improving the monitoring of rhino populations, and increasing rhino range so that new populations can breed.

Konica Minolta will be donating R100 for every bizhub multifunctional device sold for the next year to WWF's rhino conservation work. With the number of bizhubs sold last year, this will equate to a substantial monetary donation that could be well in excess of R1-million towards WWF's work in this area.

Nissan gives Water Balance Programme new wheels

Nissan South Africa recently handed over a NP300 Hardbody to the WWF-SA to assist in the organisation's Water Balance Programme. The programme was established in 2008 with the aim of challenging and empowering corporate South Africa to help create a water secure future by reducing demand, increasing supply and maintaining the health of the country's high water provisioning catchments. As a large part of the programme's work involves off-road travel to mountain catchment areas, where a four-wheel drive is essential, WWF is highly appreciative of this contribution to its conservation work.



Renaissance rhino artwork

Here's a great festive season gift idea: Buy this "Renaissance Rhino" model, and support WWF's rhino conservation work. These model rhinos were created by artist Susan Langeveldt, and will be on sale between October and December 2011 at the Nelson Mandela Square in Sandton, Johannesburg. The rhino model stands

22 cm high and 38 cm long, while weighing 3.8kg. Components are laser cut from 3mm thick stainless steel and then polished to give it a reflective satin finish. The horns and inscription plate are made from brass. Only 1500 units are available.

More information can be found at www.renaissancerhino.co.za.

BUSINESS NEWS

Membership/Project funding

Thank you to all our Corporate Members who have renewed their support through their corporate memberships.

New members	
PRINCIPAL MEMBER:	Naspers
SENIOR MEMBERS:	Mediclinic International, Mondi Group, Thebe Group
MEMBERS:	Lefa Agricultural Services (Pty) Ltd

Project funding	
ABB:	Eco Schools Motherwell Freshwater Node
ALTRON:	WWF Rhino Programme supporter
BUSINESS CONNEXION:	Eco Schools Capacity Building Workshop
NOKIA:	Eco Schools Eastern Cape Provincial Co-ordinator
PIONEER FOODS:	Western Cape Stewardship project

Donation-in-kind	
Thank you to Barloworld for sponsoring our COP17 corporate breakfast briefing in Johannesburg.	
Thank you to Kirstenbosch Botanical Gardens for sponsoring entry to the gardens to our delegates for our COP17 corporate breakfast briefing in Cape Town.	

GET INVOLVED

Become a Corporate Member today!

Cape Town Members

Contact Virginia Styer on 021 657 6600 or vstyer@wwf.org.za

Johannesburg Members

Contact Jenny Williams on 011 447 1213 or jwilliams@wwf.org.za

Want to invest in WWF's conservation work or become a Corporate Partner?

Contact Marli Goussard on 021 657 6600 or mgoussard@wwf.org.za

Pick n Pay Smart Shoppers: Donate now!



WWF has been chosen as one of 6 charity organisations to benefit from the Pick n Pay Smart Shopper Initiative. Smart shoppers can now donate their points to WWF at one of 880 in-store kiosks countrywide.

For more information, please visit www.picknpay.co.za



Apply for a MyPlanet card

Every time you swipe your MyPlanet card at specific stores a percentage of your purchase is donated to WWF South Africa. Choose WWF as the charity you want to support.

Support payroll-giving

Inspire a culture of giving among your employees by setting up a payroll giving scheme where an amount of an employee's salary is voluntarily donated to WWF South Africa on a monthly basis.



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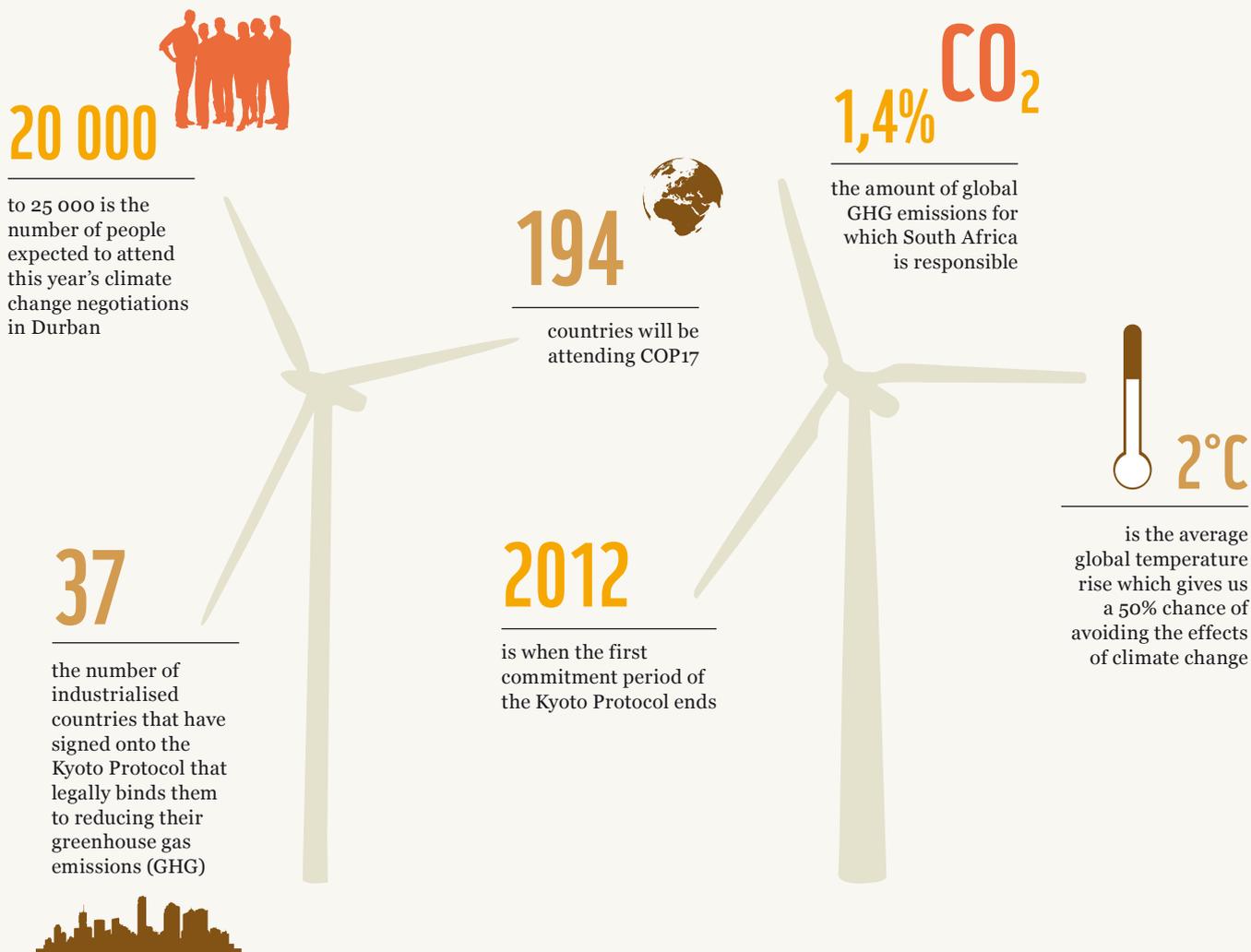
Ride for WWF-SA in the Cape Argus Pick n Pay Cycle Tour

This year you can support WWF South Africa's work to secure our natural environment by riding for a cause. Join us on the 11th of March as part of an exclusive group of environmental supporters and celebrities who will be going the extra mile in support of WWF-SA by raising both awareness and funds for our work.

For more information, visit www.wwf.org.za/actnow.

CLIMATE CHANGE

COP17: 2011 climate change negotiations at a glance



Negotiating climate change

WHAT IS THE UNFCCC: The United Nations Framework Convention on Climate Change (UNFCCC), adopted in 1992, is a framework convention to address and deal with the issue of climate change on a global level. There are 194 parties that have signed on to create and implement inter-governmental strategies; learn to multilaterally adapt to the effects of climate change and share knowledge and information.

WHAT IS COP17: The global relevance of the Conference of the Parties (COP) must be viewed within the context of the Kyoto Protocol, which is an international agreement that binds the 37 industrialised countries to reducing their carbon emissions. The primary focus of COP 17, hosted in Durban this year, is to

track the progress and implementation of strategies, adopt policies and resolutions all with a focus on combating climate change. COP is known as the "supreme body" of the Convention and refers to a meeting of the parties (CMP) that have signed onto the Kyoto Protocol.

THE GOALS: The hopes for COP17 are for all countries signed onto the Kyoto Protocol to renew their commitment to reducing their greenhouse gas emissions. By signing onto a second round of the Kyoto Protocol, which binds them to certain targets, both developed and developing countries must work collaboratively to combat the global effects of climate change.

CLIMATE CHANGE

Durban spells the tipping point

WWF is sending a delegation of international specialists from its Global Climate and Energy Initiative (GCEI) to COP17 to advocate for a roadmap to a legally-binding agreement.

COP17 in Durban will be a tipping point in the UN negotiation process on climate change. Government leaders can either build on the progress achieved at COP 16 in Cancun and act to prevent runaway climate change, or they can allow short-term national interests to set us on a path towards a 3° – 4° C warming world.

WWF has identified two main objectives that it expects the conference to achieve, namely the operationalisation of the Cancun Agreement, and increased ambition and basis for a future legally-binding agreement.

Key among the big issues is the future of the Kyoto Protocol, which expires in 2012. It is currently the only international commitment that binds signatories to reducing their greenhouse gas emissions. While the EU has expressed willingness to continue it if other countries join in, major developed countries refuse to back the EU's pledge unless developing countries also make commitments.

Developing countries, such as South Africa, have indicated that the Kyoto Protocol must continue and is a bottom line in negotiations

for a balanced package. However, unless developing countries are also willing to signal their readiness to take on legally binding commitments in the future, it will be very difficult to find a means to avoid runaway climate change. Since many other issues rest on this decision, the stalemate is holding back other necessary agreements.

The second issue is long-term finance, to cut emissions and to pay for urgently-needed adaptation to climate impacts. This includes agreements on the management of the UN Green Climate Fund, as well the sources for the \$100 billion pledge made by developed countries in Copenhagen.

For a full description of WWF's expectations for COP17, please follow the link www.wwf.org.za/cop17expectations.

Get regular updates on the proceedings at COP by following WWF on Twitter (twitter.com/WWFSouthAfrica), liking our Facebook page (www.wwf.org.za/facebook), or visiting our website (www.wwf.org.za).



FAST FACTS:

Global warming

Certain human activities release greenhouse gases. These gases heat up the average world temperature. This global warming leads to climate change, with extreme and unpredictable weather.

The most common greenhouse gas released by human activity is **carbon dioxide** (CO₂), which is emitted when we make cement, burn wood and use fossil fuels such as gas, coal or oil. Another major greenhouse gas is **methane** (CH₄) from livestock farts, rubbish landfills and rotting things.

Scientists do studies to predict what will happen as temperatures increase. Many of these impacts have been happening already, faster and at lower temperatures than predicted.

TERMS:

Adaptation and mitigation

The talk is of a just transition to a **climate-resilient, low-carbon economy**.

'Climate resilient' refers to strengthening the capacity of our people, environment and economy to prepare for, withstand and respond to the impacts of climate change. This is called **adaptation** to climate change.

'Low carbon' refers to the need for us to transform our economy and the way we live so as to limit our emissions of greenhouse gases. This is called **mitigation** of climate change.

In most cases, adaptation and mitigation are linked and need to be considered together. For example, if people move out of a flood area, the new houses that are built must be energy efficient.

ENSURING FOOD SECURITY IN A CLIMATE OF CHANGE

A glance at the headlines tells us that the pressures on food-, energy- and water-security are converging to place unprecedented pressure on the one thing each of us does each day – eat, writes Tatjana von Bormann.

The era of cheap, abundant food and energy is ending and a new era of uncertainty is upon us. This food-water-energy nexus manifests in the escalating resource shortages and the past decade's food price fluctuations. And, as is so often the case, the impacts are most severely felt by the poorest and most vulnerable people.

WWF's 2010 Living Planet Report (LPR) identifies the key challenge of the 21st Century as the sustainable production of food and energy. It calls for decisive action for the drivers of malnutrition – which affects millions of children and women in South Africa – and over-consumption – which here manifests in micronutrient deficiencies and obesity. Addressing these contradictory afflictions requires, firstly, ensuring equitable access to nutritious food and secondly reconsidering what we eat.

Conversely, many of the drivers of biodiversity loss stem from the production

and consumption of food. Biodiversity is the very source of our food. We are dependent on a food system that is affected by, but also contributes to, resource depletion and climate change.

Pressures on the natural resources required to produce food will continue to grow; if the current 2% growth trend persists, South Africa's current population of 48 million will have risen to 82 million by 2035.

WWF reckons that the world will need to produce as much food in the next 40 years as we have in the last 8 000. How will we feed our growing population worldwide and in South Africa?

Simply increasing the output of current methods of agricultural production is no solution – 80% of South Africa's land area is already used for crops or grazing. Only 11% of this is arable land. Land degradation and desertification are two of South Africa's

most challenging environmental issues, closely tied to food insecurity and poverty.

The hidden landscape of the ocean is as scarred as our terrestrial landscapes. Our marine fish stocks have been impacted by massive over-fishing and freshwater stocks are similarly in decline.

Feeding our nation in a sustainable way, responding to climate change and providing the resources necessary to allow vulnerable people to break out of the poverty trap requires new concepts and strong political will. The markets have an important role to play in ensuring economic advancement consistent with social and environmental sustainability.

We need to put a value on something many of us struggle to fully understand – biodiversity, the natural capital upon which our prosperity is built. By fully integrating biodiversity into policy debate we can address a wide range of development issues including food security, poverty reduction and environmental sustainability. To achieve this, we need to arm politicians and policy-makers, not with more rhetoric, but with more accurate metrics that underpin tangible and positive biodiversity-based development outcomes.

Ultimately, it comes down to the individual, to each one of us. We simply need to be willing and committed. Willing to reassess our own dietary footprint, particularly how much meat and dairy we eat. And committed to truly valuing and savouring our food, recognising it for what it is – the rich offerings of a finite planet.

Tatjana von Bormann manages WWF's Market Transformation work.



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FISHERIES: FACTS AND TRENDS

While many good initiatives are underway to restore the state of South Africa's marine resources, many of the country's inshore marine resources are considered overexploited or collapsed, according to a new report by WWF South Africa.

A clear picture of the precarious state in which we find ourselves after decades of mismanaging our marine systems has emerged from a new WWF-SA report. This snapshot report, titled *Fisheries: Facts and Trends South Africa*, provides an overview of the status of South Africa's fishing sector and the marine environment within which it operates.

The report underscores WWF-SA's drive to promote an Ecosystem Approach to Fisheries. This holistic approach recognises the critical role marine ecosystems play in maintaining resilient socio-cultural systems in the face of growing threats of climate change and food security: already 23% of South Africa's key commercial fish resources are overexploited.

With this report, WWF-SA provides a broad view that highlights the areas of concern. Some of the best-practice solutions that we will need to implement to meet humanity's growing demands on our marine ecosystem are also showcased.

Like most global fishing trends, some local emerging trends are also extremely worrying. Trends for marine harvests indicate a decline in most marine stocks since 1972 for most countries in the Southern



© THOMAS P. PESCHAK

African region. Locally, fishing pressures are driven by increasing demand due to local population increases, higher consumption rates, emergent export markets and tourism.

Some of the key findings include:

- Many of South Africa's inshore marine resources are considered overexploited or collapsed, with a few being fully exploited. The status of commercial linefish in South Africa is particularly worrying. Ecosystem concerns include seabird bycatch and impacts on bottom habitats.

- Many good initiatives are underway to restore the state of our marine resources and manage sectors that are still in good shape. This includes the current management of deep-water hake. The entire hake fishing fleet is covered by vessel monitoring systems. The offshore and inshore hake trawl fishery is the only South African fishery certified by the Marine Stewardship Council (an international eco-label).

- Marine Protected Areas (MPAs) are playing a critical role in supporting our marine ecosystems. To be successful, however, they need to be large enough, represent all habitats, have adequate law enforcement to control poaching and meet communities' financial income, education and recreational rights. Currently 20% of the South African coast is covered by MPAs.

The report highlights the fact that, given the state of many of South Africa's fisheries resources (particularly those found inshore), it is unlikely that job creation can take place in the short-term without progressive rebuilding strategies. "The immediate goal of fisheries management should be on job security with job creation being a longer-term goal," the report states.

A few interesting fish facts:



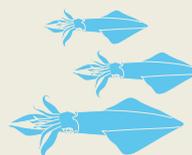
R4,4 billion of fish were landed in 2009. This is equivalent to 583 000 tonnes of fish.



The annual revenue from commercial fisheries exports from South Africa was estimated at R3,1 billion in 2008.

0,5%

Commercial fisheries contribute about 0,5% of South Africa's GDP.



In the impoverished Eastern Cape region, the squid fishery generates R500 million in foreign revenues per annum, making it one of the country's most valuable fisheries.



South Africa's commercial fishing industry employs approximately 43 458 people, including seasonal and permanent employment.

The WWF Sustainable Fisheries Programme is funded by Pick n Pay. Sanlam is the sponsor of WWF's Marine Programme.

CRITICAL CONSERVATION PROPERTY SECURED

A generous donation by a passionate conservationist has allowed WWF-SA to purchase Oranjevlei, a crucial conservation property near Jacobsbaai on the West Coast. The 190-hectare property contains a large portion of the remaining Saldanha Limestone Strandveld vegetation on the West Coast.

This critically endangered vegetation type is jam-packed with rare and endangered species, but is currently unprotected and under intense development and mining pressure.

The property is also home to a newly discovered iris species, the name of which was recently auctioned to raise additional funding for land protection in the area.

“Jacobsbaai is the holy grail of biodiversity on the Saldanha Peninsula” says prominent South African botanist Dr Nick Helme. “Fine-scale scientific planning has

identified this as a hotspot from a biodiversity perspective.”

Jacobsbaai is also interesting in that it extends as a mini-peninsula into the Atlantic Ocean that is cooled by the prevailing summer winds. This cooler micro-climate has possibly been a driving force behind the area’s special biodiversity. There are, for instance, reptiles in Jacobsbaai that usually only occur in areas more than 1000m above sea level.

This micro-climate serves as a refuge for species, which is important from a climate

change perspective. As the Western Cape becomes hotter and drier, Jacobsbaai is likely to provide a place for species to survive these changes. And as part of a priority Western Cape climate change adaptation corridor, the Oranjevlei property is part of the puzzle that will secure the area’s rich biodiversity into the future.

The property will be declared a Nature Reserve and incorporated into the West Coast Biosphere Reserve for management. Thank you to our anonymous donor for backing this big conservation win.

© NICK HELME



The newly-discovered iris species, whose naming rights were put up for auction and raised R550 000.

© NICK HELME



Jacobsbaai, a biodiversity hotspot

© NICK HELME



Wild flowers in the Jacobsbaai area

STAFF NEWS



Tasneem Essop



Dr Samantha Petersen

M&G recognises WWF trailblazers

Two WWF South Africa staff members, Tasneem Essop and Dr Samantha Petersen, have been acknowledged by the Mail & Guardian in its 'Book of South African women'. The book is a celebration of the women who have driven reform in a range of areas in South African public life, including the environment.

As WWF's International Climate Change Policy Advocacy Officer, Tasneem Essop was described as showing "a strong social conscience" and commended for her work in the field of climate change. Dr Samantha Petersen, the senior manager of WWF's Marine Programme, was singled out for her ascent in a "male-dominated field" and the important work that has emerged from her programme – including the WWF South African Sustainable Seafood Initiative (SASSI).

WWF prides itself on an outstanding team that gives 100% in building a future in which people and natural resources thrive. It is also rewarding that some of the high-profile women in our ranks have gained outside recognition for their contributions to inspiring people to live in harmony with nature.

WWF-SA lens man scoops UK photo award

Peter Chadwick, the manager of the WWF Honda Marine Parks Programme and also a keen environmental photographer, was announced the winner of the Gerald Durrell Award for Endangered Wildlife at this year's Veolia Environment Photographer of the Year awards held in London.

The Durrell Award commemorates the late Gerald Durrell's work with endangered species and his long-standing involvement with the Veolia awards. The award is given to the most memorable image and that which captures the unique character or spirit of the subject. Chadwick's image of the African black oystercatcher, which is on the 2010 IUCN Red List of Threatened Species, was this year's winner.

"Being able to represent South Africa at the international event was very humbling," said Chadwick. "I look forward to now taking the power of imagery to the next level in what I am trying to achieve for conservation."



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Passionate about the business of conservation

WWF South Africa welcomes the addition of two new senior staff to its ranks. Augustine Morkel has been appointed the executive manager of operations, with the key responsibility of integrating the organisation's various operations to deliver WWF-SA's overall strategic intent. Augustine started his career in conservation at the Kruger National Park in 1997, before spending stints at SANParks and SANBI.

Dr Andrew Baxter joined WWF in October to head up business development and fundraising. He has spent the past 16 years in the manufacturing and retail sector, first as founder and MD of Capestorm Outdoor Apparel and later as an executive at Cape Union Mart International.

"I will work alongside a dedicated fundraising team to provide strategic and entrepreneurial direction in support of sustainable business development and innovative fundraising strategies for WWF South Africa," said Dr Andrew Baxter.



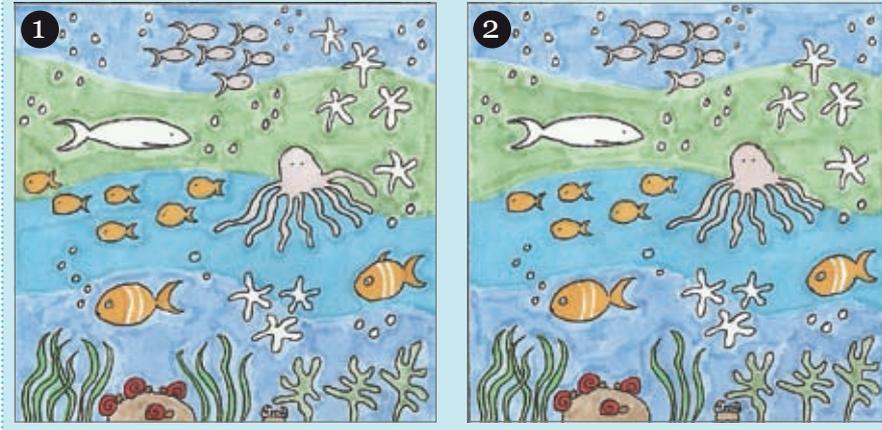
Augustine Morkel



Dr Andrew Baxter

1 Spot the difference

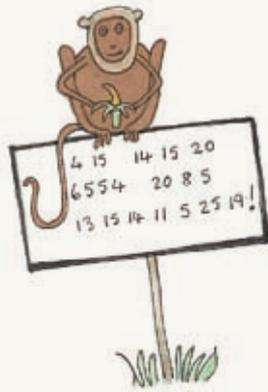
Five things are missing from picture 2. Can you see what they are?



2 Crack the code

Someone didn't read the notice properly!
Can you work out what it says?

CLUE: A = 1; Z = 26.

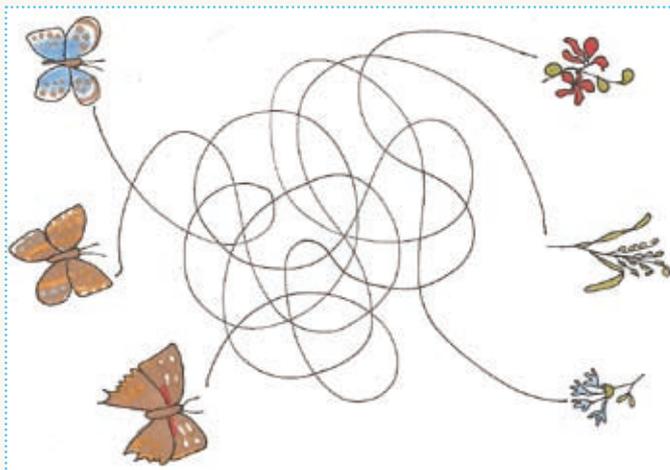


HINT:

It's a good idea with word codes to write down the alphabet so you can check easily.

3 Follow the lines

See which butterfly flies to which plant.



Did you know?

- Different butterflies have specific host plants on which they lay their eggs.
- Butterflies rely on camouflage, irritating hairs and poisons in their body for protection against predators.

Answers on page 15

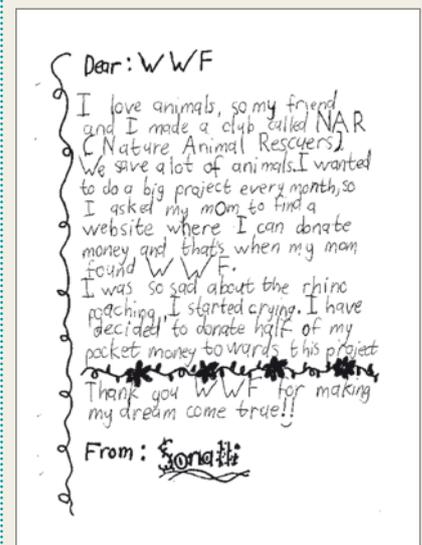
Celebrating Arbor Day



The Harriston School celebrated Arbor Day on Friday 2 September by collecting funds as learners paid donations to wear their civvies for the day. They received a donation of 26 indigenous trees which they planted on the school grounds. The money they raised from their day's activities was kindly donated to WWF. Thank you to the teachers and learners at Harriston.

'Nature Animal Rescuer'

WWF received this letter and donation from Sonalli Chaggan, a young girl in Benoni with a passion for nature. Her letter reads:



Making a big noise for rhinos

This year on Rhino Day each class at the Mtubatuba Primary School in St. Lucia produced a picture or a lesson or a thank you to all who work to defend rhinos. Many of the learners at the school have never seen a rhino in the wild. This is something they wish to change in the future. Here are some examples of their drawings.



WWF South Africa

100%
RECYCLED



20%

of the South African coast
is classified as Marine
Protected Areas

80%

of South Africa's land area is
used for crops or grazing



500 000KL

the amount of water the WWF
Water Balance Programme
expects to release into key water
catchments by clearing alien
invasive species

1 000

the number of litres of
water it takes to produce
1 litre of milk



Why we are here

To stop the degradation of the planet's natural environment and
to build a future in which humans live in harmony with nature.

www.wwf.org.za