Imagine an ocean without fish.
Imagine your meals without seafood.
Imagine the global consequences…
no fish in the sea by 2050,

unless we do something about it now.



THE END OF THE LINE

DVD release

The End of the Line was released on DVD on 1st February 2010 and is available now to purchase from www.endoftheline.com at a special promotional price of £10 compared to the RRP £14.99. It is also available from select stores as well as online retailers

The End of the Line, is the world's first major feature documentary about the devastating impact over fishing has had and is having on our oceans. Based on the book by former Telegraph journalist Charles Clover and filmed over two years, The End of the Line provides a dramatic expose of those in power who are taking advantage of the seas with catastrophic consequences on the world's fish supplies.

During the film we see firsthand the effects of our global love affair with fish as food. The film examines the imminent extinction of blue fin tuna, brought on by increasing western demand for sushi; the impact on marine life resulting in huge overpopulation of jellyfish; and the profound implications of a future world with no fish, which would bring certain mass starvation.

Throughout the film we follow Charles Clover as he confronts politicians and celebrity restaurateurs, who exhibit little regard for the damage they are doing to the oceans. One of his allies is the former tuna fisherman turned whistleblower Roberto Mielgo – on the trail of those destroying the world's magnificent blue fin tuna population. Filmed around the world – from the Straits of Gibraltar to the coasts of Senegal and Alaska to the Tokyo fish market – featuring top scientists, indigenous fishermen and fisheries enforcement officials, The End of the Line is a wake-up call to the world. It is however a wake-up call which demonstrates the simple changes people can make to reverse the current predicament facing everyone.

Directed by Rupert Murray, the film was officially selected for the 2009 Sundance Film Festival. Film funding came from a variety of sources including private foundations, private donations and equity investment. Strong alliances have been built with NGOs around the world including Greenpeace, WWF, Oceana and the Marine Conservation Society.

www.endoftheline.com

Review

The End of the Line DVD

Filmed and Directed by Rupert Murray

As the quote on the cover states "Everyone should watch this film" (The Times) and I think that really sums it up.

This is a frighteningly real account of what we have done to the sea and it is presented without hysteria which makes it all the more poignant when fact after fact start to sink in - we have the capability to catch literally every big fish in the sea and if politicians, big business and the majority of fisherman are allowed to, that is exactly what they will do.

It has already happened. There are no more cod in Newfoundland and, based on what we now know, it is about to happen to blue fin tuna in 2012 and there are so many other consequences pointed out. It is not just about the fish, it's about the effect on local communities who for centuries have earned a sustainable living from the sea but factory ships have hoovered their waters and now they face starvation or becoming economic migrants. Then there's the effect of removing whole species from the food chain which creates a natural imbalance which if allowed to continue could lead to stagnation.

But for all its bleak message there is hope but we really have to start now to have any chance of slowing down the inevitable.

A good start would be to watch this DVD.

Peter Rowlands
peter@uwpmag.com