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## PT Bali Seafood International announces partnership with Pelagic Data Systems and Global Fishing Watch

Public tracking approach will bring transparency to Indonesian fishing effort

**Washington, DC:** A new pilot program, resulting from a partnership of PT Bali Seafood International (BSI), Pelagic Data Systems (PDS) and Global Fishing Watch, will install lightweight passive tracking devices on approximately 100 small artisanal fishing vessels to provide consumers with boat-to-port traceability of wild-caught seafood. A memorandum of understanding was executed by the parties in Jakarta in July, 2016, at The Economist Regional Ocean Summit, allowing for implementation to begin immediately. Bali Seafood has placed itself on the leading edge of seafood traceability by developing this partnership.

“Vessel location transparency for the global fishing fleet is a game changer. Global Fishing Watch makes it possible to understand catch locations and control harvest, cornerstones of sustainable fishing,” explained BSI President and founder Jerry Knecht. “Now that we are scaling the electronic tracking of the small boat fleet, we can begin to fill in the coastal vessel location and harvest picture, allowing for effective management at all levels of harvest.”

BSI and PDS completed a successful 20-boat pilot tracking Ahi tuna caught off Sumbawa in the Indonesian archipelago in 2015. This program addresses a data gap, as artisanal boats are not typically outfitted with the same tracking technology as the large-scale fishing fleet. Expanding monitoring beyond the initial pilot further improves transparency across the small-boat fishing fleets of the developing world.

By outfitting small vessels with the means to track product from boat-to-port, this program will help increase the value of the seafood harvested by participating small boat fishers, will provide robust data about fishing activity to inform sustainable management practices, and will demonstrate a novel, cost-effective transparency approach that can be scaled globally.

Global Fishing Watch, itself a partnership of Oceana, SkyTruth and Google, will publish the data, free and available to the public with the official launch of the platform today in Washington DC at the Our Ocean conference hosted by U.S. Secretary of State John Kerry.

“We’re excited to see Global Fishing Watch used as a positive market incentive, helping producers move toward greater transparency in their operations,” said Brian Sullivan, Google’s lead on the project.

“This collaboration takes us one step closer to ridding the world of illegal fishing,” said Dave Solomon, PDS’s CEO. “We are fortunate to be at a place where we have the technology, the partnerships and the momentum to make fishing activity as transparent as possible.”

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### **About Global Fishing Watch**

Global Fishing Watch (GFW) is the product of a partnership between Oceana, SkyTruth and Google that provides a never-before-seen view of commercial fishing in the ocean. GFW is free and public, global in scale, easy to use and provides near real-time data. This is important as hundreds of millions of people now depend on the ocean for their livelihoods and approximately 3 billion rely on it for a primary food source. Global Fishing Watch is designed to support ocean sustainability so that governments, fishery management organizations, citizens and the fishing industry can work together to rebuild fisheries and conserve important places.

### **About PT Bali Seafood International**

Bali Seafood International (BSI), the Indonesian subsidiary of North Atlantic Inc., is an exporter of fully-traceable, wild caught seafood. BSI has pioneered an integrated fisheries management model by building local community support in pursuit of sustainable resource harvesting - driving positive social impact in the communities in which it works and hook-to-plate transparency for its customers.

### **About Pelagic Data Systems**

Pelagic Data Systems (PDS) develops scalable solutions for fishing traceability. PDS operates under the tenant that it's possible to help fishermen earn a better living, while reducing the amount of seafood that goes to waste and minimizing the environmental impact of fishing. Their current traceability solution, the ultra light vessel tracking system, combines a passive, solar powered transponder with powerful cloud-based data analytics to effectively capture and analyze fishing data with minimal effort from the fisher.

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