AP2HI
Asosiasi Perikanan Pole & Line
dan Handline Indonesia
Indonesian Pole & Line and Handline Fisheries Association

Indonesian Tuna is the one-by-one tuna branding initiative managed by AP2HI

indonesian tuna
Sustainable by tradition One-by-one

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AP2HI

Introduction from AP2HI Chairwoman

Indonesia's economy is inextricably intertwined with the sea and tuna. Coastal tuna fisheries are the mainstay of many communities, supporting countless jobs through direct and indirect employment.

I am proud to chair AP2HI since its inception in 2014 and now, we can see many improvements have been made; from strengthening our internal organization, to increasing the number of our members, and to ensuring our readiness to apply for the full assessment of Marine Stewardship Council (MSC) certification by 2019.

Furthermore, AP2HI does not only promote the fisheries, but also active in innovating the industry through the creation of a new brand: Indonesian tuna 'Sustainable by tradition. One-by-one'.

I am pleased to say that AP2HI has quickly built up a solid representation of members throughout the value chains of tuna fisheries, including fishers, producers, processors, and exporters for both pole & line and handline. I believe that with the collaborative efforts between tuna stakeholders we can grow stronger and ensure the viability of Indonesia's most important resources for generations to come.

As the world's largest tuna producer in the world, Indonesia is poised to take the lead in sustainable tuna fisheries.

Janti Djuari

Chairwoman of AP2HI

March 2019

Indonesian Tuna

Indonesia is the world's leading tuna fishing country, with exclusive waters joining the open waters of the Indian Ocean and the Western Central Pacific Ocean, the world's richest tuna and large pelagic fish habitats. Four tuna species can be found here: Yellowfin tuna **(***Thunnus albacares***),** Big-eye tuna (*Thunnus obesus*), Albacore tuna (*Thunnus alalunga*) and Skipjack tuna (*Katsuwonus pelamis*).

Indonesia lands approximately 90,000 tonnes of pole-and-line caught tuna, though it is estimated that only 10-20% reaches market labelled as pole-and-line caught. As a large archipelagic nation, Indonesia's tuna fisheries provide vital support to coastal economic development, creating employment in the catching sector and in onshore processing, as well as many thousands of indirect jobs - around 11% of the national workforce.

"Indonesia is the world's largest tuna fishing nation, and coastal tuna fisheries are pivotal in supporting coastal economic development. Fisheries are known to generate 4-5% of Indonesia's GDP and our government has made it a priority to support coastal communities that depend on tuna."

– Pak Saut Hutagalung, Former Director for Fisheries Product Processing and Marketing, Ministry for Marine Affairs and Fisheries, Republic of Indonesia

The Ministry of Marine Affairs and Fisheries (MMAF) has made it a priority to enhance its activities in the sector and is initiating a number of projects that will support disadvantaged coastal communities that depend on the tuna fishery. In line with these activities, the Ministry for Development of Disadvantaged Regions has provided regional workshops and fishing gear for small scale fishers as well as providing access to potential buyers and bridging the in-country gaps between fishermen, canneries and buyers.

The creation of AP2HI is one in a number of projects by Indonesia to support disadvantaged coastal communities that depend on the tuna fishery.

Origins and Aims

At the 2nd International Coastal Tuna Business Forum in Indonesia in 2013, it was realized that there was an overwhelming need for a task force to support the development of national coastal tuna fishing activities. It was decided this association would have a solid representation of members from across the supply chain – fishermen, producers, processors and exporters – for both pole-and-line and hand-line.

From this, the vision for Asosiasi Perikanan Pole & Line dan Handline Indonesia, or **AP2HI**, was born. AP2HI was officially inaugurated by the Director General for Capture Fisheries, Dr. Gelwynn Yusuf, at the 3rd International Coastal Tuna Business Forum, held in Jakarta in 2014.

AP2HI takes a leading role in improving efficiency of Indonesia's coastal tuna industry, encouraging businesses to meet international market requirements. AP2HI is positioned to be Indonesia's **number one** industry association.

AP2HI will facilitate market expansion and pole-and-line and hand-line fisheries development through programmes such as the Fisheries Improvement Project. AP2HI's aim is to act as a single voice for their members, promote third party certification and collaborate with government and NGOs in Indonesia.

AP2HI's vision for the future is:
Pioneering tuna fisheries development through an ecosystem approach for business and society

The main aims of AP2HI are:

- Gather, unify and act as a "**shared voice**" for the diverse businesses engaged in Indonesia's pole-and-line and hand-line industry
- Promote fair, transparent and sustainable utilisation of the tuna resource, particularly in the the Republic of Indonesia
- Ensure the industry conducts itself in a responsible and insightful manner in regards to both the environment and dependent communities
- Encourage business players to pursue sustainable fisheries businesses
- Encourage and facilitate partnerships between companies from fishing (upstream) to processing (downstream)
- Represent and promote the industry nationally and internationally, with governments and other relevant organisations, to foster further support for Indonesia's coastal tuna fisheries
- Drive innovation, transparency and traceability, by becoming a credible partner for ecolabel certifications in accordance with the needs of the local, national and international market

Pole &Line/Handline FIP

AP2HI is the client for the Fishery Improvement Project (FIP) covering pole-and-line and hand-line caught skipjack and yellowfin tuna in the Indian and Pacific Oceans plus associated archipelagic and territorial waters. The aim of the FIP is to improve the Indonesian pole-and-line and hand-line fishery's sustainability, and to meet the criteria for Marine Stewardship Council (MSC) certification, which will allow the product to be sold at a premium prices, bringing better returns to the fishing communities and meeting the growing international market demand for sustainable products.

The pole-and-line and handline fisheries are now preparing to enter full MSC assessment certification, with support from AP2HI, the International Pole & Line Foundation (IPNLF), Ministry of Marine Affairs and Fisheries (MMAF) Masyarakat dan Perikanan Indonesia (MDPI), and other insitutions. In order to reach MSC certification, four programmes have been developed:

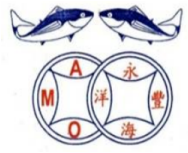
Fisheries Information & Traceability: increasing the collection of key fishery data - including information on vessels, catch, baitfish. This data is compiled into an integrated database, enabling fisheries and fishing companies to demonstrate their commitment to sustainable practices and compliance with regulations, supporting data requirements under the MSC.

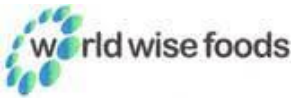
Capacity Building: increasing capacity in the pole-and-line and handline tuna sector, including fishermen and supply chain companies, through training.

Milkfish Cultivation: trialling the potential for using cultivated milkfish as an alternate source of natural baitfish (wildbait).

Government Liaison: increase cooperation with the government and also with other stakeholders on FIP implementation.

AP2HI Members





AP2HI Personnel

AP2HI's work is guided by its Board, as well as an Advisory Committee which includes the Directorate General of Capture Fisheries Ministry of Marine Affairs and Fisheries (MMAF), Directorate General of Product Competitiveness MMAF, and Ministry for Development of Disadvantaged Regions (KPDT).

Trustee	:Dr. Luky Adrianto	Chair	: Janti Djuari
Trustee	:Kuntoro Kusno	Vice Chair	:Robert Tjoanda
Treasurer:	:Abrizal Ang	Secretary	:Agus A Budhiman

Program Coordinator & Officer

Program Manager	**: Ilham Alhaq**
Fisheries Information & Traceability	**: Prayoga Huda, Meysella Anugrah**
Database Management Coordinator	**: Alfian Mustofa**
Information Communication Technology Officer	**: Dinda Muthi Selina**
Communication & Liaison Officer	**: Nuriasih Nababan**
Internal Auditor & Training Coordinator	**: Rakhmad Bagus Prakoso**
Office Manager	**: Iis Widiani**
Admin & Secretary	**: Jorica Mei Shien**

AP2HI's Extended Network

NGOs & other organization: International Pole & Line Foundation (IPNLF), WWF Indonesia, Yayasan Masyarakat dan Perikanan Indonesia (MDPI), Hatfield Indonesia, UNIDO Smart-Fish Indonesia Program, USAID SEA Project

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