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Role of The  
Private Sector

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# Empowering Coastal Communities Towards Sustainability – An Industry Approach

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**ANOVA Food Group**



With the Support of:

- Blane Olson, Director, Anova Food Group
- Based in Bali, Indonesia
- Educated as a Fisheries Scientist
- 27 years in commercial tuna business
- Purchasing tuna from Indonesia, Vietnam, Philippines since 1994



# ANOVA Food Group – Adopted a Corporate Core Value of Sustainability in 2006

- Anova Seafood, BV, EU
- Anova Food, Inc., USA
- Anova East Africa, Kenya
- Anova Vietnam
- Clearsmoke Technologies, Ltd.
- PT Bali Seafood Inspection Laboratory



**BASIL**



# My Mission Today

- Explain the influence that **industry** can have on sustainability and fisheries management.
- Compare Small Scale Artisanal Fisheries to Large Scale Commercial Fisheries and why we choose to work with small scale fisheries towards sustainability.



# Small Scale vs Large Scale



# Small Scale vs Large Scale (Commercial) Fisheries

## Small Scale

- Subsistence fishing
- High catch value to Fisher
- Catch value benefits many
- Low cost easy entry
- Low carbon foot print
- Low fuel use (fuel minor factor)
- Low IUU activity
- Community based
- Hard to collect data

## Large Scale

- Profit fishing
- Fisher paid low wages
- Catch value benefits rich owner
- High cost to enter fishery
- High carbon foot print
- High fuel use (fuel major factor)
- High IUU activity (no fish.....)
- Port shopping
- Easy to collect data.....



# Why are sustainability measures so important today?!!

- - This November 9<sup>th</sup> 2009 article outlined the serious decline of the tuna fishery in General Santos.
- In short, the tuna fishery is near financial collapse due to the combination of :
  - a) commercial greed,
  - b) uncontrolled access and overfishing by large scale commercial tuna vessels,
  - c) lack of implementation of a tuna fishery management program in the Philippines 8 years ago when it was needed..



# Wake Up Call!

- If Anova 'depended' on Philippine tuna we would all be out of a job. Many unemployed fishers and processors in Gensan
- However this was a wake up call that we must manage ourselves.
- We cannot let this happen again in Asia.
- Referring back to large scale vs small scale and the pro's and con's we obviously chose the small scale fisheries.





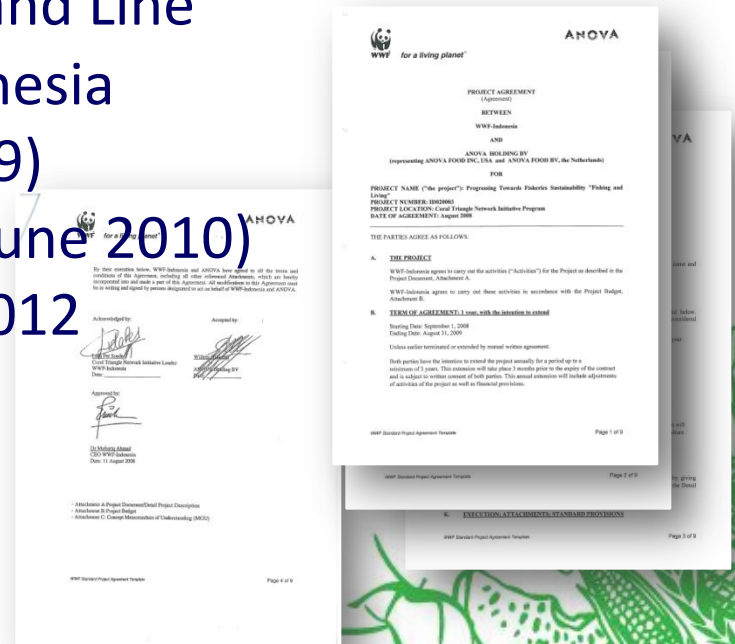
# We created the Fishing & Living™ Project

Contract between ANOVA, WWF Indonesia, PT Chen Woo Fisheries, Fishers in Solor Alor and Bone.

## Coral Triangle Network Initiative Program (CTNI)

Long term goal is MSC Certification of Hand Line Community Based Tuna Fisheries in Indonesia

- Pre-assessment (completed Dec 2009)
- Second Pre-assessment (completed June 2010)
- Final Assessment/Certification Aug 2012



# Coral Triangle

120 million people derive their subsistence from fishing in this area.



# Coastal Community



# Handline Tuna Boat



# Iced Collection Vessels



# Mature Yellowfin Tuna Handline Caught



# Coral Triangle – Empowerment of Indonesian Costal Tuna Fisheries –

**PT Chen Woo  
Fishery,  
Makassar.  
Processor  
Makassar, Bone, and  
Solor Alor Handline Tuna  
Fishery**



**Stakeholders**



# Hand Line Target Area for MSC





# ANOVA Policy

- In forcing sustainability on a fishing community,
- we must never reduce the quality of life of a single individual in the community,
- we must always improve the economic, social, and ecological welfare and sustainability of the community.
- Empowerment!



# Empowerment Principle #1 – You must empower the Fisher to manage his own Fishery

## Industry Based Fisheries Management System

- Form a Co-op (forum - WWF) with the fishermen
- Discuss and agree to long term goals
- Set the catch standards
- Self License the vessels and fishermen - cards
- Set up data collection (Log books) and total traceability.
- Enforcement of fishing area by the community
- Engage Local Government Fishery Offices



## Empowerment Principle #2 – you must produce a sustainable fish at a good return.

- In creating a sustainable fishery you cannot starve the fisherman, he must be just as sustainable as the fish.
- Therefore we must develop (or perfect) a method of fishing that ;
  - a) produces large sexually mature fish at or below MSY levels
  - b) does not target the juveniles and
  - c) provides a strong revenue stream.
- Done properly you have a continually replenishing natural resource.



# Fishing Method –Handline Capture of Large Sexually Mature Yellowfin Tuna

- Use of anchored managed FADS “rumpons” to catch large sexually mature Yellowfin tuna by hand line with little or no by-catch.
- Preferred Fishing Method by all NGO’s.
- MSC P2, “is not seen as being damaging to the stock status.”



# Increase to value of the catch and put the value in the hands of the fisher and his community.

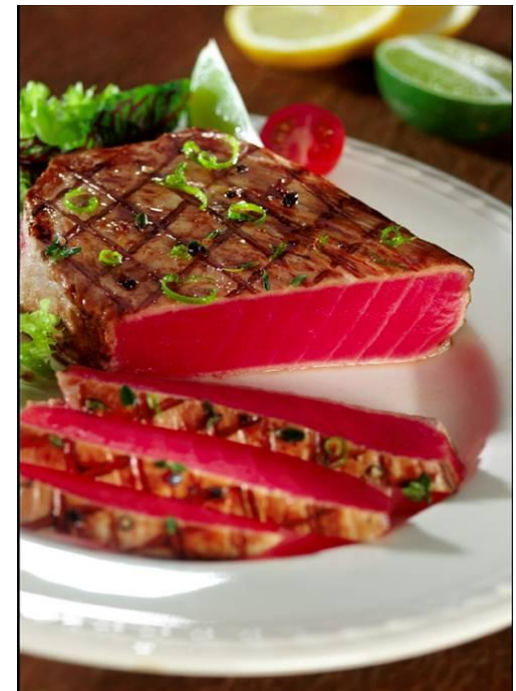
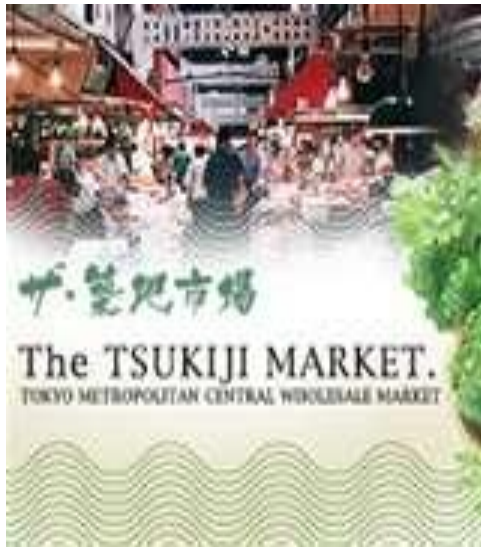
- Impossible to generate change externally so you must create an economic incentive – big advantage of industry vs. NGO's or Gov!
- Add value to the fish through Quality Training if you tell the fisherman he can only catch one fish a day (to be sustainable), empower him to produce a sashimi quality fish rather than a low quality fish.

Example:

Local sale	\$0.20/kg
Cannery	\$1.00/kg
Sashimi or steak	\$2.50+/kg



# Market Access - Japan Auctions, USA Restaurant Market, 2 VP EU Market



No product should ever leave Asia without the highest processing/value/market level.

Frozen processed saku and steaks direct to retailer and restaurant chains in the USA and EU – restaurant ready portions

## When the project is implemented

- The community **manages its own fishery** in a sustainable manner.
- The community **revenue stream** is greatly increased.
- **Less fish are caught** (vs other methods) and the pressure on the biomass is reduced.
- Social Welfare of the community is more developed.
- Overall a stronger and healthier community.



# Problems – where help is needed

- Lack of an implemented tuna fishery management plan in Indonesia. (P3)
- Lack of data on landings, catch rates, biomass.

Both issues must be solved through the work of the stake holders!





# Threats

- Uncontrolled management of industrial purse seine fisheries in Indonesian coastal waters. Must, must be controlled, some measures in place but more needed.
- Illegal Unregulated Unreported fishing! All governments must work together to prevent IUU fishing.



# Coastal Communities thank you!!

