

COMMITTEE STAFF SUMMARY FOR JULY 21, 2016

11. FINDING DORY - ENVIRONMENTAL STEWARDSHIP**Today's Item****Information** **Direction**

Finding Dory: Opportunities to encourage environmental stewardship

Summary of Previous/Future Actions (N/A)**Background**

Media has the potential to indirectly impact biological resources. Effects from the release of movies, such as Pixar's current film "Finding Dory", can lead to an increased demand for the species featured in the movie. For example, after the film "Finding Nemo" was released, a spike in sales of already-declining clownfish occurred, leading to over-collection in some locations. This highlighted the need to balance wild conservation with economic opportunities such as a healthy aquarium trade, through sustainable sourcing and captive breeding (e.g., University of Queensland [clownfish breeding program](#) and non-profit collaborations like [savingnemo.org](#)). However the media impact on demand for wild populations of "charismatic species" is not documented well enough to predict potential results. In the case of the movie "Finding Dory", Dory is a Blue Tang, In contrast to clownfish, blue tang, and sister-species in the surgeonfish family, is not listed as threatened by the Convention on the International Trade in Endangered Species (CITES), although it has experienced limited success under aquarium trade captive breeding to date.

Significant Public Comments (N/A)**Recommendation**

Suggests a discussion about how FGC can encourage Californians to know the source in order to support sustainable operations with all aquarium purchases, as with all fisheries. Staff has reached out to Pixar and is exploring possible avenues to support this messaging.

Exhibits (N/A)**Committee Direction/Recommendation (N/A)**