

GREENPEACE

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Dear Activist,

Thank you for hosting a Whale Watching House Party. Your participation is key to putting an end to the senseless business of killing whales once and for all.

Greenpeace and whale protection have gone hand-in-hand since 1975 when we launched our first anti-whaling campaign. This winter, we once again are in the Southern Ocean bearing witness to the whale slaughter and giving our all to help as many whales escape the harpoons as possible.

Our ships, the Arctic Sunrise and the Esperanza, left Cape Town in South Africa on November 20th to intercept the Japanese whaling fleet. On December 21st, we made first contact with the whalers and we have doggedly pursued them since. Greenpeace activists have successfully kept the whaling fleet on the run, positioned themselves in the path between harpoons and whales, and documented whales in agony from exploding harpoons.

But, bearing witness to the whale slaughter on the high seas is not enough. We need you.

Whaling is big business and we, consumers, have a role to play in bringing this bloody business to an end. In this kit, you will find resources that drive this point home to one particular company, Gorton's of Gloucester, that can make a difference in the fight to save the whales.

Gorton's of Gloucester is wholly owned by Nissui, a Japanese seafood conglomerate and former whaling company that owns one-third of the current Southern Ocean whaling operation. Gorton's is Nissui's most profitable overseas subsidiary, and is critical to Nissui's success in the U.S.

American consumers, when made aware of the connection between Gorton's and whaling, will not support a company that is linked to whaling.

The question is simple – what is more valuable to Nissui? Gorton's huge seafood profits or the meager, ill-gotten gains from an industry that is abhorred by the international community, opposed by marine scientists, and has a shrinking consumer market.

In this kit you will find a factsheet that gives an overview of the International Whaling Commission (IWC), the Southern Ocean, industrial whaling and Gorton's links to this industry. Also included are postcards and petitions which we will deliver to Gorton's on your behalf. Please visit <http://www.enchantedlearning.com/crafts/origami/whale/> for directions on how to make origami whales, and we will deliver them to Gorton's as well. Let your creativity run wild – large and small origami whales, made of wrapping paper or construction paper, with poems or simple messages written on them...if whales could speak for themselves, what would they say? Send us your whales and we will make your voices heard.

Thank you so much for your actions in defense of whales. Together we can put an end to the whale slaughter.

Sincerely,
Beth Fitzgerald
Senior Oceans Campaigner

Whaling in the Southern Ocean

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**www.
greenpeaceusa.
org**

Since 1971 Greenpeace has been a leading voice of the environmental movement. We work throughout the world to protect oceans and ancient forests, and to fight toxic pollution, genetic engineering, global warming and nuclear threats. Without compromise, Greenpeace takes on powerful political and corporate opposition to protect the future of our planet.

- **A Brief History of Whaling**

While whaling has been conducted for centuries, the sheer size and speed of many whales meant that they were off limits to the whalers. But, in the mid-1800s, whaling entered the industrial age with the invention of the exploding harpoon. This, in addition to advances in ship building technology, made whalers deadlier and able to travel farther and faster. By the early 1900s, industrial scale whaling was decimating whale populations in the farthest corners of the planet. Japanese whalers alone, in less than 30 years, went from killing about 15 whales per year in the 1880s to killing over 1000 whales per year by 1907. By 1930, 80% of the great whale species were feared to be on the verge of extinction.

- **The Southern Ocean**

The Southern Ocean surrounds Antarctica and extends north to between 50 and 60 degrees latitude. It is an area of stark beauty that, to the unfamiliar eye, might seem completely inhospitable. In fact, its nutrient-rich waters support an abundance of life that, at one time, included thriving populations of whales.

The Southern Ocean is the feeding ground for 80% of the world's great whales. It has also been the killing fields of the whaling industry. In the mid-1800s, the Southern Ocean was home to as many as 650,000 fin whales and 250,000 blue whales. Today, fin whales have declined to as few as 12,000 and the blue whales may number no more than 400. Recognizing the need to provide a refuge for whale populations, the International Whaling Commission designated the entire whale feeding grounds of the Southern Ocean as a whale sanctuary in 1994.

- **The International Whaling Commission**

In 1946, the International Whaling Commission (IWC) was formed in recognition of the fact that whale populations were being severely depleted. The IWC is the body recognized by the UN as having responsibility for the world's whales. In 1982, the IWC voted to enact a moratorium on commercial whaling that began in 1986. The moratorium, subject to an annual vote by IWC members, has remained in effect, but its fate remains precarious in the face of Japan's aggressive efforts to overturn it. In an effort to maintain its capacity to resume commercial whaling despite the moratorium, the Japanese government exploits a loophole that allows for "research" whaling. The Japanese government openly states that the purpose of its "research" whaling is to pave the way for the resumption of large-scale commercial whaling in the Antarctic.

- **"Research" Whaling**

In 1987, one year after the IWC moratorium on commercial whaling took effect, the Japanese commercial whaling industry took advantage of a loophole allowing "research" whaling and reorganized itself into a "research" whaling operation. Three of the largest whaling companies formed a new whaling company, Kyodo Senpaku, which to this day, operates the whaling fleet in a nearly identical form to its openly commercial predecessors.

IWC member nations and many of the world's leading whale scientists have called on Japan to revise or eliminate its "research" whaling, noting that modern, non-lethal methods for obtaining information not only exist, but result in a better understanding of whales' roles in their ecosystems. Despite the passage of nearly two dozen IWC resolutions urging Japan to withdraw or revise their proposals, the Japanese government continues to issue special permits to the whaling industry for larger and larger annual quotas. In fact, in 2005 the Japanese government more than doubled their quota for minke whales to 935, and expanded their hunt to include endangered fin whales. Japan also has plans to start hunting endangered humpback whales later this year.

- **Government Response**

Many countries are putting significant pressure on Japan to abandon its thinly disguised commercial whaling program. On January 17, 2006, seventeen countries issued a strongly worded call to the Japanese Ministry of Agriculture, Forestry and Fisheries of Japan to join the international community, cease lethal scientific research on whales and assure the return of the whaling fleet from the Southern Ocean. The countries were Argentina, Australia, Austria, Brazil, Belgium, Finland, France, Germany, Ireland, Italy, Luxembourg, Mexico, New Zealand, Portugal, Spain, Sweden and the United Kingdom.

- **U.S. Silence**

The U.S. Government was conspicuously absent from the multilateral appeal to Japan to end whaling. In the past, when the U.S. has chosen not to participate in joint criticisms of Japan's whaling program, it has delivered an independent statement. According to the State Department, the U.S. has no plans to do so this time. This silence comes among troubling reports that the U.S. Government is undergoing a secret review of its policy on whaling. With a long record of opposition to whaling and vocal support for whale conservation, any changes to U.S. policy under consideration are unlikely to be good news for whales or welcomed by the American people.

- **Gorton's of Gloucester Linked to Whale Killing**

Japan's whaling program is not just a government operation, it is big business. For international seafood giant Nippon Suisan (Nissui), a major stake in "research" whaling means a chance at a big slice of the profits from selling whale meat, which could reach as high as \$100 million or more this year. Nissui is responsible for killing over 175,000 whales since the 1930's, including more than 44,000 fin whales.

In 2001, Nissui purchased Gorton's of Gloucester, the best selling frozen seafood brand in the U.S. With annual sales around \$200 million, Gorton's contribution to Nissui's bottom line is huge and critical to Nissui's success. Gorton's is aware of its parent company's involvement in whaling, but so far Gorton's executives have denied demands from Greenpeace, the Humane Society of the United States, and the Environmental Investigation Agency to use their influence to bring an end to whaling.

Americans are not going to support a company with ties to whale killing. If Nissui is serious about succeeding in the United States, they are going to have to listen to public opinion, which clearly opposes whaling. Gorton's must make it clear to Nissui what is at stake: Nissui can continue to participate in the dead end business of whaling, and consequently lose the support of American consumers, or Nissui can put an end to the bloody business of whaling once and for all.

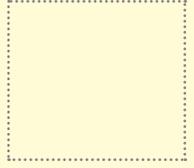


In the whale killing business since 2001

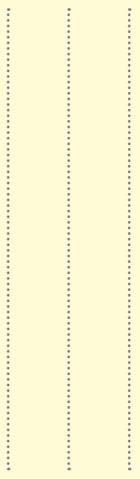
GORTON'S

NEW!

ANNUAL WHALE HUNT TO INCLUDE ENDANGERED SPECIES!



Mr. Steve Warhover
President and CEO
Gorton's of Gloucester
C/o Greenpeace
702 H Street NW, suite 300
Washington, DC 20001



TAKE ACTION To End the Whale Slaughter!

Tell Gorton's of Gloucester to end the senseless business of whaling once and for all. Contact Gorton's:

Steve Warhover, President and CEO
Gorton's of Gloucester
128 Rogers Street
Gloucester, MA 01930
(978) 283 3000



Dear Mr. Warhover,

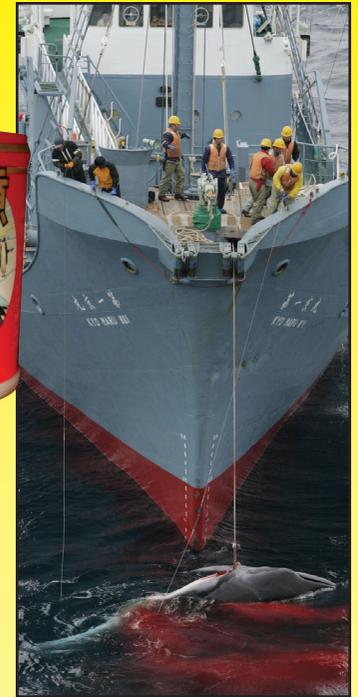
It has come to my attention that Gorton's of Gloucester, despite its all American family business image, is a division of a Japanese multinational seafood giant, Nissui, that is involved in whaling.

Whaling has outraged citizens, governments and scientists alike. The ongoing "scientific" whaling that is supported by your parent company is commercial whaling in disguise.

On behalf of the whales, our oceans and the reputation of your company, please act now to end the whale slaughter.

Signed

City State



For over 150 years, you could "trust the Gorton's fisherman" — but not anymore!

Gorton's of Gloucester in the Whale Killing Business Since 2001. Despite its all-American family business image, Gorton's of Gloucester is actually a division of a Japanese seafood company, Nippon Suisan (Nissui). Nissui has a long history in whaling and currently owns one third of the Japanese whaling fleet.

2,700 Whales Killed Since 2001. Since Nissui purchased Gorton's in 2001, more than 2,700 whales have been killed under the guise of "scientific" whaling. International experts have condemned "scientific" whaling as obsolete and the International Whaling Commission has repeatedly called on Japan to end its whaling operations. "Scientific" whaling is simply commercial whaling in disguise.

Whaling is Bad Business. Gorton's is the best-selling frozen seafood brand in the U.S. and critical to Nissui's success in North America. Gorton's has a responsibility to its customers and public opinion, which is overwhelmingly in support of protecting whales. Gorton's and Nissui must end the whale slaughter once and for all.

Save the Whales, Defend Our Oceans

Learn more: www.greenpeaceusa.org/oceans

GREENPEACE

The Japanese whaling fleet intends to double its kill this year to nearly 1000 whales, including endangered fin whales.



In the whale killing business since 2001

GORTON'S

www.greenpeaceusa.org

GROUND RULES FOR EVENT PARTICIPANTS

Participating in house parties and day of action events is fun, easy and makes a difference. We only ask that you follow a few simple guidelines.

Attendees agree to:

- Respect everyone's time by coming to the event on time.
- Cooperate with the host and follow his/her instructions.
- Confirm that you have read and agree to the agreement below.
- Most importantly, Greenpeace is a peaceful organization rooted in the Gandhian traditions of peaceful protest and dedicated to exposing environmental problems while bringing about a better tomorrow for us and our children. As an individual participating in public events, or other activities, we expect that you act in accordance with the rich legacy of peaceful social movements by highlighting problems without aggression towards others or their property.

GROUND RULES FOR EVENT HOSTS

If you can plan and manage an event on your own or with a few friends then you can make an enormous contribution to protecting the environment. There are so many people in communities across the country taking initiative to set up events. Our small staff can provide you with the materials that you need at <http://www.partylaunch.com/greenpeace> and then we count on you to take the lead in making your event happen. We will work hard to review all questions that are emailed to us and add answers to the FAQ (frequently asked questions) pages. By creating an event, you are agreeing to serve as the host of the event.

Your responsibilities as host include:

- Ensuring that all the necessary materials are brought to the event.
- Contacting and communicating with the people who participate in your event.
- Filing a quick post-meeting report.

I agree to the hosting ground rules for this event. I understand that I am not authorized to act as an agent of Greenpeace. I understand that I am coordinating my event independently from Greenpeace and that Greenpeace shall not be responsible for the conduct of any other volunteer or participant. I hereby release Greenpeace and each of its present and former officers, directors, employees, agents, and affiliates from any liability that may arise from my participation, including from transportation to or from any location or from the acts or omissions of other persons. I agree to the above statement, and also attest that:

I am at least 18 years of age. Or I am the parent or legal guardian of the person volunteering for Greenpeace events, who is between the ages of 15 and 17, and I am making this statement on behalf of him or her.

signature

One of the most important ways to send a clear message to Gorton's is to show them that your community opposes illegal whaling. Postcarding (or petitioning) is an effective and easy way to demonstrate that opposition while educating the public and recruiting new people to get involved.

Postcarding is easy. All you need is a smile, the postcards included in this kit, fact sheets, a few pens and a brief "rap".

How to Get Postcards To Gorton's Signed

Pick Your Place: Find a local grocery store with a public sidewalk and high foot traffic. If your local grocery store doesn't work for some reason, any public sidewalk or outdoor area with lots of passersby will do.

Interest People: You can stop people by making eye contact, offering a smile, holding out your postcard, and saying "Sign a postcard to stop illegal whaling?"

Close the Deal: Then say a brief rap: "The Gorton's fish sticks in the frozen food section are now owned by a Japanese whaling company that plans to kill roughly 1000 whales this season. Some of those whales are endangered. Greenpeace is working to stop this." Many people will sign without even hearing this. You can quickly give them this information while they're signing to better educate them. You can also give them a fact sheet if they're interested in learning more.

Train Petitioners: If someone is new quickly rehearse the rap above with them, demonstrate how to postcard while they watch, and then have them try it out to be sure that they understand how to do it.

Send Them In: Make sure to keep all the signed postcards and send them in to Greenpeace. We'll deliver them all en masse to Gorton's.

For Advanced Petitioners:

Using a Table: Tables are great for information and establishing a presence but are horrible if you sit behind them. People will rarely approach you. You'll get many more signatures if you are in front of the table and approach people. Don't have a table? Use an ironing board, it works great!

Be a Star: Often, you stop people who are walking together. If you're prepared with extra pens and stacks of postcards, everyone can sign at the same time instead of waiting around.

Remember, we aren't there to argue with folks or to convert anyone. There are plenty of people who agree with us, your job is to get out there and find them. Have fun!