



Choose Your Seafood Right!

WWF-INDONESIA “SUSTAINABLE SEAFOOD” NATIONAL CAMPAIGN 2011

Global seafood consumption reached 143 million metric tons in 2008, this amount of consumption related directly to how much seafood production in the world. The existing threat is real. The more people consume, the more fishing and catching happened at every single waters area in the World.

About 80 percent of the world's seafood production occurs in developing countries, including Indonesia. The challenge is to break the commodity trap that holds on to a principal: produce seafood as much as possible, as quickly as possible, and as cheaply as possible. This may be achieved through changing the system from within and build a new system for example, value based economy, fishing certification or development of a new financing mechanism from the banking sector. All of which aimed to create sustainability of marine resources for the prosperity of human beings.



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WWF-Indonesia “Sustainable Seafood” National Campaign in 2011 aim to achieve the following Conservation Objectives (as stated in the WWF-Indonesia 2009-2013 Strategic Plan):

- Introduction of Ecosystem Based Management for tuna and grouper fisheries by 2011
- Increase fishermen bargaining position in market through application of Best Practices for tuna and grouper fishing and handling by 2013
- Endorse, support, and strengthen Indonesia's engagement in the regional and international tuna management agencies (e.g. RFMOs, APEC) by 2009
- Adoption and application of the Shrimp Aquaculture Best Management Practices (BMPs) by farmers and private organizations in 3 provinces by 2013
- Widening campaign on seafood guideline to consumers (e.g. individual, restaurants, hotels, major retailers) in 5 big cities by 2009
- At least three key financial institutions support the BMP practices and low carbon economy in fishery investment by 2011
- Adoption of trade policy in the fishery sector that supports BMP adoption and low carbon economy by 2012
- Establishment of Best management Practices for (BMP) for shark fishery by 2013

Translated further to Communication level, the “Choose Your Seafood Right!” Campaign is targeted to achieve the followings:

- To have retailers provide sustainable seafood products in their menus or store shelves.
- To have consumers consult to Seafood Guide before purchasing any seafood products
- To have suppliers apply to BMP standards.
- To have 20% of long-lines operating in Indonesia waters adopting circle hooks and implementing mitigation techniques to reduce marine turtle by-catch in tuna long line fishing fleet.
- To use CTI Business Summit II momentum toward establishment of seafood market chain partnership in Indonesia and the region

THE CAMPAIGN

The “Choose Your Seafood Right!” campaign aims to increase national demand on sustainable/responsible seafood products that will lead to increase adoption of sustainable fishery practices among seafood industries in Indonesia, that in the end will stop further destruction of marine habitats and will stop overfishing.

The campaign will focus its concern on 4 primary species which are tuna (including skipjack), grouper, snapper, and shrimp and secondary species which mostly are found as bycatch fishing practices, which are turtle, shark, dugong, whale, rays, etc. Campaign activities will be concentrated in 6 major cities in Indonesia: Jakarta, Surabaya, Denpasar, Medan, Manado, and Makassar. Through an earlier conducted study, the six cities have been identified as cities with the highest consumption and/or production of seafood.

OUR STRATEGIES

In order to achieve the objectives as stated above, WWF have define various strategies addressing specific audiences with a variety of partners to be engaged, including corporate partners, Honorary Supporters, social communities like Marine Buddies and public figures. The strategies can be defined as follows:

- Establishing a network of seafood producers, buyers and retailers through Seafood Savers program.
- Engaging retailers to promote Seafood Guide to their consumers.
- Engaging suppliers by promoting BMP to run better fisheries practices.
- Conduct series of public consultation events to emphasize fisheries issues and alternative solutions towards sustainable fishery management with policy makers, government officials, and practitioners.
- Engage with Champions, Honorary Supporters and Partners to get support from various target audiences and to appreciate third parties' initiatives.
- Conduct public events to increase awareness and to change behavior for relevant communities in relevant sites.
- Collaborating with Marine Buddies and other community groups to create campaign 'noise' through social media network such as mailing list (marinebuddies@googlegroups.com), www.marinebuddies.org, Facebook and Twitter.
- Engaging high profile society to be able to create change of ways or thinking about seafood consumption.
- Engaging corporate to generate cash or non cash fund through campaign activities.
- Establish a novel and fresh membership recruitment program.
- Conduct media campaign to increase awareness on marine issues by engaging local/international media in seafood trade network through media trips and gatherings, essay photo competition and in house production of a short documentation on marine and fisheries issues.
- To use CTI Business Summit II (2012) as big win of sustainable/responsible seafood trade in Indonesia and the Coral Triangle.

For more information:



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