



Newsletter | June 2018

Updates from the Indonesian Domestic Sourcing Trial

Indonesian fisheries resources are a valuable export commodity, with the US, Europe, China and Japan being the main export markets. Increasingly, these international markets are requiring compliance with various import criteria in addition to having an ecolabel, such as the Marine Stewardship Council or Fair Trade, as consumer awareness on sustainability and labour issues grows. However, there is a huge demand for fish at the domestic level in Indonesia, as well as a lot of work being done to improve the conditions in fisheries supplying the domestic market. So how can these fisheries be recognized and supported by restaurants and consumers within Indonesia?

This is where a project between MDPI and the Wildlife Conservation Society (WCS) comes in. Can a fishery involved in various sustainability and improvement efforts supply a high quality product to establishments within Indonesia, potentially for a price premium? For this to happen, the story behind the fish must be impressed on the establishments and the consumers, to make the product stand out as a better, more attractive choice on the menu.

MDPI has worked to identify 20 potential fisheries across Indonesia that are involved in various improvement activities, from FIPs to community development, and which of these fisheries has the logistics available to deliver high quality product volumes to a restaurant willing to pay a higher price. Work to date has focused on engaging with various

restaurants, hotels, other organisations and industry stakeholders in Bali, who have an interest in sourcing domestically and supporting sustainability improvement efforts. Two fisheries were chosen for the potential first sourcing trial, in partnership with a local distributor. As with most trials, the first attempt did not go totally according to plan: there were issues with pricing, quality and availability of fish, given the fishing season. However, MDPI and partners are taking the lessons learned from this trial and making a plan for improving these issues, with a second sourcing trial underway in the coming months. In addition, two additional fisheries of interest have been identified, which will be assessed in more detail in the coming months. Looking more long-term for this project, there have been discussions with SlowFood Bali ([website](#) and [Facebook](#)) as to how they can support and engage on a campaigning front for the project.

There will be lots to come from this project in the coming months. If any of our readers are coming to Bali in the coming months, keep an eye out for 'Fish of the Day' specials in restaurants and don't be afraid to ask about where exactly your 'ikan bakar', 'sate lilit' came from. It could be from this project and consumer support and interest is key in such sustainability initiatives.



Snapper fisherman in Eastern Indonesia.
©WCS

MDPI Updates from June

- WPEA (West Pacific and East Asian) migratory stocks management meeting, Bandung
- USAID OCEANS visit for planning next steps, project continuation
- Coordination meeting with Walton and partners
- Fair Trade Premium Plan meetings in Lele, Bahu and Madapolo, North Maluku
- WCPFC Catch Estimates workshop, Bogor
- iDAPAR discussion with Pusriskan KKP
- USAID OCEANS SFFAI visit in North Sulawesi
- USAID OCEANS sharing lesson learn in Bitung, North Sulawesi
- Vessel measurement in Talawaan Bajo
- Safety at Sea Training in Bacan and Mandioli, North Maluku
- Audience with M. Zulficar Mochtar, Director General of Capture Fisheries for MMAF
- Audience with Nilanto Perbowo, Secretary General
- Snapper and Grouper Fair Trade program assessment in Kupang, East Nusa Tenggara

Upcoming July activities

- Site closing in Tolitoli, Central Sulawesi
- Vessel measurement in Bacan
- Data Management Committee (DMC) North Sulawesi, West Nusa Tenggara and East Nusa Tenggara
- Join the talk show Road to Our Ocean Conference (OOC) 2018 Series II titled "Fish for the Future: Ensuring Health Fisheries and Communities" featuring Pak Rustam, the Fair Trade fisher from Buru

islands, Maluku, as one of the speakers.

- Focus Group Discussion (FGD) on traceability in South Sulawesi
- PSA workshop with IPNLF and AP2HI
- SEA visit to Fair Trade sites in Bisa
- Packard visit to MDPI Bali office
- FAD – Spot Trace analysis updates with CSIRO
- USAID OCEANS Technical Working Group, Bangkok
- SALT DataLab Asia Pacific (Bangkok)
- Walton-AP2HI-IPNLF coordination meeting

Tuna Fun Fact

- Tuna is a large fish. It can reach length of 6.5 feet and weight of up to 550 pounds.
- Color of the body provides excellent camouflage in the water. Dorsal (back) side of tuna's body is dark blue and it blends with the ocean floor when observed from the air. Belly of tuna is silver-white and it blends with the surface of the ocean when observed from below.
- Despite their large size, tunas are very fast swimmers. They can reach the speed between 44 and 62 miles per hour.
[Source: Softschools.com](https://www.softschools.com/facts/fish/facts-about-tuna/)