

ExportNews

I N D O N E S I A

Yellowfin TUNA



WHAT'S INSIDE

Indonesia has been one of the biggest producer as well as exporter of yellowfin tunas. With huge potency from its ocean supported by research and development, Indonesia are ready to supply high quality yellowfin tunas across the global market.

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Dear Valued Readers,

Fish is one of source for high animal protein which is essential for human body. People nowadays are getting more aware with their foods because they know what they eat will affect their health, and fish becomes one of their choice for healthy menu. Until these last five years, the most consumed fish is tuna.

Indonesia is one of the biggest tuna producers and specifically this country is the biggest producers for yellowfin tunas. Indonesia's geographic position fits for yellowfin tunas to breed. Moreover, Indonesia has been successfully breed yellowfin tunas outside their natural habitate and this achievement will support the sustainability of Indonesian yellowfin tunas production. Indonesia already exported yellowfin tunas to Japan, United States, and European Union as three main market for yellowfin tunas in the world. With that such a big potency, Indonesia still can increase their export market size.

Export News this November will discuss about Indonesia yellowfin tunas, start from the export development as well as important information to assist readers whom want to buy that products. This edition also contain exporters list for yellowfin tunas.

Thank You

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hot issue

SPAWNING OUTSIDE NATURAL HABITAT

Indonesia has just recorded an achievement in fishery by successfully spawning yellowfin tuna (*Thunnus albacares*) outside its natural habitat. The spawning, held in January 2015, was part of the government's

efforts to support the policy of sustainable fishery development. The successful spawning allows Indonesia to maintain the production and business of yellowfin tuna simultaneously so that Indonesia

can become a major supplier of yellowfin tuna in both domestic and international markets.

The spawning was conducted by a technical management unit of the Maritime Affairs and Fishery Research and Development Agency (Balitbang KP), the Maritime Research and Development Institute in Gondol, Bali. The spawning was held in an artificial habitat consisting of floating netted fish cage. Some 500,000 roe of yellowfin tuna was spawned in the fish cage. According to observation, the survival rate reached 80% which means the eggs could survive well in the artificial habitat. Prospective

tuna parents, 114 of them at about 500 grams to 1 kilogram, were caught from the northern waters off Bali in the artificial spawning activity. A tuna is considered as a spawning-ready parent when it reaches 20 kilograms to 30 kilograms after being raised for one year. The prospective parents were fed high-protein feed twice daily consisting of squids and horse mackerel in a ratio of 1:1. Vitamin was also added at 2.5% from the feed amount. Local communities are expected to emulate and produce hatchlings from the artificial spawning to increase Indonesian export of yellowfin tuna.



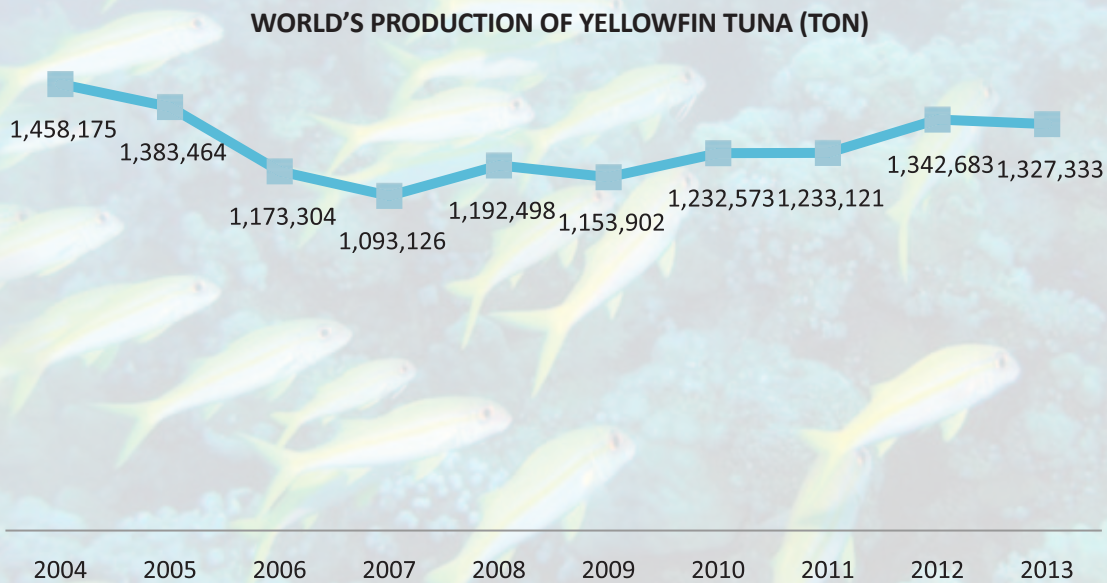
World's Production and Consumption of Yellowfin Tuna

Tuna is a popular seafood and the most widely consumed in the world. Tuna is one of the world's most important food source, providing important proteins for the people. Due to its health benefits and role as a major protein source, the world's demands for tuna keeps increasing. The total volume of tuna fishing reaches 4.3 million tons. The major producers are Japan, Europe, Taiwan, Indonesia, the Philippines and South Korea. Yellowfin tuna is a type of popular tuna and market's favorite in addition to the market's first choice, skipjack tuna.

Yellowfin tuna has better quality and thicker meat. It can grow up to between 100 kilograms and 150 kilograms with soft meat. However, yellowfin tuna grows much longer than skipjack tuna so supplies of yellowfin tuna takes more time than skipjack tuna before it can be caught.

The production or fishing of yellowfin tuna is mostly held in the Pacific Ocean so that countries in the region become the world's largest producers of the popular fish. The largest producing countries are Japan, Indonesia, Mexico and the Philippines.

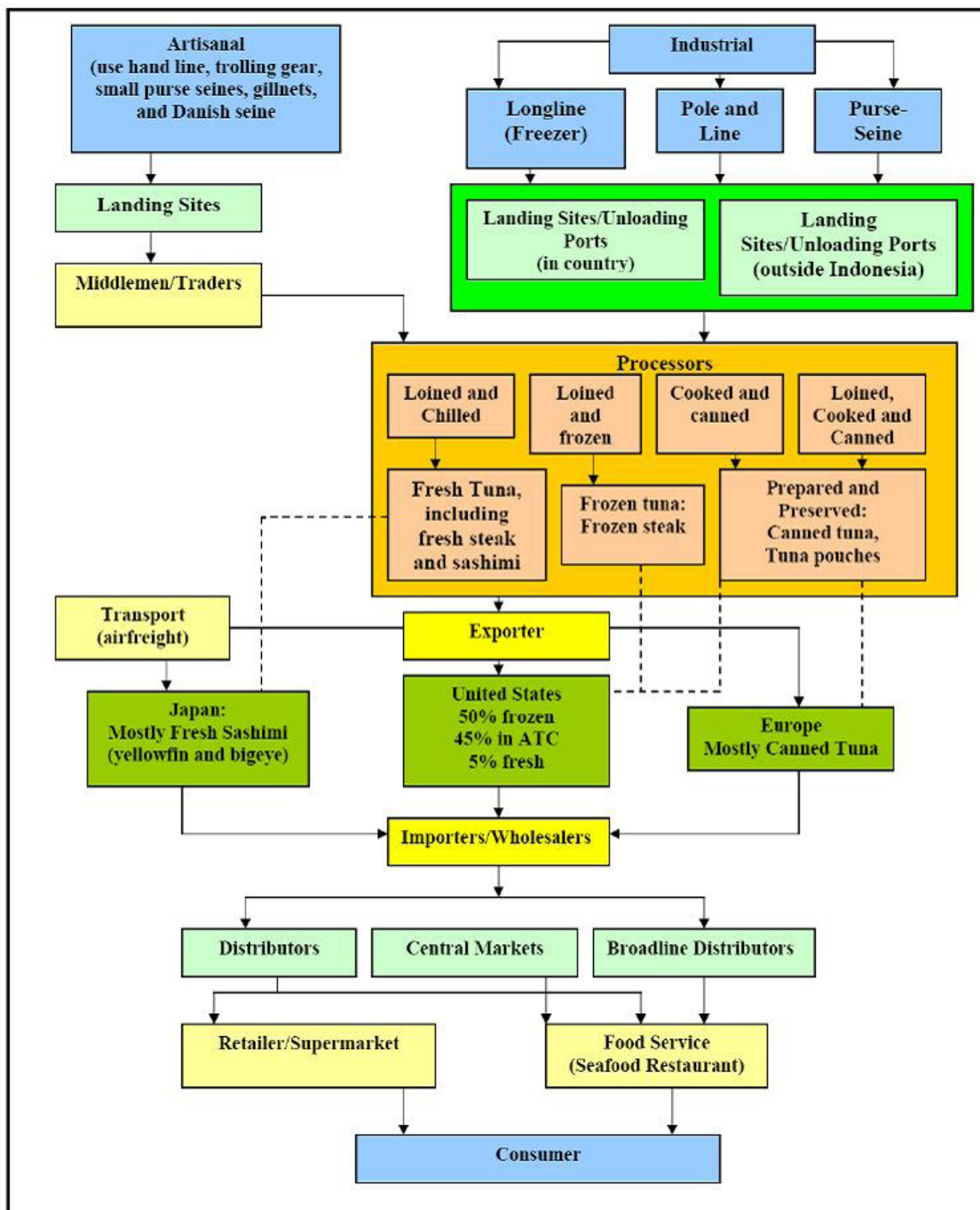
Most of yellowfin tuna is caught by using purse sein or long line method. Data from the Food and Agriculture Organisation (FAO) showed that the fishing of yellowfin tuna fluctuated in the past 10 years. In 2013, Indonesia contributed 75% of the world's catch of yellowfin tuna at 1.33 million tons. The following graph shows the development of the world's catch of yellowfin tuna:



Market Review

The world's population consumes yellowfin tuna in three forms of fresh fish, frozen fish and processed or canned fish. The following chart describes the

supply chain of yellowfin tuna from fishing to the consumers:



Source : Sustainable Fisheries Partnership

Japan, European Union and the United States are the world's major consumers of yellowfin tuna. Japan consumes some 80% of fresh yellowfin tuna while the United States and European Union consume more in the canned form. Japan consumes yellowfin tuna as sashimi with the Japanese fishery authorities estimating that Japan consume between 300,000 tons and 400,000 of tuna sashimi every year. The high consumption number makes Japan as the largest producer-cum-consumer of yellowfin tuna. However, Japanese catch of yellowfin tuna has been dwindling recently and it imported more from other countries. Indonesia is the largest supplier of yellowfin tuna to Japan.

Unlike in Japan, customers in the United States and European Union consume more of the canned tuna. However, consumption of fresh tuna in those countries have been increasing in the past few years. In the United States, sashimi consumption reaches some 30,000 tons to 50,000 tons with yellowfin tuna being the most consumed fish.

The volume of global imports of yellowfin tuna keeps increasing. The import of fresh yellowfin tuna in 2014 reached 38,850 tons with Japan and the United States as the largest importers. For frozen yellowfin tuna, the import was 506,950 tons, increasing by 23,740 tons when compared from the import in the previous years. The largest importers for frozen yellowfin tuna were Thailand and Spain.

Indonesian Yellowfin Tuna

Indonesia, already known as one of the world's largest producers of tuna, still has great potentials to increase its production and develop its export. In the past five years, Indonesia is the second largest producer of tuna by supplying some 16% of the world's total production, according to FAO in 2014. Indonesia's strategic position in the equator is beneficial for tuna production. Indonesia is surrounded by the Indian Ocean in the west and the Pacific Ocean in the east. In the Indian Ocean, there are west and east water masses which are rich in particles and food for sea creatures. Meanwhile the Pacific Ocean has Kuroshio currents, the North Equatorial and the South Equatorial Currents which are also rich in food and has temperature, salinity and other oceanographic factors which are beneficial for tuna.

Indonesian waters which are rich with yellowfin tuna are Flores Sea and Makassar Strait. Indonesia has the potentials to become the world's largest producer of tuna with a total production of 613,575 tons per year. Indonesia also have a breeding ground

and a spawning ground for tuna in Banda Sea in Maluku and Tolo Bay in Central Sulawesi. Especially for yellowfin tuna, Indonesia is already the world's largest producer and in January 2015 has managed to conduct the spawning of yellowfin tuna outside its natural habitat. The artificial habitat consists of floating netted fish cage with about 500,000 eggs are ready to be spawned.

Yellowfin tuna from Indonesia has been exported to three major markets of Japan, the United States and European Union. The three markets have different qualification for yellowfin tuna for consumption in each market. In general, there are 4 grades of yellowfin tuna from Indonesia which are exported:

a. Grade A

Grade A Yellowfin tuna has fresh red-colored, hard and elastic meat, protruding bright big eyes, normal skin with bright and clean color, and smaller body and not fatty. Grade A yellowfin tuna is most sought for by Japanese fine-dining restaurants to be served as sashimi.

b. Grade B

Grade B Yellowfin tuna has red-colored, hard and elastic meat, protruding bright big eyes, normal skin with bright and clean color, and smaller body and not fatty. Grade B yellowfin tuna is sought for by Japanese middle-class restaurants to be served as sashimi as well as semi-cooked sashimi in the United States and European Union markets. Grade B yellowfin tuna is also exported in frozen form.

c. Grade C

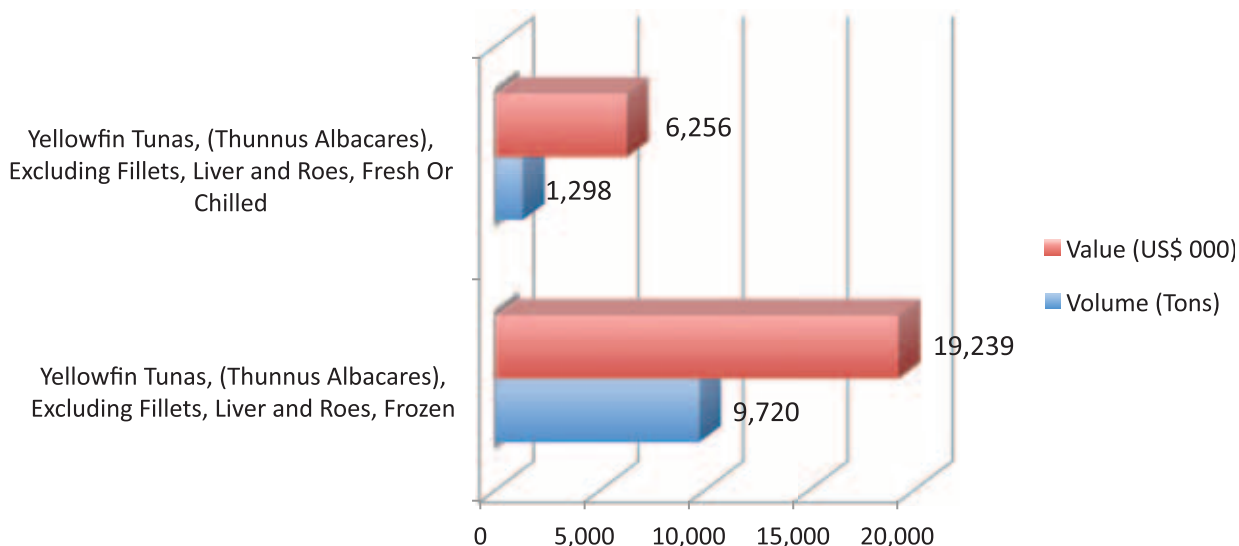
Grade C yellowfish tuna has brownish red-colored and hard meat, bright skin, and smaller body and not fatty. This grade is favored by middle-to-low class restaurants in the United States and mostly exported in the frozen form.

d. Grade D

Grade D yellowfin tuna has brown and gray-colored meat with softer texture. This grade is exported in the frozen or canned form. Some buyers in the United States and European Union also consumed it as tuna steak.

Yellowfin tuna from Indonesia is exported in fresh and frozen conditions which are grouped under HS 030232 and HS 030342 respectively. Indonesian export of yellowfin tuna is dominated by frozen fish instead of fresh tuna. This is because export markets for yellowfin tuna tend to grow in larger regions such as the United States and European Union. The following chart describes the comparison of export value and volume of fresh and frozen of Indonesian yellowfin tuna in the first 10 months in 2015:

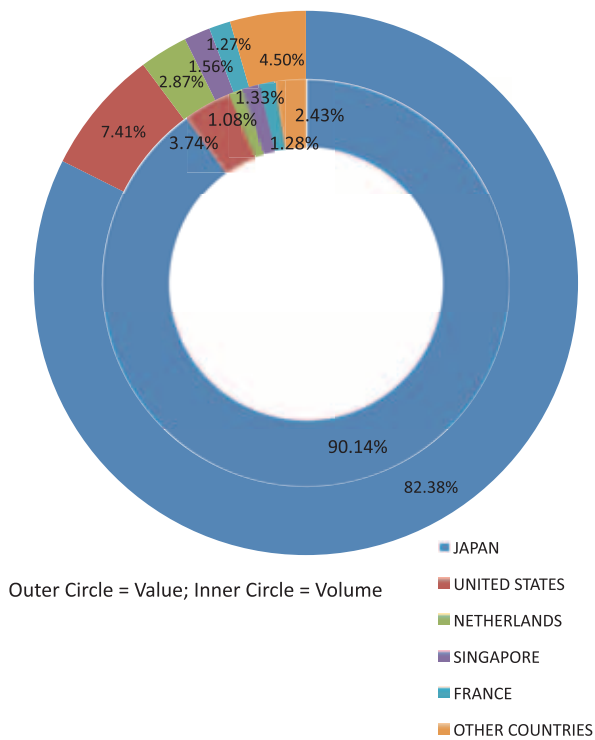
**Export value and volume of Indonesian yellowfin tuna
January-October 2015**



Source: Central Board of Statistics, prepared by DGNED

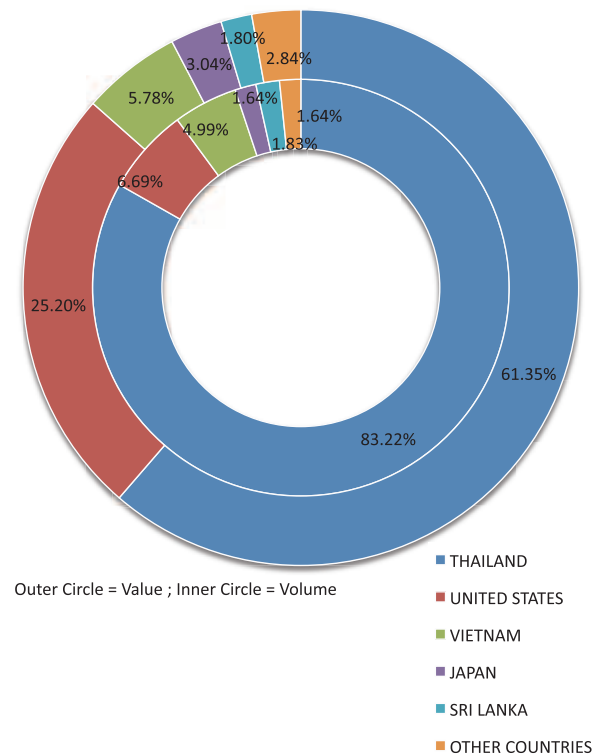
Japan is still the main consumer for fresh yellowfin tuna with 80% of Indonesian export is sent to Japan in the past five years and the first 10 months of 2015. The export value in January-October 2015 was US\$5.15 million with a volume of some 1,170 tons. Other importing countries for Indonesian fresh yellowfin tuna were the United States with a share of 7.41%, the Netherlands (2.87%), Singapore (1.56%) and France (1.27%). The following chart shows destination markets for Indonesian fresh yellowfin tuna:

Export Destination Countries for Indonesian Fresh Yellowfin Tuna January-October 2015



Unlike fresh yellowfin tuna which is exported mostly to the United States and European Union, frozen yellowfin tuna from Indonesia is exported more to Asian countries. The main customer of Indonesian frozen yellowfin tuna is Thailand with an export value reaching US\$11.80 million with a volume of 8,089 tons. The figure constitutes 61.35% of Indonesian export of frozen yellowfin tuna. Other major destination markets were the United States with a share of 25.20% from the total export of frozen yellowfin tuna, Vietnam (5.78%), Japan (3.04%), and Sri Lanka (1.80%). The following chart shows the destination markets for frozen yellowfin tuna from Indonesia:

Export Destination Countries for Indonesian Frozen Yellowfin Tuna January-October 2015



LIST OF EXPORTERS

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Fax : (62-438) 38290
Email : silviraniars@yahoo.com,
khalidrasma@yahoo.com,
delpibitung@yahoo.com
Website : <http://www.deltapasificindotuna.com/>
Product : *Tuna, Skipjack In Other Containers*

ERA MANDIRI CEMERLANG (EMC), PT

Jl. Lodan Raya No. 2, Ruko Lodan Center Blok F 02-07,
Jakarta 14430, Indonesia
Phone : (62-21) 6930017, 6930018
Fax : (62-21) 6930120
Email : johan@indonesiaseafood.net,
aini@indonesiaseafood.net,
marlia@indonesiaseafood.net,
emc@indonesiaseafood.net
Website : www.indonesiaseafood.net
Product : *Fishery/Marine Products, Tuna*

BALINUSA WINDUMAS, PT

Jl. Ikan Tuna II, Pelabuhan Perikanan Benoa - Kec. Denpasar
Selatan, Bali 80116, Indonesia
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Fax : (62-361) 723636, 725160, 722090, 725150
Email : hermanbalinusa@dps.centrin.net.id,
ponco_balinusa@yahoo.com
Website : www.balinusawindumas.com
Product : *Tuna*

DHARMA SAMUDERA FISHING INDUSTRIES Tbk, PT

Jl. Laks. RE Martadinata I Gg. Industri II No. 2,
Tanjung Priok, Jakarta 14310, Indonesia
Phone : (62-21) 4301001, 4371010, 4300156
Fax : (62-21) 4303412, 492820
Email : dharmas1@cbn.net.id,
dharmas@attglobal.net, exim.dsfi@gmail.com
Website : <http://www.dharmasamudera.co.id/>
Product : *Fish, Fresh or Chilled, Fish, frozen, Fish, Live, Fishery/Marine Products, Octopus Frozen, Octopus Live, Fresh or Chilled, Skipjack or stripe-bellied bonito, Tuna*

ANUGERAH SAMUDERA HINDIA, PT

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Phone : (62-631) 4532791, 329677
Fax : (62-631) 6623788, 4532791
Email : marketing@indonesiafishery.com,
asahifisheries@yahoo.com
Website : www.indonesiafishery.com
Product : *Cuttle Fish Frozen, Tuna*

BAHTERA WIRANIAGA INTERNUSA, PT

Jl. Raya Jatinegara Barat No. 124 - 13320
D. K. I. Jakarta
Phone : (62-21) 8564437

Fax : (62-21) 8564438
Email : adeirs@yahoo.com,
melina.tanama@pt-bahtera.co.id,
info@pt-bahtera.co.id
Website : <http://www.pronas.co.id/>
Product : *Meat, Meat Offal Or Blood Of Bovine Animals Prepared Or Preserved, Sausages And Similar Products Of Meat, Meat Offal Or Blood, Tuna, Skipjack And Bonito In Air Tight Containers*

PASIFIC HARVEST, CV

Jl. Tratas No. 61, Muncar, East Java 68472,
Indonesia Jawa Timur
Phone : (62-333) 593368, 593488
Fax : (62-333) 591618, 593641
Email : pasificmuncar@yahoo.com, sherlykho@pasificharvest.com,
info@pasificharvest.com
Website : <http://www.pasificharvest.com/>
Product : *Fish Meal Fit For Human Consumption, Fish Oil, Other Prepared Foods, Tomato Sauce, Tuna, Skipjack In Other Containers*

SAMUDERA SENTOSA, PT

Jl. Wolter Monginsidi Km 5, Wangurer Timur, North Sulawesi
95541, Indonesia
Phone : (62-438) 832288, 835500, 832288
Fax : (62-438) 830088, 836488
Product : *Tuna, Tuna, Skipjack And Bonito In Air Tight Containers*

DHARMA SAMUDERA FISHING INDUSTRIES Tbk, PT

Jl. Laks. RE Martadinata I Gg. Industri II No. 2,
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Email : dharmas1@cbn.net.id, dharmas@attglobal.net,
exim.dsfi@gmail.com
Website : <http://www.dharmasamudera.co.id/>
Product : *Fish, Fresh or Chilled, Fish, frozen, Fish, Live, Fishery/Marine Products, Octopus Frozen, Octopus Live, Fresh or Chilled, Skipjack or stripe-bellied bonito, Tuna*

CHEN WOO FISHERY, PT

Jl. Kima 4 Block K9 / B2, Kawasan Industri Makassar, South
Sulawesi 90241, Indonesia
Phone : (62-411) 515263
Fax : (62-411) 512484, 515484
Email : fergun@indosat.net.id, citrayanti@chenwoofishery.com
Product : *Fish fillets and oth. fish meat, Tuna*

BALI MAYA PERMAI, PT

Jl. Pluit Raya No. 19, Block D No. 1 - 2 - 14440
D. K. I. Jakarta
Phone : (62-21) 66600055
Fax : (62-21) 66602999
Email : cs@kingsfisher.co.id
Website : www.kingsfisher.co.id
Product : *Salmon In Airtight Containers, Tuna*

MINA MALUKU SEJAHTERA, PT

Ppi Eri Dusun Eri Kec. Nusaniwe, Maluku, Indonesia
Phone : (62-911) 323240
Product : *Tuna*

HARTA SAMUDRA, PT

Jl. Piere Tendean No. 06, Ambon, Maluku, Indonesia
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Product : *Tuna*

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