

Traceability in the South

Is the effort worth the benefit?



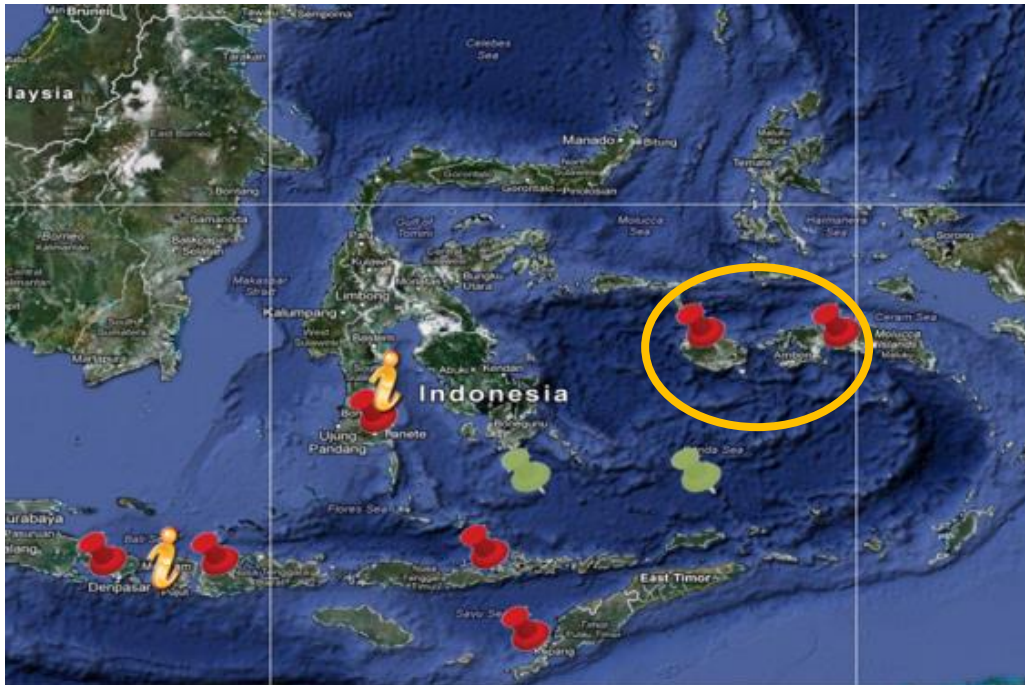
**Yayasan
Masyarakat dan Perikanan
Indonesia**



Location Pilot Project Indonesia: Molucca province: Handline Yellowfin Tuna



MDPI is implementing the 1st pilot project of FT wild caught fishery products in the world.



Who is involved?

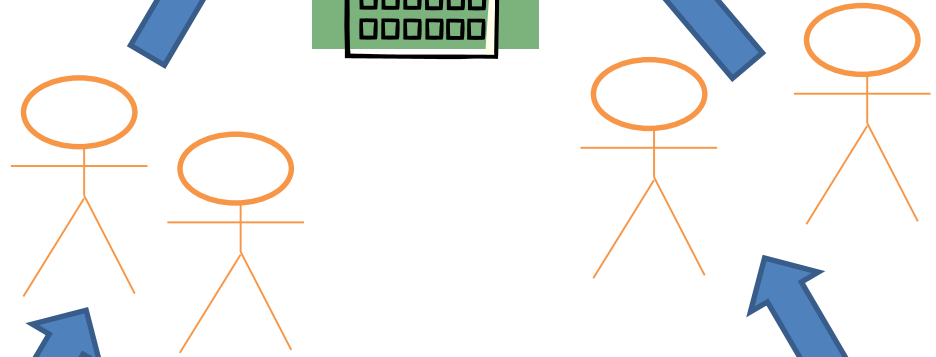
1 Importer to US
or Market Access Partner



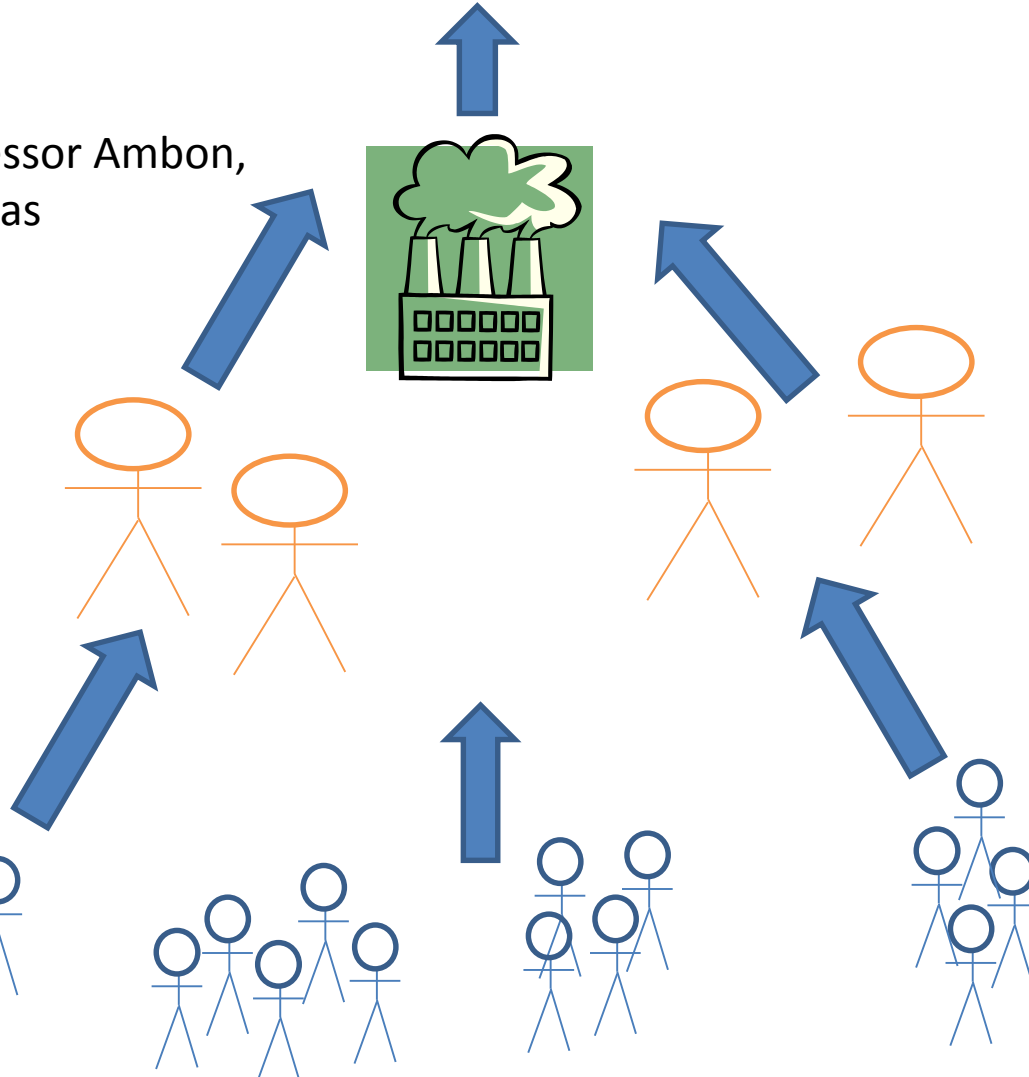
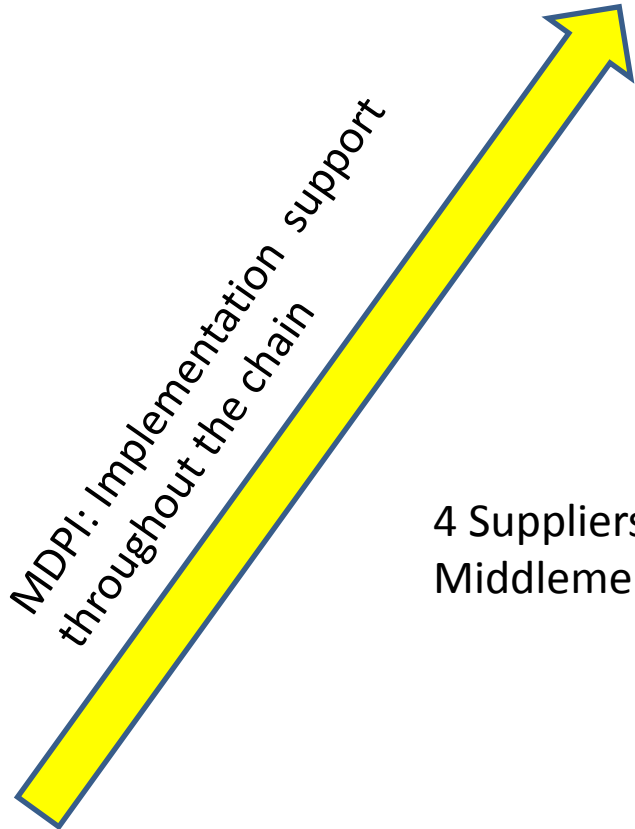
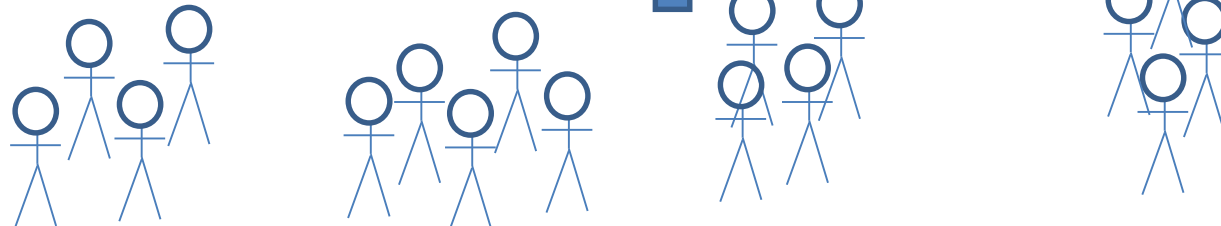
1 Processor Ambon,
Moluccas



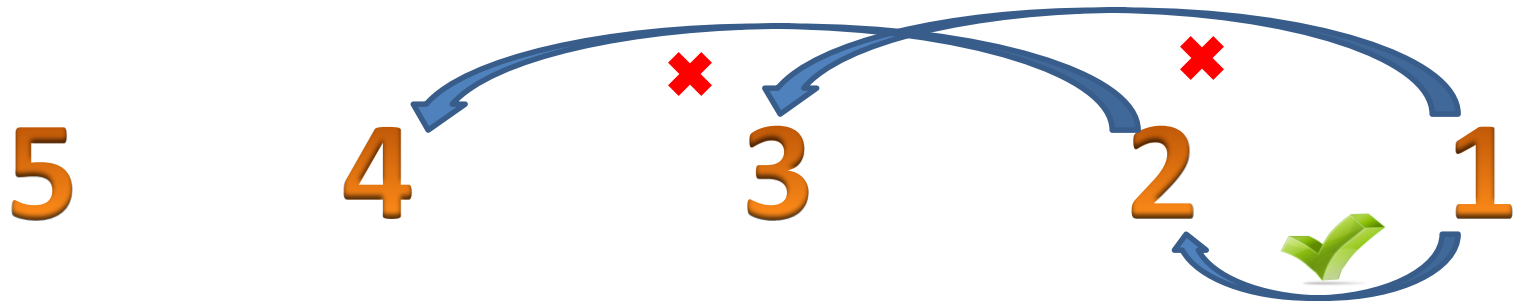
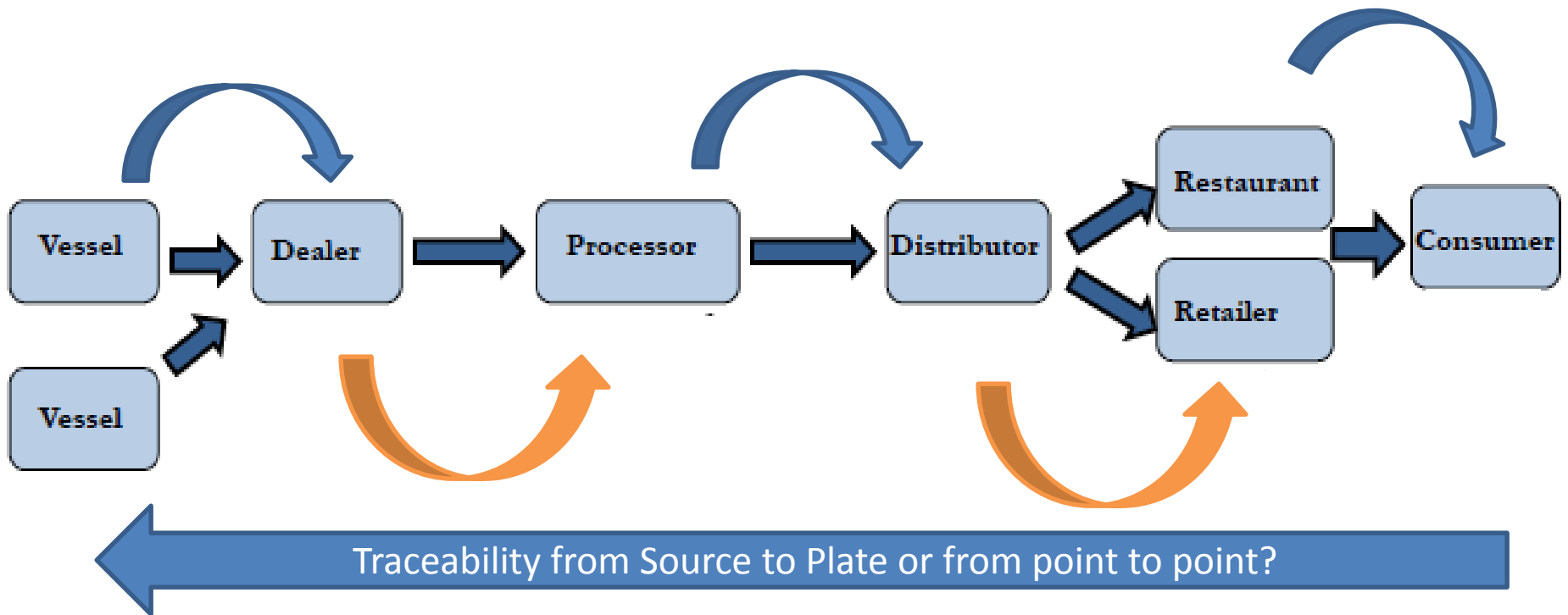
4 Suppliers/
Middlemen



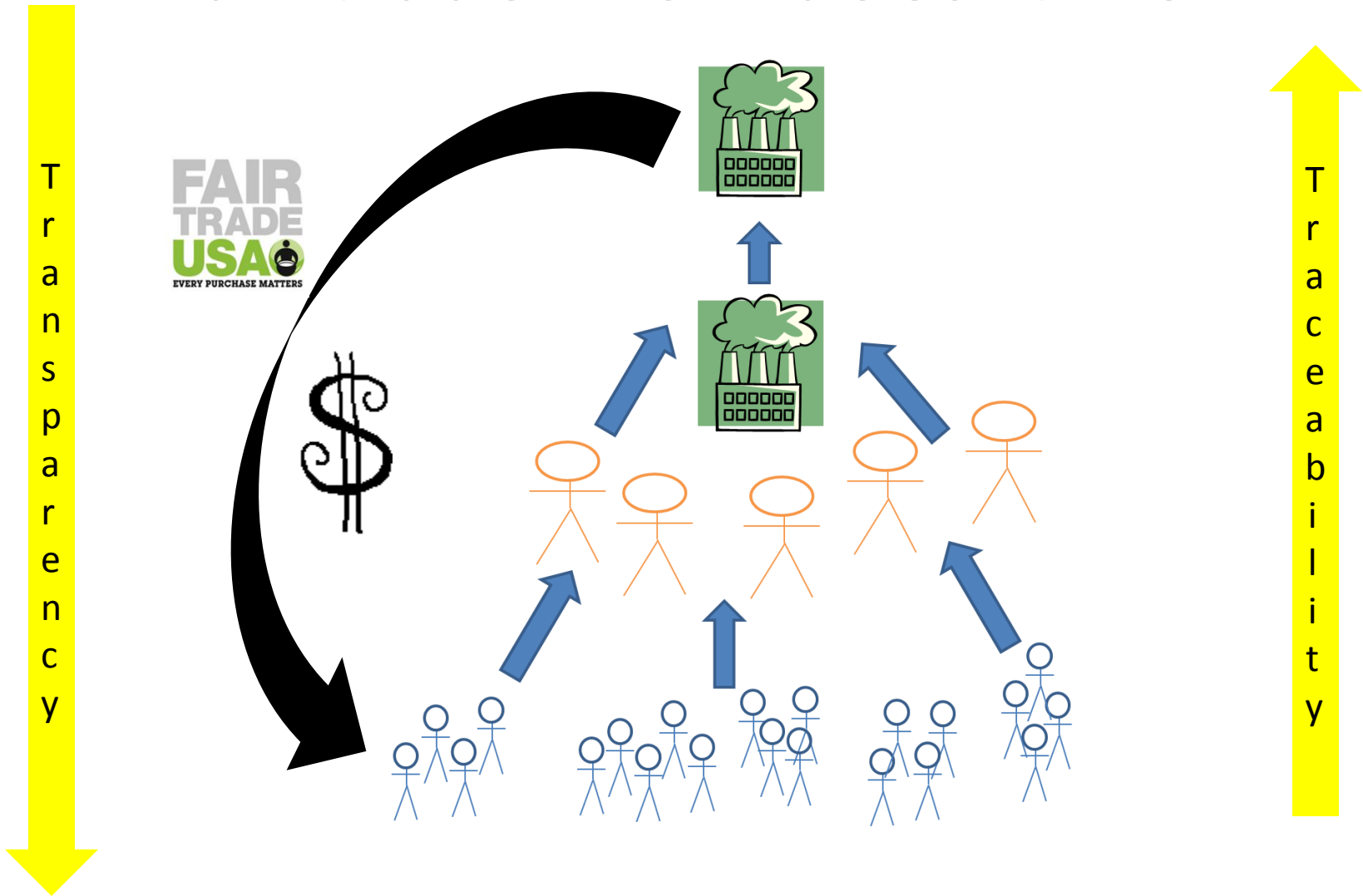
4 Fisher associations:
120 fishermen



Traceability within the chain...to date



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

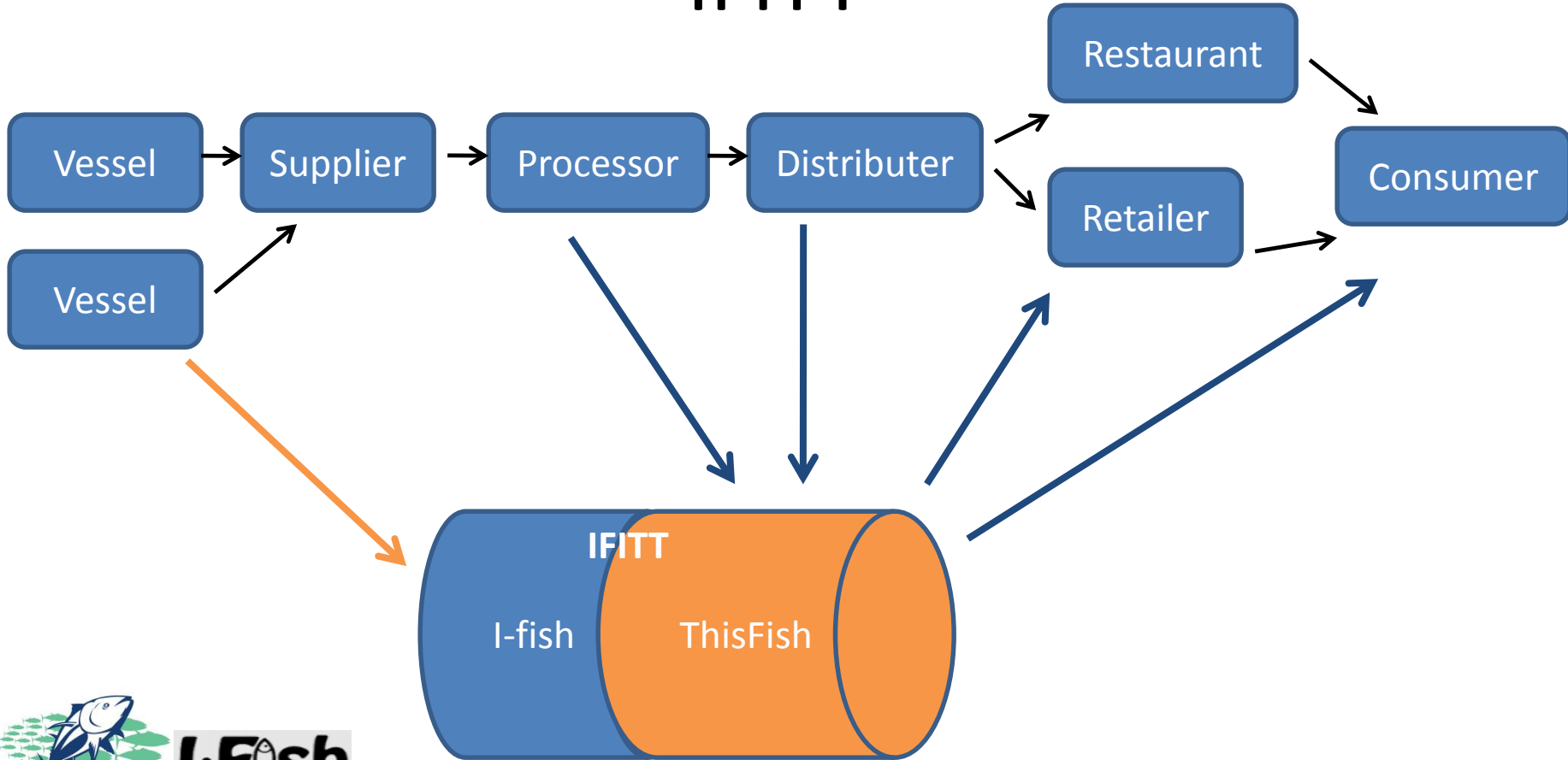
← Pull effect is investing into traceability downstream

South 😊 → **traceability** ← 😊 North



Traceability within the chain....due to

IFITT



I-Fish



Compiled information for many and varied stakeholders: Fishermen, suppliers, processors, distributors, 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

North



South

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/



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