

Title: **Asian Moon Scallop (*Amusium Pleuronectes*) in Brebes Regency, Central Java, Indonesia: A Challenge for Marketing and Added Value Improvement**

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Abstract: Asian moon scallop (*Amusium pleuronectes*) or called as simping is widely spread found in the Java Sea. One of the dominant fishing landing is in Brebes. People in Java used to consume simping in form of fresh cooking of the flesh. The shell itself are mostly through away as a waste product. The marketing of simping in local market has not promising to the fishers and traders as the highly value of shell-fish. On the other hand, a favorable market of simping goes to international one with strictly fulfillment of size above 7 cm (diameter). However, fishers catch simping with many variety in size and mostly is under 7 cm in diameter. This might be due to the stock are marginalized as of now. The problem encountered is many of simping production have to be marketed in local due to can not fulfill the export quality. While, in order fishers are able to a favorable simping for export is indeed need stock management. The main objective of the study are: to find out the strategy to improve the added value for local market; and to explore the suitable bionomic stock management of simping in the study area; to figure out how is the waste product of simping (shell and some other part of the flesh) should be processed for handicraft, raw material of tile industry, biogas, fertilizer and also a part component of ducks feed meal, respectively. It should be noted that Brebes regency is considered as the producer of onion and ducks egg in national market. The relevant analytical tool will be employed, such as: benefit-and-cost, cost-and-return; market in conducts; and bionomic analyses. Moreover, it will be explored also mixed-method of quantitative-and-qualitative approach to explore the behavior of producers and consumers of simping accordingly (subject to time frame avails for 2009 research). At the moment the results indicated that the benefit and cost analysis as well as the cost and returns from simping industry are slightly remain feasible in the short term. The marketing of simping are in forms of 3 channels. The first channel is fishers small stockist trader retailer consumers. The second channel is fishers small stockist traders large stockist traders exporters. Lastly, third channel is fishers small stockist traders- large stockist traders whole sellers

- retailers consumers. It should be realized that the marketing channels of simping is remain unregulated. Although several efforts have been put on but might not be sufficient yet to in managing the competent parties such as producers, intermediaries, and consumers and the other market components.

Keywords : simping, value added, marketing, fishers, consumers, trader, export, Brebes.