



OCEAN SUNFISH  
*Mola mola*

# Introduction

## At the Monterey Bay Aquarium, our mission is to inspire conservation of the oceans.

Today, this mission is more urgent than ever before. Our oceans are in peril worldwide, their wildlife and habitats threatened by an ever-increasing pace of human activity. We risk losing vital natural systems that sustain us all and are a source of livelihood and inspiration for humanity.

We believe that our efforts can help turn this tide. We envision a world in which the oceans are healthy, and people are committed to protecting the integrity of Earth's life-sustaining natural systems. To make this vision a reality, we help people know more, care more and do more on behalf of the oceans. Our exhibits and programs introduce people from all walks of life to the wonders of the marine world—from Monterey Bay to the vast oceans beyond.

As a leader in ocean conservation, we extend our impact by reaching beyond our walls to inspire the public and policymakers to act on behalf of the oceans. And we support and conduct research and conservation programs that generate the scientific findings essential to sound ocean policy decisions, and that help us all know how to lead more ocean-friendly lives.

The Monterey Bay Aquarium is working to achieve lasting marine conservation outcomes by inspiring, engaging and empowering people to care about the oceans, and to become actively engaged in their protection. Our programs support this goal through four key strategies:

- We conduct and support scientific research that informs programs, policy and other conservation initiatives.
- We promote sustainable seafood choices by working with chefs, businesses and the public.
- We advocate for policy change on behalf of the oceans.
- We pursue green business practices and encourage others to do likewise.

This report highlights our progress and accomplishments in support of these strategies. More information about our research and conservation programs can be found on our web site at [montereybayaquarium.org](http://montereybayaquarium.org).

Our sister institution, the Monterey Bay Aquarium Research Institute (MBARI), is a world center for advanced research and education in ocean science and technology, specializing in the development of better instruments, systems and methods for deep-ocean scientific research. More about MBARI is available online at [mbari.org](http://mbari.org).