



Yayasan  
Masyarakat dan Perikanan  
Indonesia

## Newsletter | July 2018

Our Fair Trade tuna fisherman from Buru Island, Maluku as a speaker for the @America event



Pak Rustam at the @America event. Photo credit: Indah Rufiati/MDPI

Environmentally and socially responsible global seafood industry must involve small-scale fisheries. The Fair Trade certification program empowers fishers to comply with a set of rigorous standards that protect marine ecosystems and conserve fisheries resources and provide economic benefits for the fisheries.

When consumers buy a product with a Fair Trade certified label, they know the fishermen and workers who produce it get a fair return for their hard work. This means

that prices and wages are better, safer working conditions, environmental protection, and the fishers receive a monetary award, called the Premium Fund.

The @America event is a two-hour talk show, where the audience will learn about how Fair Trade practices in Indonesia are helping fishers in Maluku and North Maluku maintain fish stock and make a sustainable living for them and their families. The theme was “Fish for The Future”, with four keynote speakers: Trian Yunanda from MMAF, Sven Blankenhorn from Fair Trade USA, Robert Tjoanda from PT. Harta Samudra and Rustam himself, fisherman from Buru Island, Maluku. The discussion was led by the moderator Eny Buchary (Fisheries Ecologist). The discussion was attended by around 100 participants from public, university, government, NGO and fishery industry.

In his session, Pak Rustam shared his journey with Fair Trade (implemented by MDPI) from the beginning until now. He emotionally shared his gratitude to be a part of a Fair Trade Fishers Association. He said that at first, it was very difficult follow all of the Fair Trade certification standards, but as time goes by, now they understand that sustainable seafood certification is important. He also told the audience about the Fair Trade Premium Fund for community development projects and environmental projects.

The next event he attended was a live talk show on air in Kantor Berita Radio Jakarta: “Ruang Publik KBR” where the audience around Indonesia can ask interactive questions during the talk show.

MDPI is an experienced Fair Trade implementer that has successfully implemented the world’s first Fair Trade USA seafood certification in Maluku in 2014 in

collaboration with Coral Triangle Processors – a processor and also exporter of yellowfin tuna, the client/certificate holder.

We are glad for the public recognition and appreciation our work with small-scale fishermen in Eastern Indonesia.

### MDPI Updates from July

- Assist registration of BPJS Ketenagakerjaan for supplier staff in Pulau Bisa, North Maluku
- Assisting FAs on Premium Fund project implementation in Pulau Bisa: Endangered, Threatened and Protected (ETP) species awareness and “Stop Littering” program
- Premium payment for FT Committee in Maluku: USD 5461.33 for 18,204.43 kg fish exported included into 4 containers sent by PT. Harta Samudra
- Premium fund payment for FT Committee in Pulau Bisa and Tolitoli: USD 1325.87 for 4,419.57 kg fish exported
- Preparation for Non – Compliance Audit submission, by conducting meeting at Y3/Y4 Fishers Association in Buru and Seram, also coordinating with the processing plants
- Site closing in Tolitoli, Central Sulawesi
- Vessel measurement in Bacan
- Data Management Committee (DMC) North Sulawesi, West Nusa Tenggara and East Nusa Tenggara
- Focus Group Discussion (FGD) on traceability (STISIPP) in Makassar
- PSA workshop with IPNLF and AP2HI
- USAID SEA visit to Fair Trade sites in Bisa
- USAID OCEANS Technical Working Group, Bangkok
- SALT DataLab Asia Pacific meeting, Bangkok

- Walton-AP2HI-IPNLF coordination meeting
- Deployment TraceTales in USAID SEA site in Morotai
- TraceTales assessment with USAID OCEANS in Surabaya
- Support vessel measurement in Maluku, North Maluku and North Sulawesi

### Upcoming August activities

- Safety at Sea (SAS) training for newly Established Y0/Y1 fishers association in Buru and Seram. The training will include basic navigation and basic first aid
- Organizational training for the newly established Y0/Y1 fishers association in Buru and Seram.
- Need assessment for Y3 in Buru. This need assessment focus on mid/long term investment possibly done by using premium plan
- Submission of audit NCs for Y3/Y4
- Assessment to Morotai, Sanana & the possibility of establishment of Ternate Fishers Association
- USAID SEA fisheries work plan meeting
- Board of advisor meeting
- Saleh Bay visit for domestic market project
- EAFM workshop in Bali
- Meeting with PT. REX Canning
- Deployment of I-Fish apps in Banda Sea for LINI
- Traceability (STISIPP) FGD in Jakarta
- Supplier app, Trafiz, user acceptance test in Manado and Sangihe
- Support vessel measurement in North Maluku and North Sulawesi