

Press Release

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Planet Green's "Emeril Green" Series to Feature Whale-Safer Massachusetts Lobster on November 4

Ocean Conservancy, Massachusetts Lobstermen's Association, Massachusetts Division of Marine Fisheries and Whale and Dolphin Conservation Society promote more sustainable, local lobster

Washington, DC – Ocean Conservancy, Massachusetts Lobstermen's Association, Massachusetts Division of Marine Fisheries and Whale and Dolphin Conservation Society are pleased to announce that the Planet Green television network will feature Massachusetts lobster and more sustainable approaches to lobster fishing used in the state. Massachusetts lobsterman, Dave Casoni, will be featured in an episode of Emeril Green alongside host Chef Emeril Lagasse to explore lobster recipes, and explain how Massachusetts lobster is caught in ways safer for endangered whales. The episode will air November 4 at 8:00 p.m. Eastern Time.

"We are thrilled that Emeril Green will help expand awareness about sustainable approaches to lobster fishing in Massachusetts. People want to have seafood choices that are good for wildlife and good for the ocean," said Vicki Cornish, vice president of marine wildlife conservation at Ocean Conservancy. "With only about 400 North Atlantic right whales remaining in the population, any actions that can be taken by fishermen to prevent entanglements of whales could help turn this species around."

The partner organizations are working together to reach out to Massachusetts restaurants, fish markets and seafood dealers, ensuring that residents and visitors know to buy local lobster caught using whale-safer gear. The signature green Massachusetts whale tail lobster claw band signifies lobster caught using safer fishing methods. These efforts ultimately support whale protection, the Massachusetts economy, and New England's lobster fishing heritage.

Massachusetts is the first and only state to require year-round use of sinking groundline. Groundlines are rope that links lobster traps together on the ocean floor. Sinking groundline reduces the threat to whales because it sinks to the bottom of the ocean, out of harm's way. The State of Massachusetts also has a program to remove abandoned or lost lobster traps from the water and restricts the kind of fishing gear that can be used when whales are present in their critical habitat in Cape Cod Bay.

"Being a part of this show was a great experience. It is important for people to know that there is a more sustainable choice when it comes to buying lobster, and this will help get out the word," said Dave Casoni, Massachusetts lobsterman. "Along with our partners, we will continue to tell the story about Massachusetts lobster and how buying local is the best choice for whales and for our local economy."

The waters off Massachusetts are important feeding habitat for protected and endangered whales, including minke, humpback, finback, and North Atlantic right whales. The North Atlantic right whale, hunted to the brink of extinction, is now threatened by ship strikes and interactions with fishing gear. Massachusetts has a long history of lobster fishing dating back to 1808 when Ebenezer Thorndike of Swampscott invented the lobster trap. Lobster fishing in Massachusetts continues to be an important part of the Massachusetts way of life and economy. This partnership is creating a legacy of engaging fishermen to help conserve whales and other ocean wildlife for future generations.

Visit www.masslobster.org for more information.

About Massachusetts Division of Marine Fisheries

The Massachusetts Division of Marine Fisheries (*Marine Fisheries*) mission is to manage the Commonwealth's living marine resources and the harvesting of those resources by the commercial and recreational fisheries, while maintaining a diverse number of self-sustaining fish populations at healthy levels of abundance in balance with the ecosystem. Thus, providing wealth and benefits to all citizens of Massachusetts. For more information visit <http://www.mass.gov/dfwele/dmf/index.html>.

About Massachusetts Lobstermen's Association

Founded in 1963 by lobstermen for lobstermen, Massachusetts Lobstermen's Association is backed with over 40 years of industry experience. Since its beginnings, the Massachusetts Lobstermen's Association Inc. has always worked to help this states lobstermen meet the challenges they face. It has worked to conserve the resource on which the lobstermen depend. Today, it is the major voice of the Massachusetts lobster industry. Through our commitment, experience, and expertise the Massachusetts Lobstermen's Association has established a unique relationship with our members that will last a lifetime! For more information, visit lobstermen.com.

About Ocean Conservancy

Ocean Conservancy is the world's foremost advocate for the oceans. Through science-based advocacy, research, and public education, we inform, inspire and empower people to speak and act for the oceans. Ocean Conservancy is headquartered in Washington, DC, and has offices in New England, Florida, the Gulf of Mexico, and California with support from more than half a million members and volunteers. For more information, visit

www.oceanconservancy.org.

About Whale and Dolphin Conservation Society

WDCS, the Whale and Dolphin Conservation Society, is the global voice for the protection of cetaceans (whales, dolphins and porpoises) and their environment. We work to reduce and ultimately eliminate the threats to cetaceans and their habitats, while also striving to raise awareness of these remarkable animals and the need to protect them in their natural environment. WDCS has offices in the UK, Australia, Argentina, Germany and the US. For more information see www.wdcs.org.

About Planet Green

Planet Green is Discovery Communications' global, cross-company initiative with a commitment to document, preserve and celebrate the planet, including the first-ever 24-hour lifestyle and entertainment network in more than 50 million homes as of June 4, 2008. Planet Green is the multiplatform media destination with a mission. It's the center for the new green conversation, speaking to people who want to understand green living and to those who truly want to make a difference in meeting the critical challenge of protecting our environment. Planet Green's unique content, tools and information will enlighten, empower and most certainly, entertain. Planet Green is now available in high definition on Planet Green HD. Planet Green's platforms include leading eco-lifestyle website TreeHugger.com and the solutions-oriented PlanetGreen.com.