

Background: The goal of the Indonesia tuna FIP is to have all Indonesian tuna fisheries for skipjack, yellowfin and bigeye certified as sustainable and traceable by the Marine Stewardship Council (MSC). The Indonesian Ministry of Marine Affairs and Fisheries (MMAF) developed the national level FIP with assistance from WWF in response to the growing demand for MSC-certified products in the global market. A 2010 MSC pre-assessment identified, and a national FIP action plan addresses, areas in need of improvement before MSC certification can be conferred. The areas of improvement are:

1. Lack of governance and national fishery management plans;
2. Weak institutional frameworks;
3. Lack of research on stock status, fleet composition, harvest strategies, and bycatch;
4. Lack of regulatory compliance; and
5. Negative impacts from fuel subsidies.

WWF has projected that all tuna fisheries within the Indonesian tuna FIP will reach MSC full assessment by 2020.

Sea Delight's FIP Membership and Contribution: Sea Delight, LLC specifically engages their supply chain in FIP activities for handline caught yellowfin tuna. Sea Delight officially joined the Seafood Savers program in October 2010 as a prerequisite for FIP participation. Seafood Savers is a program led by WWF Indonesia that engages seafood businesses to work in and promote sustainable fisheries. Sea Delight specifically implements fishery improvement activities in Sendang Biru, East Java and the Kupang-Alor area of southeast Indonesia. Sea Delight's activities to improve yellowfin tuna fisheries in Sendang Biru and Kupang-Alor are a subset of the national Indonesia tuna FIP activities being conducted at the local level. WWF-US's confirmation of Sea Delight as a FIP participant is pending a third party consultant review of their FIP efforts. WWF-ID does however identify Sea Delight as a participant in the tuna FIP due to their Seafood Savers membership status. Sea Delight's ongoing participation in the FIP and membership in the Seafood Savers program is conditional upon satisfactory completion of activities outlined by Seafood Savers. Sea Delight was recently awarded a certificate for their leadership role in implementing environmentally-responsible business practices, specifically in working with the public, private and non-governmental sectors, to help ensure the long-term health of the Coral Triangle's marine resources at the 3rd Coral Triangle Regional Business Forum in Bali, Indonesia during March 24--26, 2013.

The Seafood Savers program has broken down the national tuna FIP action plan into specific, ground level activities that are tasked to Seafood Savers' members and other FIP stakeholders. The Seafood Savers action plan for tuna includes 24 specific company activities. Sea Delight is progressing through the intermediate stage of FIP membership and has completed a broad variety of activities within their supply chain, as outlined by the Seafood Savers action plan. These activities have been detailed below:

Sea Delight FIP Activities

1. **Data Collection/Logbook Training** - A June 2, 2011 stakeholder meeting in Malang, East Java, Indonesia

provided handline fishermen training on logbook use and data collection protocols for which vessels over 5 metric tons (mt) are required to record catch data. Although the majority of Kupang-Alor vessels are less than 5mt and therefore not required to record catch data, Sea Delight is working with fishermen on a voluntary, shore-based data collection program. Improving data collection quality is an ongoing activity and fishermen have reached out to Sea Delight for further assistance with logbook protocols. Sea Delight has presented their port-based data collection system as a model for all handline fisheries in Indonesia to WWF-ID and the MMAF on July 30 and October 15, 2011 respectively.

- a. **National FIP Action Supported:** Data collection activities support the extension of management activities to the local level, assist in bycatch data collection, and contribute to the development of tuna-specific management plans. Outreach and training activities with fishermen support the education of fishermen on management, bycatch, and ecosystem interactions.
 - b. **Importance:** Logbooks will collect important fishery data needed to improve tuna management. These activities establish a baseline for future tuna management measures and strengthen relations with government and fishermen. Future data collection activities include those for baitfish, hook usage, and length/maturity of tuna that will fill data gaps within the handline fishery.
2. **Circle Hook Training** - Sea Delight's Circle Hook Program distributes free trial circle hooks (C-hooks) to local fishermen while providing training and tools for the safe handling and release of marine turtles. Sea Delight has provided these trainings and free C-hooks on several occasions, including at stakeholder meetings with handline fishermen on June 2, 2011 and November 2, 2012 in Sendang Biru and September 5-15, 2013 in Alor.
- a. **National FIP Action Supported:** Implementing the Circle Hook Program demonstrates Sea Delight's support for and ability to implement national regulations for bycatch mitigation measures and harvest control rules. These actions in turn support the implementation of a national tuna management plan once finalized. Outreach and training with fishermen supports the national FIP action of educating fishermen on management, bycatch, and ecosystem interactions.
 - b. **Importance:** C-hooks effectively reduce sea turtle bycatch compared to the traditionally used J-hooks. Bycatch reduction is essential for MSC certification of the fishery.
3. **Cooperation with Local Government** - Sea Delight includes local government officials in all stakeholder trainings and meetings, including the June 2, 2011 meeting in Malang, East Java where information on vessel registration and FAD location was collected. Sea Delight also assists the regional fisheries office in Sendang Biru, East Java in documenting and tracking the location of all FADs, registering all fishing vessels, and monitoring the landings of fish with onboard logbooks. All vessels in the area are now fishing legally, following IOTC regulations, and one third of the tuna fleet has been registered.
- a. **National FIP Action Supported:** Active collaboration with local government involves Sea Delight in the decision-making process and consolidates decision-making and consultation activities with the Indonesian Tuna Commission and the Forum on Fishery Resources Utilization Management. This activity is ongoing.

- b. **Importance:** This work builds needed relationship infrastructure between government, fishermen, and industry to facilitate the implementation of future management measures.
4. **Improving Seafood Product Quality** - Sea Delight is conducting ongoing outreach activities with fishermen in Sendang Biru and Kupang-Alor to increase tuna product quality through improved handling methods. Higher quality products can increase fishermen's revenue, which can in turn reduce pressure to overfish. Sea Delight translated the Secretariat of the Pacific Community's (SPC) "On-board Handling for Sashimi-Grade Tuna" to Bahasa Indonesia and distributed copies to fishermen at stakeholder meetings on June 5, 2013 in Sendang Biru and September 5-15, 2013 in Alor.
- a. **National FIP Action Supported:** Although not explicitly expressed within the Seafood Savers or national FIP action plans, improvement of product quality is economically and socially beneficial to small-scale fishermen in Sea Delight's supply chain.
 - b. **Importance:** Increases in revenue builds trust between Sea Delight and Indonesian fishermen and provides motivation for continued participation in the FIP.
5. **Traceability** - Sea Delight implements a basic traceability program, currently in place for one supplier, to ensure tuna products are coming from suppliers participating in the FIP.
- a. **National FIP Action Supported:** Although not explicitly expressed within the Seafood Savers or national FIP action plans, traceability is a mandatory component of MSC certification.
 - b. **Importance:** The traceability of tuna products helps ensure that Sea Delight is credible to its customers, that FIP tuna products are sourced by Sea Delight's supply chain, and that the benefits from improvements accrue to the fishermen that implement them.

Sea Delight Next Steps: Seafood Savers recently reviewed Sea Delight's FIP progress and found Sea Delight and their supply chain have been supportive of the national Indonesia tuna FIP. Their FIP efforts have established a solid foundation for Sea Delight to expand their activities in Sendang Biru and Kupang-Alor. Once Sea Delight is able to complete all Seafood Savers FIP activities within own supply chain, they will then collaborate on national FIP action plan activities with other Seafood Savers members. Sea Delight and WWF-ID have identified Sea Delight's next steps as:

1. Continue all current activities and expand throughout their entire supply chain;
2. Assist the government in valuing the importance of enforcement;
3. Increase supply chain transparency within the FIP;
4. Implement data collection systems;
5. Begin stock assessments;
6. Organize communities and fishermen;
7. Ensure fishermen implement responsible fishing practices; and
8. Ensure local authority consistently implements proper management measures.