North Atlantic, Inc. presents fisheries management model at sustainable fisheries conference in Jakarta

The integrated model combines market access with community organized enforcement of limited access to local fishing grounds

**Jakarta, Indonesia:** The Economist magazine convened a group of investors, government representatives, non-profit organizations and multi-lateral agencies to discuss how to drive investment aimed at addressing the decline of wild fish stocks.

Presenting as a panelist at the South-East Asia and Pacific Regional Fisheries Summit, Jerry Knecht, founder and President of Portland, Maine based North Atlantic, Inc (NAI), reviewed the progress of his team’s community based fishery management model. On the heels of successful fundraising in 2015, NAI broke ground on their first fisheries management center in March. This is one of four planned in Indonesia.

The NAI story quickly became a focal point in discussing how to increase investment in sustainable fisheries. When asked about keys to attracting capital, Knecht explained a fisheries company must first mitigate risk. “[We] work with the value chain. By understanding the whole value chain and working with the fishery itself, we start to distribute some of the rents from the value chain to fisheries, incenting them to follow sustainable practices.” Knecht believes long term sustainability begins with the coastal communities harvesting the fisheries.

NAI’s community based project aims to capture lost value in the Indonesian artisanal fishery supply chain by setting up local processing, reducing supply chain waste and establishing catch data collection standards. To date, science-driven policymaking decisions in Indonesia have been difficult to make without reliable systems for data capture.

Advising on the project is Michael Arbuckle, an expert on rights-based fishery management and former Senior Fisheries Specialist at the World Bank. Also on the panel, Arbuckle discussed his experience developing rights-based fisheries management programs throughout the world. He is working to convene a group of non-profit organizations, already engaged in fisheries work in Indonesia, to partner with NAI locally.

**About North Atlantic, Inc. and PT Bali Seafood International**

North Atlantic, Inc. is an importer of wild-caught seafood primarily from Indonesia, serving both traditional and emerging food retail channels. PT Bali Seafood International, subsidiary of North Atlantic Inc, Inc., is the parent company’s local processor and leads the development of their community based fisheries management initiative.

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