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PT BALI SEAFOOD INTERNATIONAL ANNOUNCES PARTNERSHIP WITH PELAGIC DATA SYSTEMS AND GLOBAL FISHING WATCH

September 15, 2016 — The following was released by PT Bali Seafood:

WASHINGTON — 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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