

Anova Holding USA, LLC

- USA Owned Company
- Anova Food, LLC. Largest importer of frozen sashimi and tuna steaks from Indonesia to the USA.
- Distribute tuna and other seafood products to a major portion of the food service and retail industry





The Fishing & Living™ Initiative

1. Promoting sustainable small scale fisheries through improved fishing practices; and
2. Providing enhanced living conditions for the communities engaged in the industry.

The Fishing & Living™ initiative is made possible through the collaboration of Anova Food, LLC, USAID, the World Wildlife Fund (WWF), governments at all levels from local through national, a host of other entities and individuals on-site and working in the communities, and of course, the fishermen themselves.

Visit: www.fishing-living.org



USAID
FROM THE AMERICAN PEOPLE

Food Security Indonesia - Fish

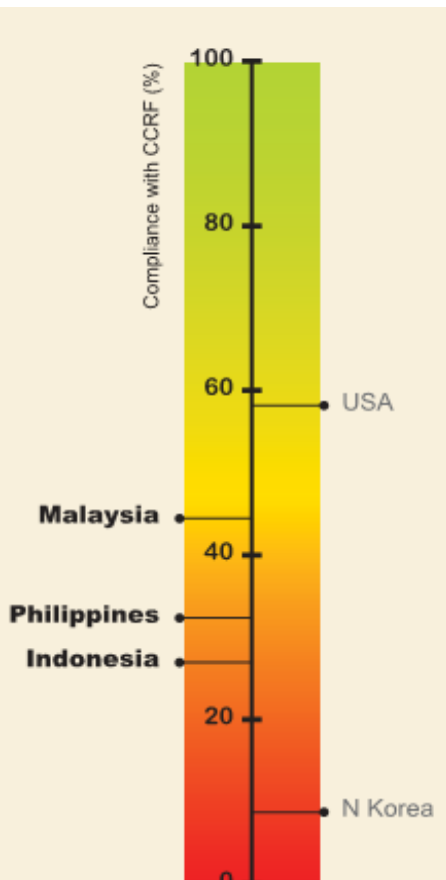
- **Serious Overfishing**
 - **Expansionist Policy**
 - when all scientific RFMO data suggests fishing capacity reduction and Indonesia does not have an effective data collection system.
 - **Rampant IUU Fishing**
(Illegal Unregulated Unreported)
- Serious decline in tuna landings over ten yrs. We estimate we are at 20% of 2006 landings.
 - Coastal Fishermen are catching less fish and have to harvest juveniles to survive.
 - They are travelling much farther from the community or becoming migratory.
 - Empty trips
 - Results in a higher cost to produce a fish.

Community Fishermen suffer economically =
Lack of Food Security:

- 1) No fish to eat
- 2) No cash fish to buy other proteins



CCRF Country Performance (FAO)



	Indonesia	Malaysia	Philippines
Use of reference points in management	2/10	3.5/10	3.5/10
Reduction of irresponsible fishing, bycatch and discards, preventing ghost fishing	1.8/10	3/10	2/10
Use of protected and no-take areas	3.5/10	5/10	5.5/10
Status of small-scale fisheries	3/10	6/10	4.5/10
Control of excess fishing capacity	0/10	4/10	0/10
Extent and control of illegal fishing	1.2/10	4/10	1.2/10
Use of flags of convenience	3/10	4/10	3.2/10
Implementation of EBFM	32%	50%	42%

Source: Adapted from Pitcher et al., 2009

Slide courtesy of Dr. Geoffrey Muldoon, WWF



Classic Example – Canned Tuna

- Upwards of 250 large 300 ton+ purse seine vessels operating in Indonesian waters (sighted by local fishermen)
- Off load the fish at internal ports to Thai carrier vessels (we see this ourselves.)
- Fish is shipped to Thailand
- Major issue is that they are targeting juvenile yellowfin tuna.

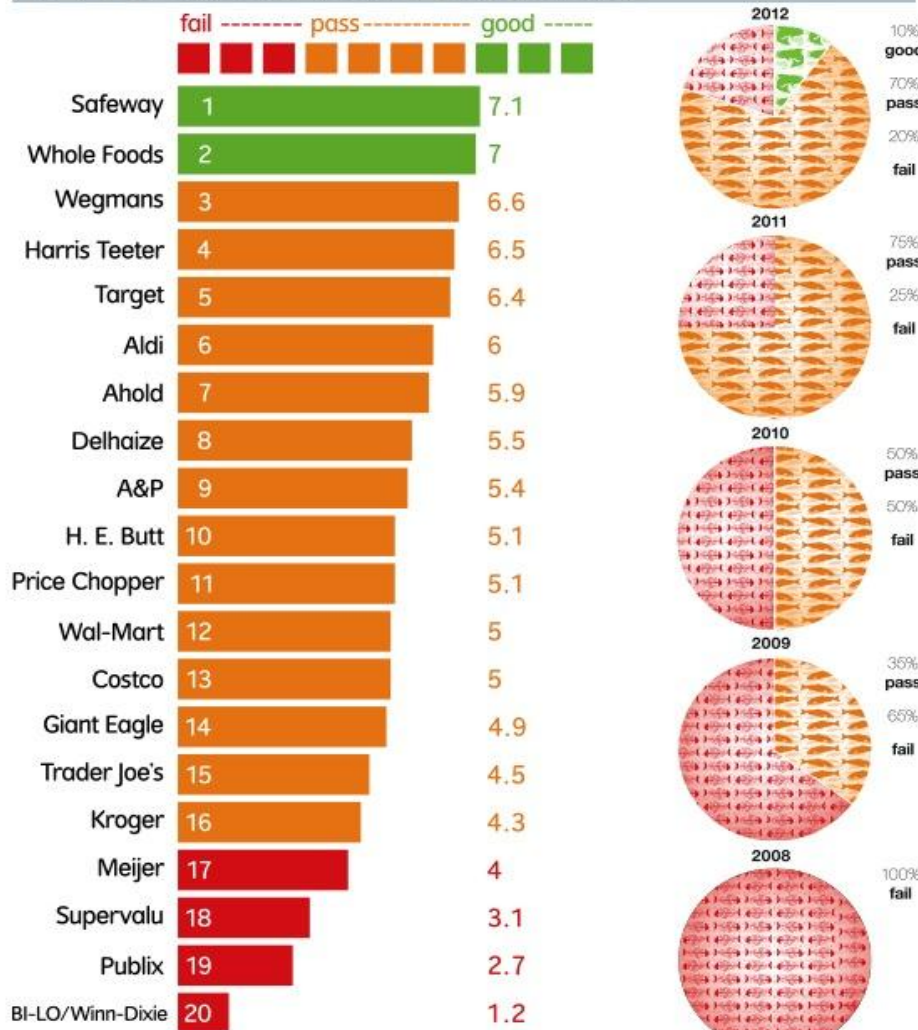
Broken three major Decrees;

- No purse seiner over 30 tons should operate in archipelagic waters
All fish caught in Indonesian waters must be offloaded in Indonesia
All fish caught in Indonesian waters must be processed in Indonesia
- Then all of this tuna is processed in Thailand and through an FDA ‘loop hole’ becomes “Product of the Thailand” and is shipped to the USA.
- Solution – the market must stop buying this fish. Buy sustainable!



Sustainable Seafood Market Demand

2012 Seafood Retailer Scorecard



- Make Sustainability a part of corporate culture.
- Demand retailer traceability and audit it.

5 minutes!

- You cannot take all of Indo's fish and ship it to the USA and EU. What you ship must be sustainable and have value.

There is little or no alternative livelihood programs for a coastal community. If all the small fish is gone and all the cash fish is gone, then Food Security is an issue.