

# PRESS RELEASE

## GLOBAL BIRDFAIR 2025 CONSERVATION PROJECT



We are excited to announce the Global Birdfair 2025 Conservation Project, **Safeguarding Ocean Species**.

This important project concentrates on the South Pacific region and gives opportunities to create awareness on a Global scale, alongside BirdLife International's Seabird and Marine Programme Conservation initiatives.

Global longline fisheries bycatch poses the single greatest threat to many albatross and petrel species, including the critically endangered Antipodean Albatross (*Diomedea Antipodensis*), this year's flagship bird. Among other species affected are Flesh-footed, Buller's, Sooty and Short-tailed Shearwaters, plus other subantarctic visitors to the region: Giant Petrels, Grey Petrels and smaller albatross species.

Global Birdfair projects are chosen carefully by us for their positive impact on species, habitats and people. We hope that **Safeguarding Ocean Species** addresses critical gaps in awareness and compliance as follows:

**Species:** Ensures the adoption of best-practice seabird bycatch mitigation measures on longline fishing vessels, directly reducing interactions with highly threatened species like the Antipodean Albatross.

**Ocean Systems:** Contributes to more sustainable fisheries and healthier marine ecosystems, creating resilience against climate change and improving the long-term sustainability of ocean resources.

**Society:** Strengthens local livelihoods by employing a local Port-based Outreach officer and coordinator, while empowering women through training and paid opportunities to produce tori lines for vessels.

The project is closely aligned with the Agreement on the Conservation of Albatrosses and Petrels (ACAP). Additionally, the project supports the 2050 Blue Pacific Strategy by advancing sustainable fisheries management and promoting biodiversity conservation as part of a broader vision for resilient Pacific ecosystems. Working together, we all need to address the critical state of the World's Oceans as habitats.

Thank you in advance for supporting this year's event.

Tim Appleton and Penny Robinson  
Global Birdfair Organisers

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21 January 2025

