

# Scuba & H2O

YEARLY SUBSCRIPTION \$20

ADVENTURES MAGAZINE



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DISCOVERING SHIPWRECKS IN SEARCH OF THE CAYRU

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SOUND BITES

# Publisher's Note: Merriment & Joy

Christmas holds a special place in my heart. No matter where I have traveled in the world, one thing stays the same; the holidays are about celebrating family, friends, food, and traditions. In every part of the world people come together and share their meals, gifts, and special moments. Christmas to many marks a day of new beginnings and an opportunity to take inventory of our year. This year, in our publication, we have celebrated community with stories about everything from polluted waters and citizens taking a stand to diving with veterans while they find their inner strength. From our family here at the scuba & H2O Adventures to yours - we wish you all a merry Christmas and joyous holidays as you celebrate your traditions and grow your communities.

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MAY YOU NEVER BE TOO OLD  
TO SEARCH THE SKIES ON



Christmas Eve

Selene Muldowney

### About the Cover:

Kenneth Stewart at the City Of Washington in Key Largo FL. doing NAS Training (Nautical Archaeology Society). Matt Lawrence of NOAA took the photo.

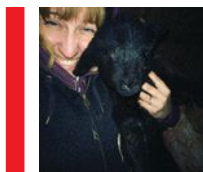
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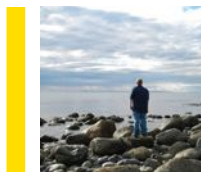
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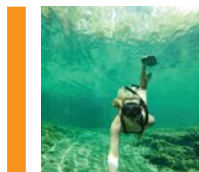
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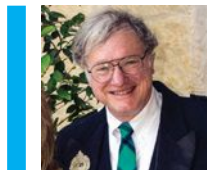


CAITLYN RUSKELL

Caitlyn is Content Writer and Editor for Divers Alert Network in Durham, NC. She is an active PADI and NAUI Instructor, RAID Rebreather Instructor and graduate of the University of Georgia.



A BEACH IS NOT ONLY A SWEEP OF SAND, BUT SHELLS OF SEA CREATURES, THE SEA GLASS, THE SEAWEED, THE INCONGRUOUS OBJECTS WASHED UP BY THE OCEAN. **HENRY GRUNWALD**



GARY LEHMAN

Gary came to diving later than most, and loves to get away when he can – which is not enough! Some of the most memorable experiences ever for Gary have been underwater with his club buddies, turtles and sharks! When not diving or thinking about it, he writes about it!



ALEC PEIRCE

Alec Peirce is recognized as one of the finest scuba diving presenters of his generation. He holds instructor certifications with seven different scuba training agencies plus many honorary awards from the scuba industry including the prestigious "Platinum Pro 5000 Diver".



ELIZABETH BABCOCK

Elizabeth Babcock, LCSW has been a certified diver since 2000. She is a psychotherapist and community educator who has written extensively on topics of interest to anyone seeking to maximize their health and overall enjoyment of life, though her primary specialty is the treatment of overeating. She recently published "[Why We Overeat and How to Stop.](#)" (available at Amazon.com).



JAMES LAPENTA

I am a recreational and technical SCUBA Instructor whose primary goal is to create divers that are safe, skilled, and competent. I'd rather lose business than certify an unqualified diver. It is my moral and ethical duty to call out unsafe practices, standards, and those who defend or use them.



BONNIE MCKENNA

Destined to a life with adventure, Bonnie McKenna took her open water dive in 1955 with no wetsuit or BCD, a J-valve tank, double hose regulator, and fins that weighed a ton. She explored the world, with camera in hand, as an international flight attendant. Now retired, she spends her time working as a photojournalist and conservationist.



JOHN C FINE

The author Dr. John Christopher Fine is a marine biologist, Master Scuba Instructor and Instructor Trainer. He is an expert in maritime affairs and has authored 26 published books. His large format coffee table book: *TREASURES OF THE SPANISH MAIN* contains information and photographs of Spanish colonial shipwrecks.



GENE PETERSON

An accomplished wreck explorer, historian, speaker, instructor, and business owner, Gene is a man who wears many hats, and who has made significant strides in surfacing the deep history of New Jersey shipwrecks. Gene has over 40 years of experience in these fields, and we look forward to sharing his stories and expertise in future editions.



MICHAEL SALVAREZZA

Michael Salvarezza and Christopher Weaver have been diving the waters of the world since 1978. In that time, they have spent thousands of hours underwater and have accumulated a large and varied library of photographic images. They have presented their work in many multi-media slide presentations, and have appeared previously at Beneath the Sea, the Boston Sea Rovers Underwater Clinic, Ohio ScubaFest and Our World Underwater.

Eco-Photo Explorers (EPE) is a New York based organization and was formed in 1994 to help promote interest in protecting the environment through knowledge and awareness through the use of underwater photography.

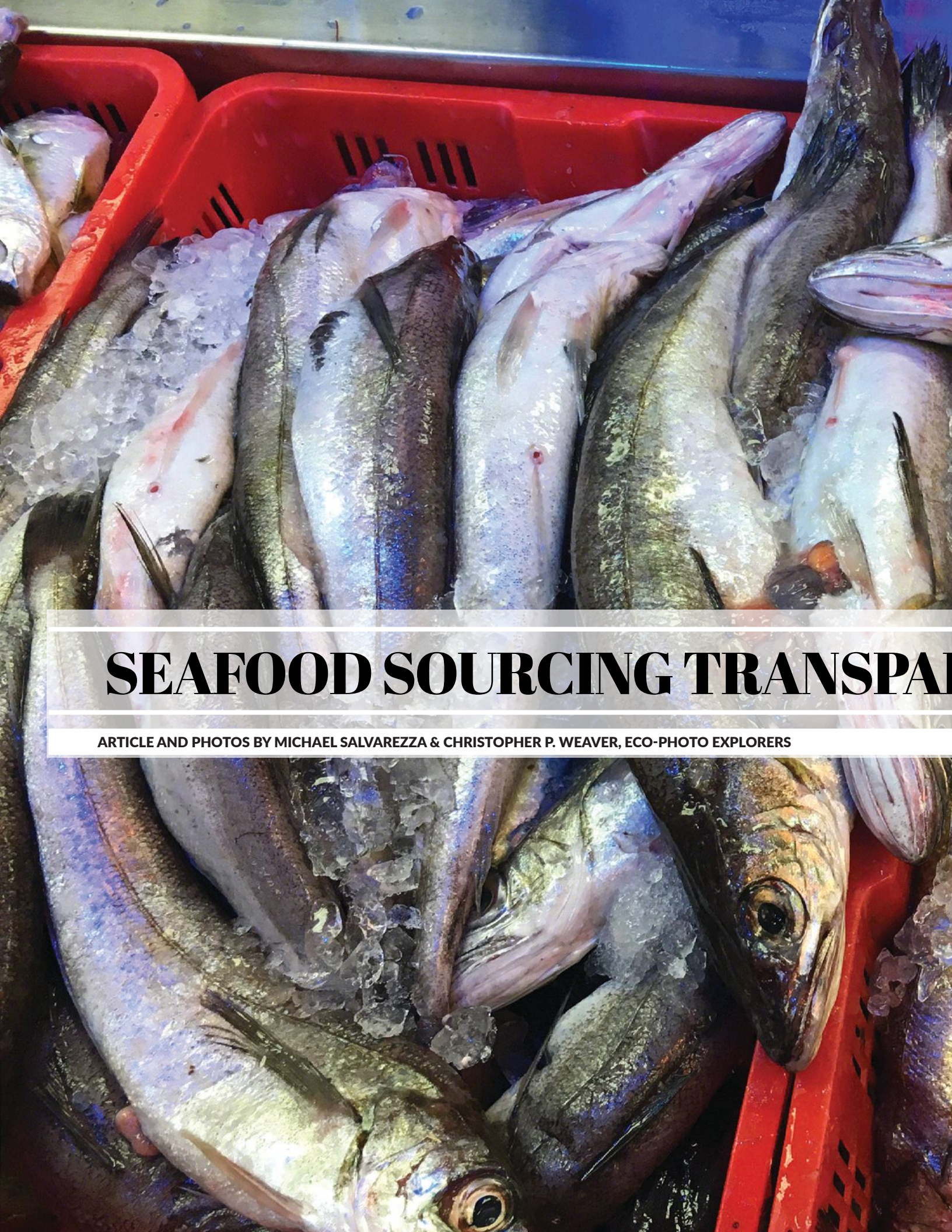


CHRISTOPHER WEAVER



MARK NORDER

Mark has worked as a diver and dive supervisor for more than 30 years. He works in locations as diverse as Alaska's Bering Sea, the Missouri River and Gulf of Mexico. Mark currently resides in Southern California.



# SEAFOOD SOURCING TRANSPARENCY

ARTICLE AND PHOTOS BY MICHAEL SALVAREZZA & CHRISTOPHER P. WEAVER, ECO-PHOTO EXPLORERS



# TRANSPARENCY: AN INNOVATIVE MISSION



More transparency in the seafoods supply chain would help reduce corruption, increase sustainable yields and help consumers

For many, eating seafood is an essential part of their diet. But when you go to a seafood market, or when you order a seafood meal at a restaurant, how do you really know where that fish came from? How do you know what fish you are really eating? The issue of mis-labeled fish is a massive one, and it has serious implications on consumption as well as species sustainability.

One man’s vision, being brought to life through a non-profit organization, is utilizing an innovative approach to attack this problem. It is one SCUBA divers and any person committed to the welfare of our oceans should be aware of.

Eric Enno Tamm is the team leader for traceability initiatives at Ecotrust Canada, a Vancouver-based charitable nonprofit that launched the seafood traceability system ThisFish in 2010.

Prior to working on ThisFish, Eric was head of communications for Ecotrust Canada and executive director of the Coastal Community Network, an advocacy group in British Columbia. Eric grew up in the commercial fishing industry on Vancouver Island and has worked in the harvesting and processing sectors, and has authored several reports on sustainable fisheries and ITQ systems.

ThisFish Inc. is a leader in seafood traceability and production software that improves business efficiency and increases trust and accuracy in supply chain data. Their mission is to improve the social, environmental and financial sustainability of the seafood industry.

We sat down with Eric Enno Tamm to learn more.

**Can you tell us a little bit about ThisFish and what you are trying to do?**

ThisFish Inc. is a mission-based software company trying to digitize global seafood supply chains in order to make the industry more transparent and trusted. We’ve identified seafood factories as the most critical hub in supply chains and have developed software for seafood factories to digitize their production, traceability and quality control data. We are trying to bring this ancient industry into the digital age.



How can we tell if this Salmon is wild or farm raised?

**What are some of the problems associated with the seafood industry today that better traceability through digital tools will address?**

Studies show that a third of seafood is mislabeled and a quarter of U.S. seafood imports are from “pirate” fishing, resulting in low trust in seafood supply chains and new stricter traceability regulations. Yet most seafood processors still manage their traceability data on paper, causing numerous problems including human errors, no real-time analytics, slow reporting, inefficient transcription, etc. Businesses are drowning in painful paperwork. We are building software that solves both a business problem and a larger problem related to a lack of data and transparency in supply chains.

**Your solution is a software solution. Is there an economic advantage to the seafood industry in adopting this software?**

Our software digitizes and automates data collection in seafood factories, saving labor costs and improving data quality. Another big advantage is getting real-time data which improves their process control. Through dashboards, managers can watch their factory digitally in real-time which they’ve never been able to do before.

**Seafood is sourced from everywhere on the planet. Are your efforts international in nature? That must involve a lot of conversations with lots of people!**

Seafood is the most globally traded protein on earth. No other protein is as complex and diverse as seafood which also reflects the same complexity and diversity that is in our ocean ecosystems. We are based in Vancouver, Canada, but have customers in Europe, Latin America, North America and Southeast Asia. We’ve implemented our technology from the Spice Islands in Indonesia to Adak in the Aleutian Islands.

**Do you get pushback from the industry? In other words, if there is fraud and other illegal activity involved, don’t they want you to stay out of their business?**

Sadly, yes. The seafood industry is largely a paper-based industry. There are some forward-thinking

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visionary people who want to advance the industry through sustainability, traceability and new technology. However, there are also some that want to continue to hide bad business practices. Some are hiding illegal activity as well. In the Information Age, I think this latter group is living on borrowed time. Technology is helping to shine a light on some dark corners in the global seafood industry.

### **What inspired you to take on this effort?**

I was born and raised in a commercial fishing family that goes back generations on Vancouver Island, Canada . I spent my childhood on a fish boat and so I've seen the best and the worst of the industry. The fishing industry is truly the last vestige of our prehistoric hunter-gather society. It is part of our human heritage and if we get it right there is no reason why we can't still be fishing 100,000 years from now.

### **Is there anything SCUBA Divers can do to help this cause?**

I think it is very easy to demonize fish harvesters, especially if you see overfishing on reefs or bottom habitat destruction. In many cases, fish harvesters and their communities find themselves in circumstances where bad behavior is rewarded and good behavior is not. We are all part of this system, which often manifests itself in bad fishing practices. But the economic drivers behind this behavior often start with retailers and consumers. We all bear some responsibility, but the blame is sometimes placed on those who are the most vulnerable and poor in our economic system -- the primary producers risking life and limb fishing on the sea.

### **Any "war story" that you'd like to share?**

At age 22, I skippered my father's salmon fishing vessel for a summer and almost sank it in a storm 30 miles off shore. Needless to say, I think I found a better (and safer) vocation building software for the fishing industry.

