



US firm recognized for its community-based fisheries model

Company takes its model to Indonesia, as part of four planned management centers.

by IntraFish Media

A community based fishery management model developed by Portland, Maine, based North Atlantic, Inc (NAI) attracted the attention of investors, government representatives, non-profit organizations and multi-lateral agencies during a recent panel convened by the *Economist* magazine.

Presenting as a panelist at the South-East Asia and Pacific Regional Fisheries Summit, Jerry Knecht, founder and president of NAI reviewed the progress of his team's community fishery management model.

On the heels of successful fundraising in 2015, NAI broke ground on its first fisheries management center in March. This is one of four planned in Indonesia.

"[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 said.

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. 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.

NAI is an importer of wild-caught seafood primarily from Indonesia. PT Bali Seafood International, a subsidiary of NAI, is the parent company's local processor and leads the development of their community based fisheries management initiative.

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