



Photo: Newk's Eatery

## North Atlantic unveils boat-to-plate tuna program in Indonesia

New program looks to enhance food safety, sustainability for artisanal fishermen.

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North Atlantic, Inc. and its subsidiary Bali Seafood International said Monday they have completed a fishery management and boat-to-plate traceability program in Sumbawa, Indonesia.

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The recently completed pilot, which the companies say is a "first-of-its-kind" involving 5,000 pounds of the highest quality ahi tuna, was designed to strengthen food safety, promote long-term sustainability and improve the livelihood of local artisanal fishermen through an end-to-end, market-driven transparent traceability program.

"The ability to know precisely where your fish comes from is now a reality," said Gerald Knecht, owner and founder of North Atlantic. "Our pilot has established a new, market-driven blueprint to providing full traceability in the seafood supply chain."

During the course of the pilot, 20 local artisanal fishing boats were outfitted with the latest GPS tracking systems designed and installed by Pelagic Data Systems, a provider of fleet tracking systems for the artisanal fishing sector.

Through real-time tracking capabilities, North Atlantic monitors were afforded full, electronic traceability of all data from boat to processor, including fishing and landing location, gear type, and date and time.

Fish caught were then processed in a BRC-approved facility and entered into a cold chain supported and managed by North Atlantic from vessel to retailer.

The artisanal fishermen participating in the pilot operated under contract with North Atlantic. North Atlantic is pioneering a new working relationship with local fishermen, incentivizing them for their quality of catch and best practices. This is in contrast to the common practice of forcing fishermen

to wait days or weeks for non-guaranteed compensation.

This pilot is the first in a series of business process improvements and investments North Atlantic is making in the region. North Atlantic is planning to break ground in Santong, Indonesia, on the first of four new, state-of-the-art processing and cold storage plants to further support safe food handling techniques, best practices, and improving livelihoods for fishers and fisher families for all product processed and packed in Indonesia.

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