



“The first ever export of Pangasius means a lot to the industry, and the government is hoping this will be the vehicle to drive more exports from Indonesia in the future.”

Nilanto Perbowo, Secretary-General, the Ministry of Marine and Fisheries Affairs (MMAF)

Women at the forefront of the Pangasius Industry in Indonesia

For long, Indonesian pangasius producers were unable to compete in the world market; low quality, lack of standards compliance, limited processing and value addition, and high prices were among their key barriers. But the launching of the first ever export of Pangasius by PT. Adib Global Food was a turning point and a significant first step for the industry. The real success story is that in this industry, women are playing a key role.

UNIDO'S APPROACH

Since 2014, UNIDO has supported the sustainable development of the Pangasius value chain with the objective of enhancing market access through improving quality and yield of farmers as well as enhancing productivity and resource efficiency of the processing industry. Moreover, the project has also supported the industry's market access through certification and export promotion.

IMPACT

One of the key regions for implementing the SMART-Fish programme was Tulungagung with 68% of Indonesia's Pangasius production. It is here that Siti Nikmaziah established the Mina Lestari fisheries group 17 years ago to employ women left behind by their migrant worker husbands; she has a mission to make them independent and increase their prosperity. Similarly in Jambi, another region where the SMART-Fish programme was successfully implemented, another such female farmer group Harapan Maju Fish Cultivator Group experienced similar benefits. Ms. Ernawati, secretary of the group said “the self-made feed produced by our group is 31% more efficient than commercial feed. The production was fantastic, increasing by 120% compared to

previous harvests; our income has soared 300%.”

The SMART-Fish programme supported 355 farmers to enhance quality of their fish to meet the standard of export markets, comply with national and export market requirements and reduce costs of production. This has not only helped farmers to increase their income by producing better and more fish; it has also encouraged and allowed companies such as PT. Adib Global Food to explore export markets for the first time.

PT. Adib Global Food, a pangasius processing company sources its fish mainly from Tulungagung district where the SMART-Fish programme has supported the majority of farmers to produce better quality fish. In May 2019, the company successfully shipped exports of 9 containers of frozen pangasius fillet, almost 200 tons valued at USD 472,000 to Saudi Arabia. Another SMART-Fish partner, PT Expravet Nasuba in Medan, North Sumatra,

received orders from China for frozen butterfly pangasius. Essential to this success was also the development of the National Standard for Pangasius Fillet (SNI), which helped the industry to produce pangasius and value added products with higher quality and in compliance with the international market requirements. With the support of SMART-Fish, the Catfish Producer Association (APCI) launched “Indonesian Pangasius - the Better Choice” as the industry's brand name in SEAFEX Dubai, UAE and Jeddah, Saudi Arabia in order to promote unique values of the Indonesian pangasius.

WAY FORWARD

Good collaboration and partnership between the government (MMAF) and the association (APCI), facilitated by the SMART-Fish programme, has created great enthusiasm and confidence from farmers to processors that Indonesian pangasius can effectively compete in global markets.

AT A GLANCE

Project title	SMART-Fish; Sustainable Market Access through Responsible Trade of Fish in Indonesia
Thematic area	Advancing Economic Competitiveness
Donor	State Secretariat for Economic Affairs (SECO)
Project counterpart	Ministry of Marine Affairs and Fisheries (MMAF), Indonesia
Budget	USD 4.5 million
Duration	2014 – 2019