Traceability in the South

Is the effort worth the benefit?
Location Pilot Project Indonesia: Molucca province: Handline Yellowfin Tuna

MDPI is implementing the 1\textsuperscript{st} pilot project of FT wild caught fishery products in the world.
Who is involved?

1 Importer to US or Market Access Partner

1 Processor Ambon, Moluccas

4 Suppliers/Middlemen

4 Fisher associations: 120 fishermen

MDPI: Implementation support throughout the chain
Traceability within the chain...to date

Traceability from Source to Plate or from point to point?
Fair trade: How does it work?
What is different from the normal situation?

Suddenly there is a push and pull effect toward traceability; the consumer and the producer are both interested in maintaining clarity in the chain!

→ Push effect is developing and maintaining traceability upstream

← Pull effect is investing into traceability downstream

South ☑ → traceability ← ☑North
Traceability within the chain.....due to IFITT

Compiled information for many and varied stakeholders: Fishermen, suppliers, processors, distributers, retailers, consumers, government, fisheries managers, academia etc.
IFITT: capturing the push and pull

The Consumer / Distributer/ Downstream:
- Giving thought to the source
- Appreciating where and how food is produced
- Conscious decision making

The fishermen/ Suppliers/ Upstream actors:
- Empowered
- Widening perspective
- Realizing opportunity
For more info on IFITT or the work of MDPI in Indonesia visit

- www.mdpi.or.id
- www.besttuna.org/en/besttuna/IFITT.htm
- www.thisfish.info/