

## NEWSLETTER



# SMART-Fish Indonesia

**Sustainable Market Access through Responsible Trading of Fish in Indonesia**

SMART-Fish Indonesia is pleased to share with you the eighth issue of our newsletter—highlighting the programmes' activities which were conducted during November-December 2017. Please visit our website at [www.smart-fish-indonesia.org](http://www.smart-fish-indonesia.org) for further information, and share your inputs, comments, and questions with us at [office@smart-fish-indonesia.org](mailto:office@smart-fish-indonesia.org).

## SMART-Fish Indonesia to Boost Impact of Indonesia's Fisheries Industry

The SMART-Fish Indonesia programme has been running in Indonesia for nearly four years—working within its six programme components, and three value chains; Seaweed, *Pangasius*, and P&L Tuna. These selected value chains are being developed to improve their

competitiveness and sustainability for better local and international market access.

In the upstream area, SMART-Fish Indonesia developed demo-farms for seaweed and *Pangasius* as part of its second output—increasing productivity.



Roundtable dialogue on pole-and-line and handline Tuna fisheries involves multi-stakeholder from corporates, NGOs, and government agencies in Indonesia. SMART-Fish Indonesia is pushing forward for the implementation of sustainability certification in Indonesia.



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After more than a year, seaweed demo-farms in East Java and South Sulawesi show a very promising result. Ali Sukra—a seaweed farmer from Aengdake Village in Sumenep, East Java, reported that he has achieved a better wet-to-dry seaweed harvest ratio through SMART-Fish' best practices. In the old days, he only earned 1 kg dry-seaweed from 8 kg wet-seaweed. Now he can produce 1 kg dry-seaweed from 6 kg wet-seaweed, which has resulted in a better income.

Meanwhile Hamidi—an enumerator in Sumenep added that SMART-Fish' best practices method requires lower set-up costs. In just one cycle, the farmers can already reach break-even-point—making it more attractive for them. Similarly, the 171 farmers in Takalar and Bulukumba (South Sulawesi), and the 65 farmers in Sumenep (East Java) who joined SMART-Fish Indonesia programme have enjoyed the better results.

#### LCF gives 44% profit boost

In the Pangasius value chain, SMART-Fish Indonesia introduced least cost formulation (LCF) for self-made feed, and good aquaculture practices to the farmers. Rohan—a member of the Harapan Maju Group at Batanghari Regency said that since they had added phytase enzyme and probiotic to their self-made feed,

they have achieved better harvests—not only in terms of the yield, but also in terms of the meat quality. Notably, the meat colour is a more desirable white or pinkish colour, without the muddy taste previously experienced.

SMART-Fish Indonesia notes that the Pangasius farmers in Jambi who have adopted the LCF

methods see a production boost of up to 13%; farmers' profits increase by as much as 44%.

Meanwhile in Tulungagung, East Java—SMART-Fish Indonesia notes that LCF adoption has reduced feed cost by 30%, attracting 50 farmers to participate in the programme.

SMART-Fish Indonesia has also been developing an integrated approach on productivity and traceability, the called INSPIRED tool. Soerianto from PT Agarindo Bogatama—the director of the largest agar producer in the world said that the tool broadens his view on improving productivity. Now PT Agarindo Bogatama is building a new factory, adopting knowledge and techniques that the company acquired from the SMART-Fish Indonesia programme.

Meanwhile Paul Sentosa from PT Wahyu Perdana, also a seaweed processing company, requested a mentoring programme from SMART-Fish Indonesia. Paul felt that his factory needs modification and adjustment through SMART-Fish intervention.

SMART-Fish Indonesia also promoted an



Seaweed farmers group in Takalar is drying the *gracilaria* seaweed on para-para. SMART-Fish Indonesia best practice has gave the farmers better harvest and lower working capital.



Dr Heiner Lehr gives on-hand training on INSPIRED Light tool—a method to measure productivity and traceability.



Fisher group in Pudak Village, Jambi, harvest their Pangasius pond which apply good aquaculture practices that being introduced by SMART-Fish Indonesia.



Women in Pemayung District, Muara Jambi Regency—Jambi, operates machine to produce self-made Pangasius feed. In Jambi, women play important role in Pangasius fishery since the men are more focus on rubber plantation.

institutionalization private sector and government dialogue as part of its programme components through roundtable discussion. During 2017, SMART-Fish Indonesia organized 6 roundtable dialogues. In the *Pangasius* round table dialogue, Ministry of Marine Affairs and Fishery (MMAF) affirmed their commitment to protecting national interests, and tightened regulations on *Pangasius* imports to support national business growth. Currently, MMAF record shows that local producers provide approximately 80-90% of the local market share.

Roundtable discussion on seaweed value chain also gave an encouraging outcome with the development of “a seaweed development roadmap”.

Meanwhile in the Tuna roundtable dialogue, MMAF affirmed its commitment to eradicate illegal fish aggregating devices (FAD) as it has badly damaged the pole-and-line Tuna industry. New regulation on FAD is also being drafted based on the dialogue.

The third component, Educational Development covered three areas this year; curriculum strengthening with sustainability, innovation, and productivity components as well as research skills development and quality assurance at the Jakarta Fishery University (JFU). SMART-Fish Indonesia facilitated a collaboration between the University of Tasmania (Australia) and the Jakarta Fishery University (JFU)—a vocational higher educator on fisheries under MMAF. Several workshops

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between the two universities were organized throughout 2017, raising the Indonesian counterpart to a new standard.

SMART-Fish Indonesia has also been actively promoting Aquaculture Stewardship Certification/Marine Stewardship Certification (ASC/MSC) seaweed standard establishment – impacting on standard adjustment to accommodate small/micro or family-level businesses, where it will be enforced in March 2018.

This involvement is part of SMART-Fish Indonesia's fifth programme component, to insure sustainability through certification.

Marketing and branding workshops were also organized by SMART-Fish Indonesia as part of their sixth programme component, and eventually obtained a good response both from the private sector and MMAF. The workshop has inspired MMAF to revise their campaign strategy onnational fish consumption.

Meanwhile, Indonesian Pole & Line and Handline Fisheries Association (AP2HI) requested for mentorship from SMART-Fish Indonesia for marketing and branding matters.

The SMART-Fish Indonesia's main achievement during 2017 has been encouraging which may provide solid ground for further up-scaling to reach out to more players and widen the Indonesian geographical scope. 2018 will be a crucial year for SMART-Fish Indonesia to achieve its goals.



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