



# **INDONESIA TILAPIA PRODUCTION AND TRADE**

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**MINISTRY OF MARINE AFFAIRS AND FISHERIES REPUBLIC OF INDONESIA**

**INFOFISH TILAPIA  
KUALALUMPUR, APRIL 2015**

# INTRODUCTION

- Tilapia is an important species in Indonesia Aquaculture
- A lot of varieties

# NIRWANA

Strengths:

- Fast growth
- Fattier meat



# BEST



## Strengths :

- **endurance in extreme environment**
- **fast growth**
- **very productive**
- **bigger larva**
- **low mortality**



Strengths:

- ❖ the seed...male tilapia
- ❖ Fast growth
- ❖ Grow in 25°C
- ❖ Resistant to disease

**GESIT**



# LARASATI



## Strengths:

- Adaptive to environment
- Fast growth
- Low mortality



# JATIMBULAN

## **Strengths:**

- ✓ **Fast growth**
- ✓ **Tasty**



# SRIKANDI

Strengths:

- ❖ Can grow in salinity 10-30 ppt
- ❖ Fast growth





# ANJANI



## **Strengths:**

- ❖ **Fast Growth**
- ❖ **Resistant to diseases**
- ❖ **Adaptive to environment**

# SULTANA



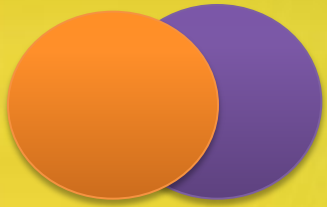
**Strength:**  
**Fast growth**

# SALINA



## Strengths:

- Can grow in salinity  
20-25 ppt**
- Endurance to  
*Streptococcus spp***

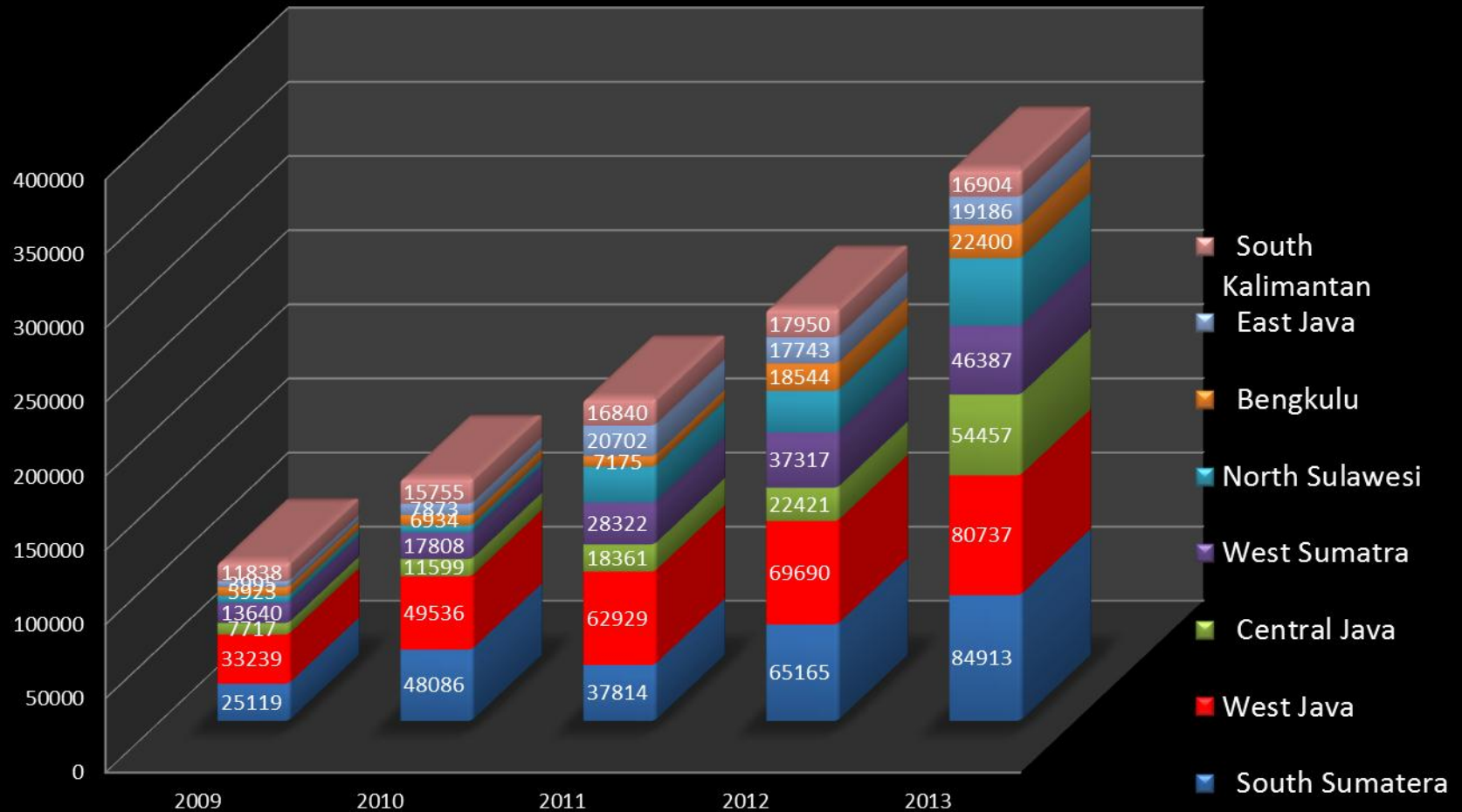


# TILAPIA CULTURE

- ✓ **PONDS**
- ✓ **BRACKISH WATER PONDS**
- ✓ **PADDY FIELD**
- ✓ **CAGE**
- ✓ **FLOATING NET CAGE**

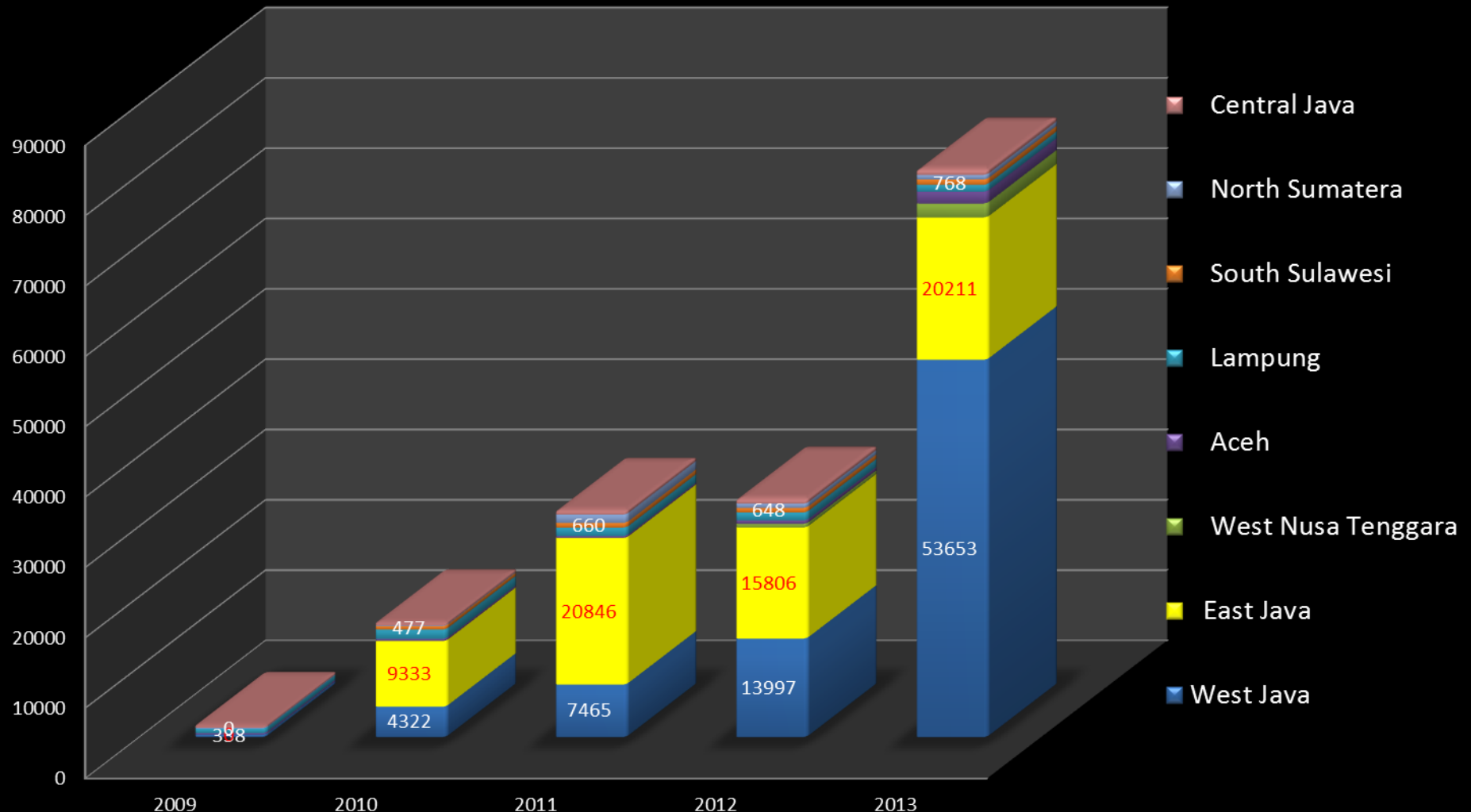


# TILAPIA PRODUCTION IN PONDS (Ton)



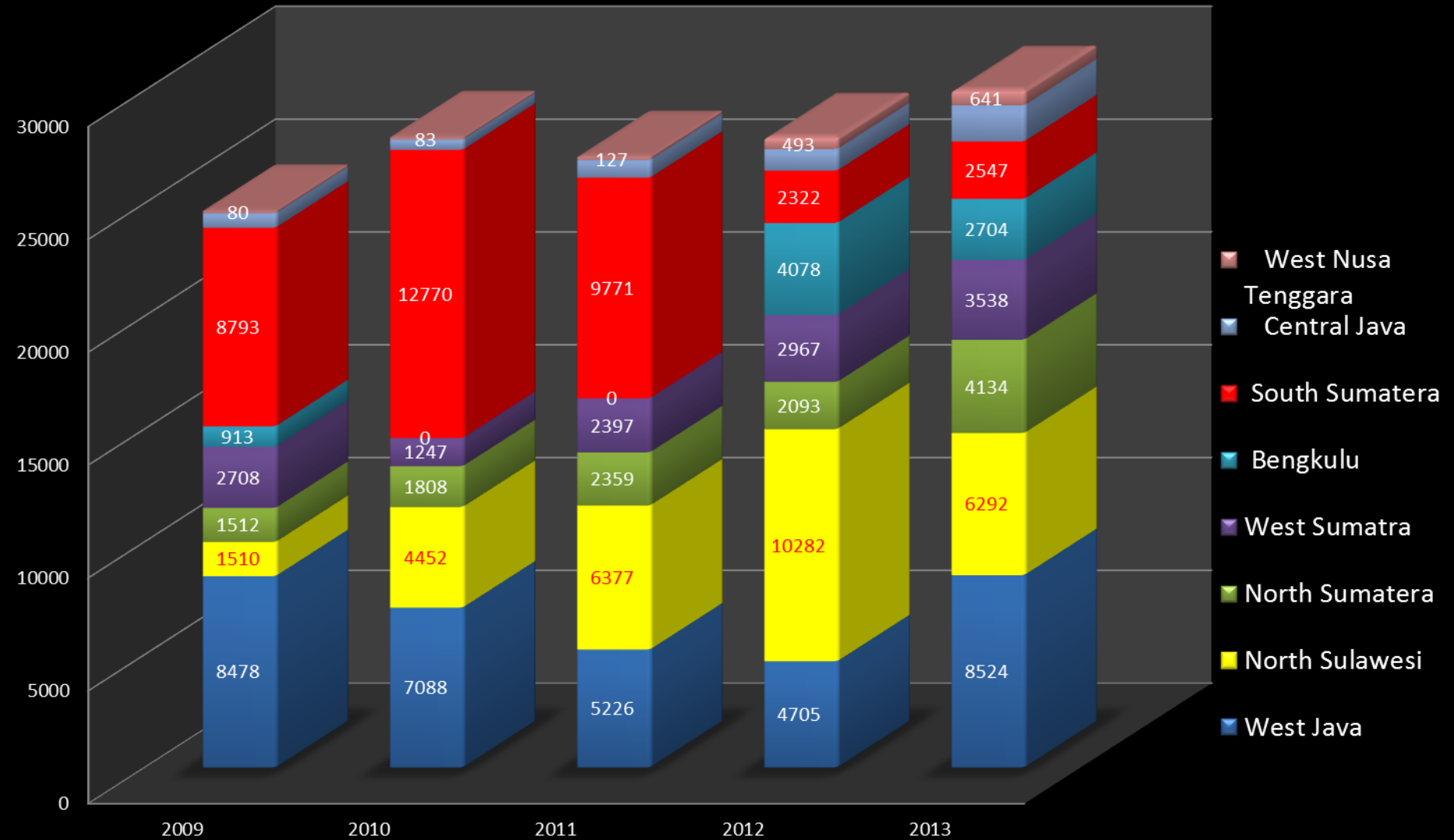
- South Sumatera was the biggest production area with an increase of 43,18% from 2009 (25.119 ton) to 2013 (84.913 ton).

# TILAPIA PRODUCTION IN BRACKISH WATER POND (TON)



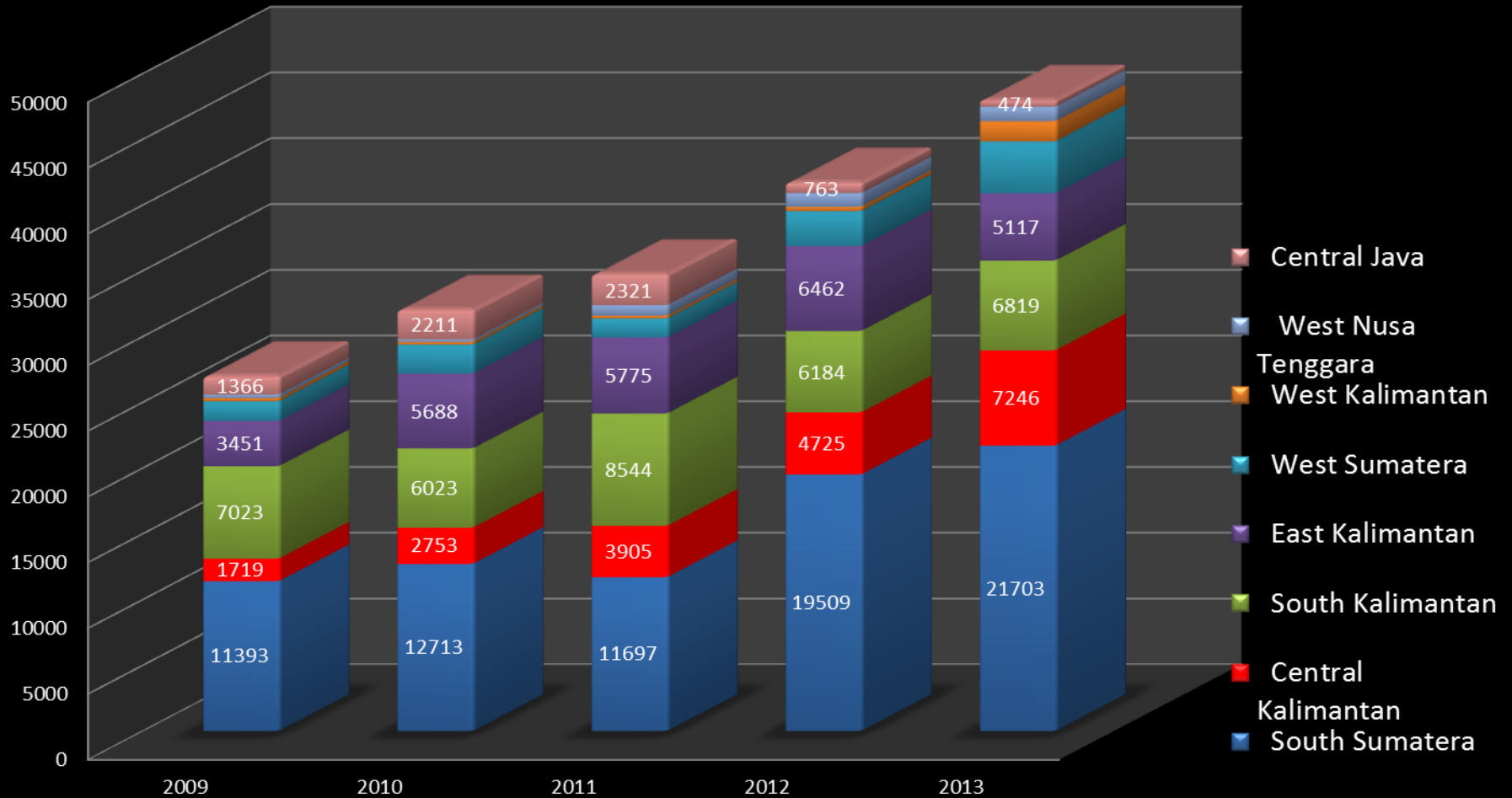
- West Java was the biggest production area with an increase of 68% from 2009 to 2013

# TILAPIA PRODUCTION IN PADDY FIELD (Ton)



West Java was still the biggest production Tilapia, with an increasing 7,13 % from 2009 (8.478 ton) to 2013 (8.524).

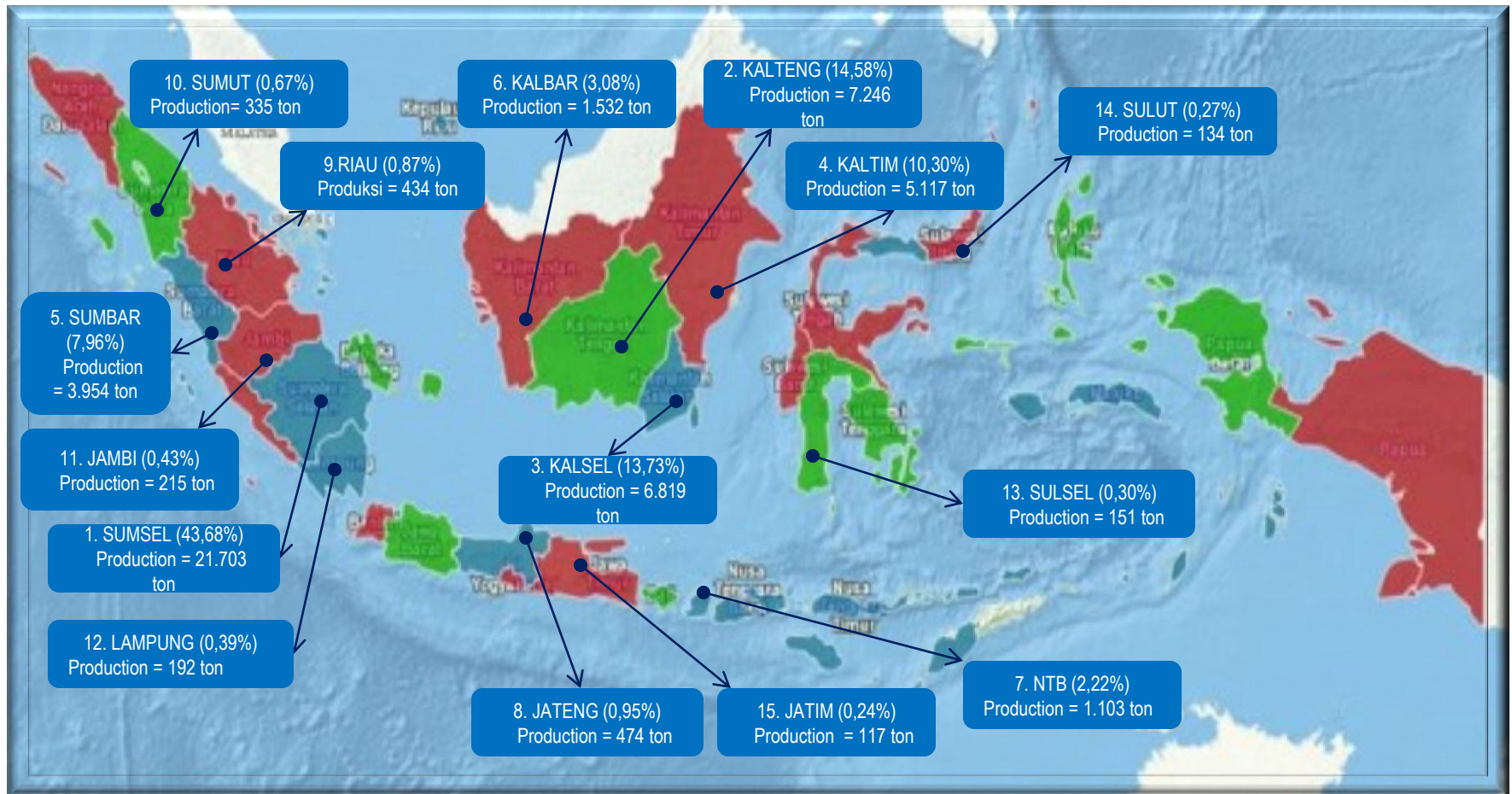
# TILAPIA PRODUCTION IN CAGES (TON)



- South Sumatera was the biggest production area for tilapia cages culture from 2009 to 2013, with an increasing 43,68 %.

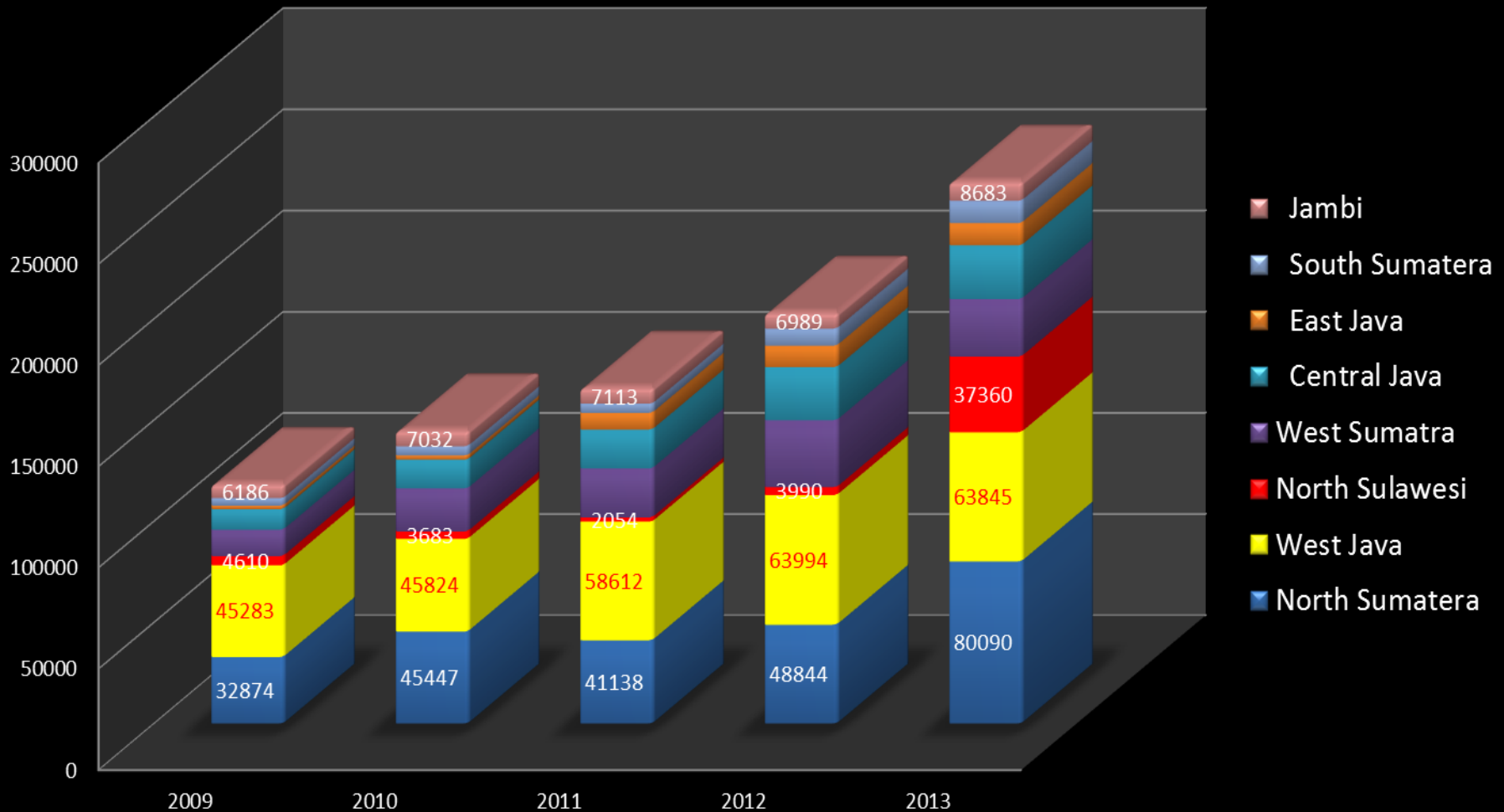


# Map of Cage Production Center, 2013



Sumber : Statistical Aquaculture, MMAF Indonesia, 2013

# TILAPIA PRODUCTION IN FLOATING NET CAGES (TON)



**North Sumatera was the biggest production location for floating net cages tilapia, with an increasing 27,55% from 2009 to 2013.**

# **MMAF's Programs for Small – Medium Scale**

- SAFE from Pond to Plate**
- G A P**
- SNI (Indonesia National Standard)**
- Drugs Distribution Control**
- National Residue Control Planning**
- R & D**





# TILAPIA INDUSTRY

# 4 PILLARS OF PT AQUAFARM

**USING FLOATING  
CAGE IN DEEP  
FRESH-WATER  
RESERVOIRS**



# FEEDING TILAPIA WITH HIGH- QUALITY CEREALS AND GRAINS



# CONDUCTING EXTENSIVE WATER MONITORING VIA ON-SITE WATER QUALITY LABS



**SUCOPINDO**  
PT (PERSERO) SUPERINTENDING COMPANY OF INDONESIA  
SUCOPINDO  
JALAN LINGKAR JAYA SUKSES 1/1000  
JAYA 17143 TEL: 021 227 21 100 FAX: 021 227 21 100  
TOLONG SAMA SAMA MELAKUKAN KEBERHASILAN  
No. JUM 0225883

**REPORT OF ANALYSIS**

**Principal** : AQUAFARM NUSANTARA, PT  
**Position/Order** : Jl. Tambora Teras 1 / 02  
Jemberang

The following sample (s) was submitted and identified by the principal as

**Subject** : " WHOLE TILAPIA "  
**W/L** :

**Date Received** : April 5, 2007  
**Target/Preparation** :

**Exanal. For** : Residual Pesticide, Heavy Metals Test  
**Analysis / Use** :

**Sample Identification** : CODE : WADAS LINTANG ( L )  
**Identification Control** :

**Description of Sample** : Packing : Unsealed Plastic Bag  
**Container Control** : 1 (One) Sample.

**Time Reference** : +  
**Reference** :

**Order Number** : 58 / 00073 / 04 / 2007 / 1  
**Transmit Order** :

**Date of Testing** : April 5 - 11, 2007  
**Target/Prep** :

**Date of Report** : April 26, 2007  
**Target/Prep** :

**No. of Pages/Including Cover** : 3 Page  
**(incl. The Transmittal Incl. Maka** :

Page 1 of 3

**SAFE & SUSTAINABLE**  
**INDONESIA SEAFOOD**  
NATURALLY DIVERSE

# INTERNATIONAL CERTIFIED







# TILAPIA TRADE

# DOMESTIC MARKET

**LIVE**

- **TRADITIONAL MARKET**
- **SUPERMARKET**

**WHOLE  
ROUND FRESH**

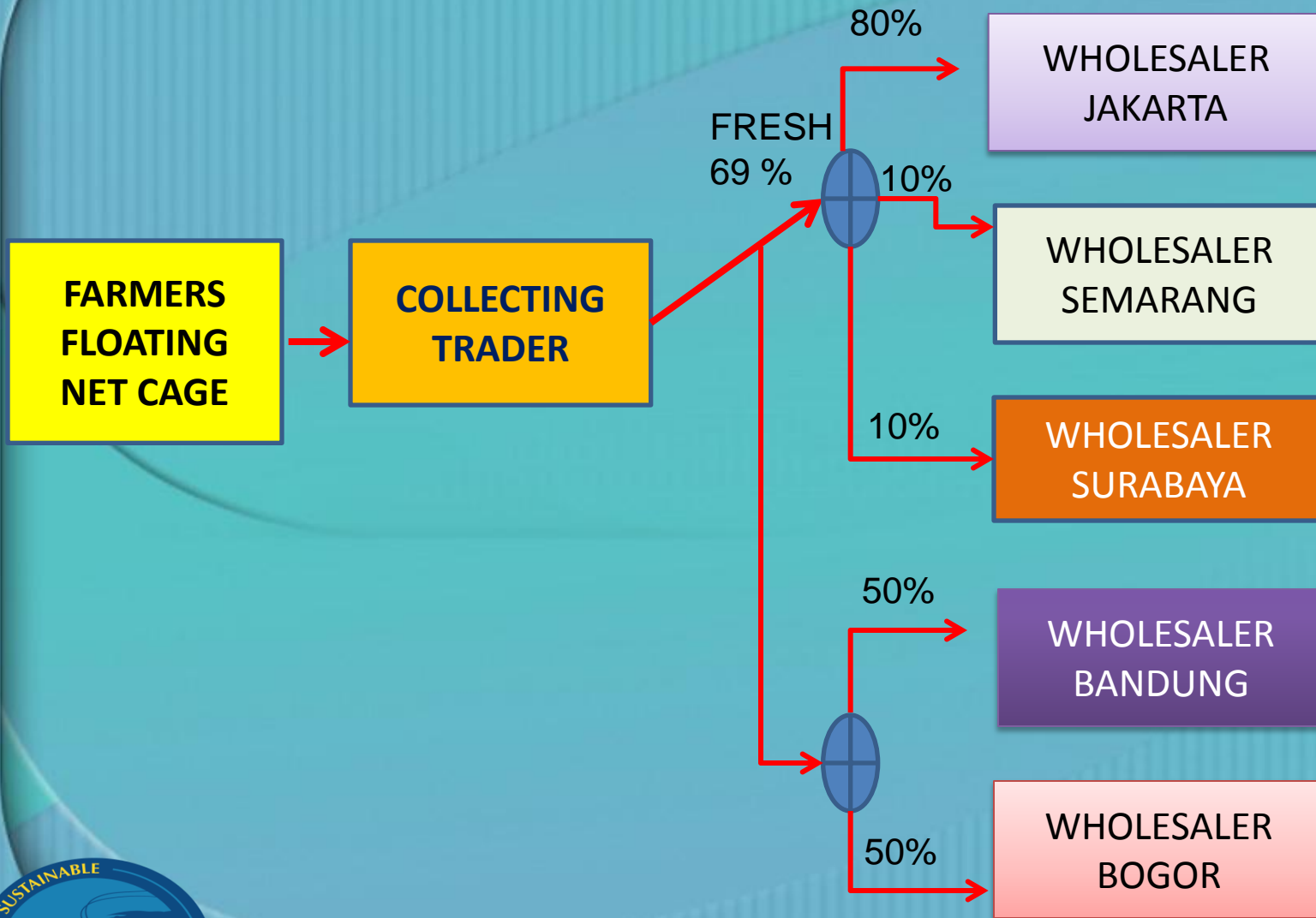
- **TRADITIONAL MARKET**
- **SUPERMARKET**
- **FOOD SERVICE**
- **HOUSEHOLDS**

**FROZEN  
FILLET**

- **SUPERMARKET (SMALL AMOUNT)**
- **CATERING**
- **RESTAURANT**

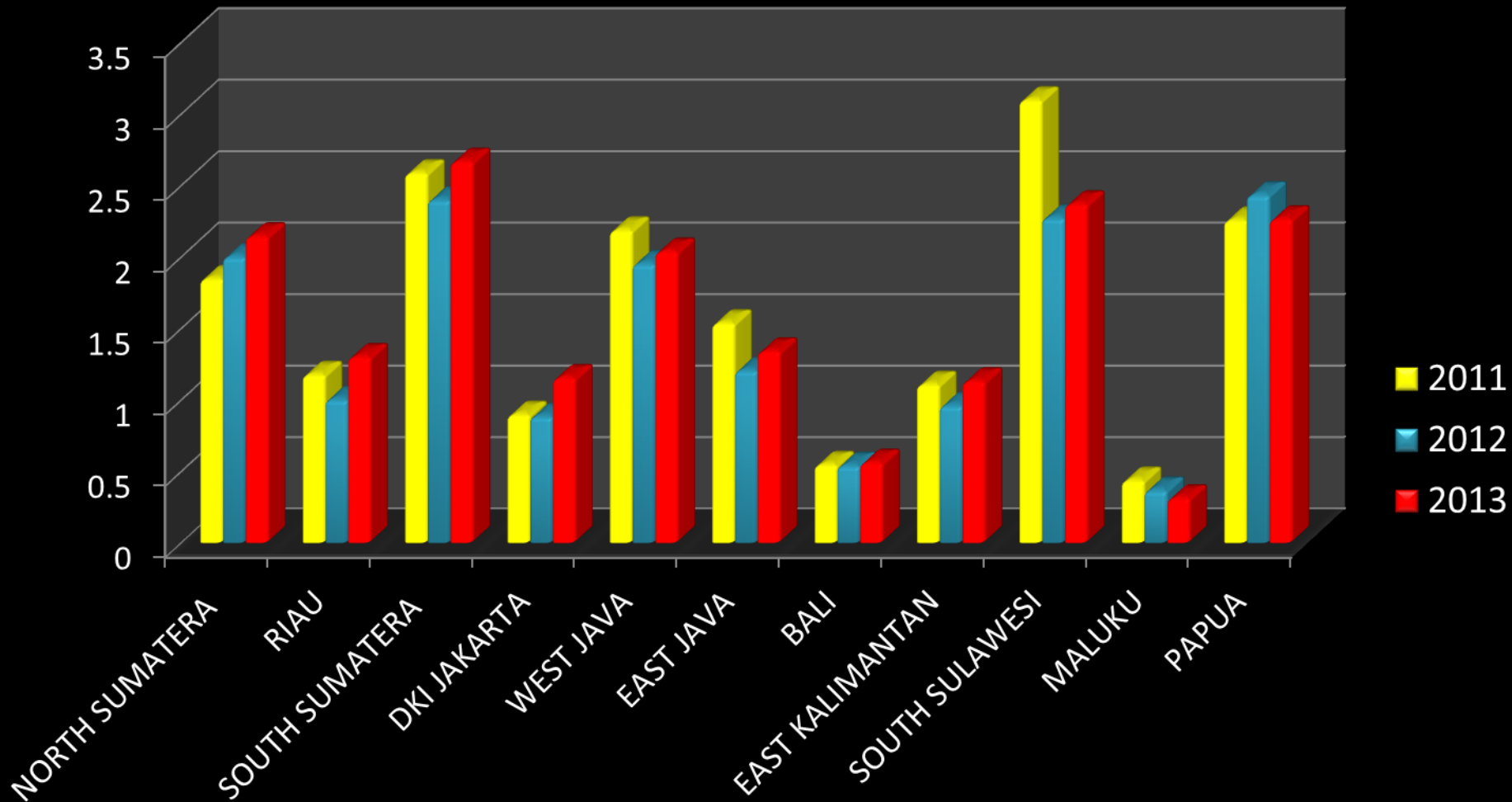


# DOMESTIC DISTRIBUTION (LIVE & FRESH)



Source: MMAF,2012

# Domestic Tilapia Consumption (Kg/Cap)



# Baby Fish (raw frozen & fried)





## FRESH WHOLEROUND:

- Traditional wet market
- Supermarket
- Fish Monger

# PROCESSED PRODUCTS



Tilapia Cracker



Fried



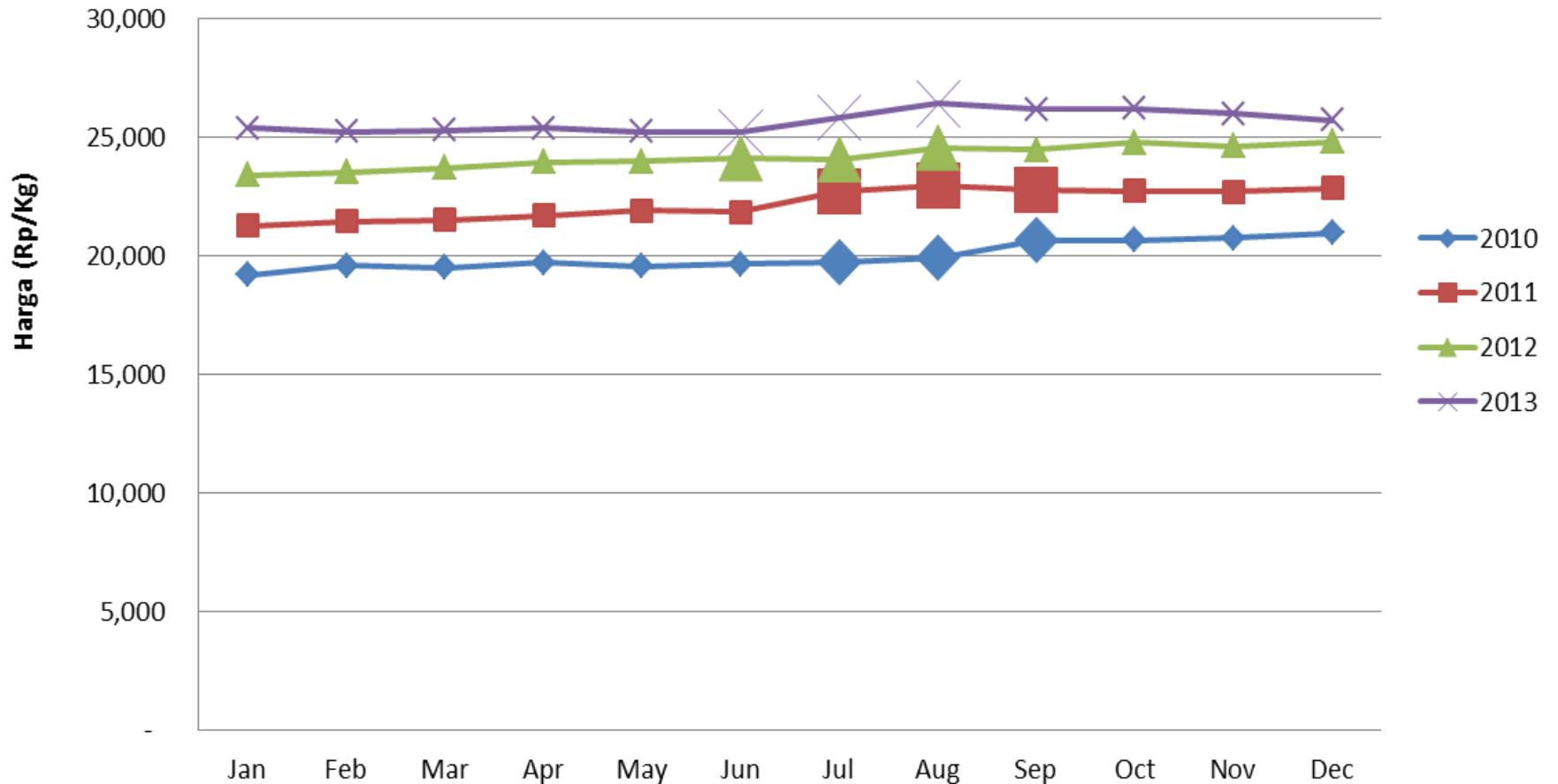
Frozen Nuggets

# FILLET AND WHOLE ROUND IN RETAIL MODERN





# AVERAGE TILAPIA PRICE (Consumers Level)

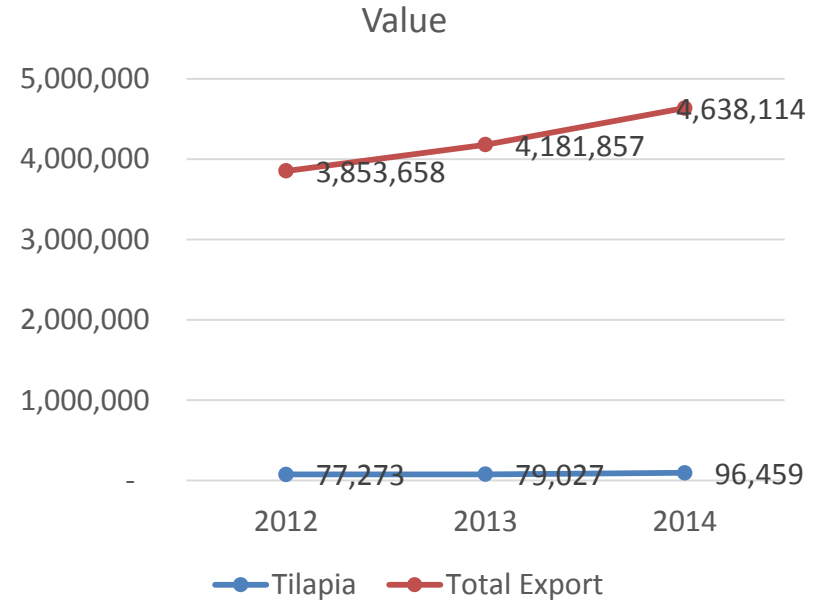
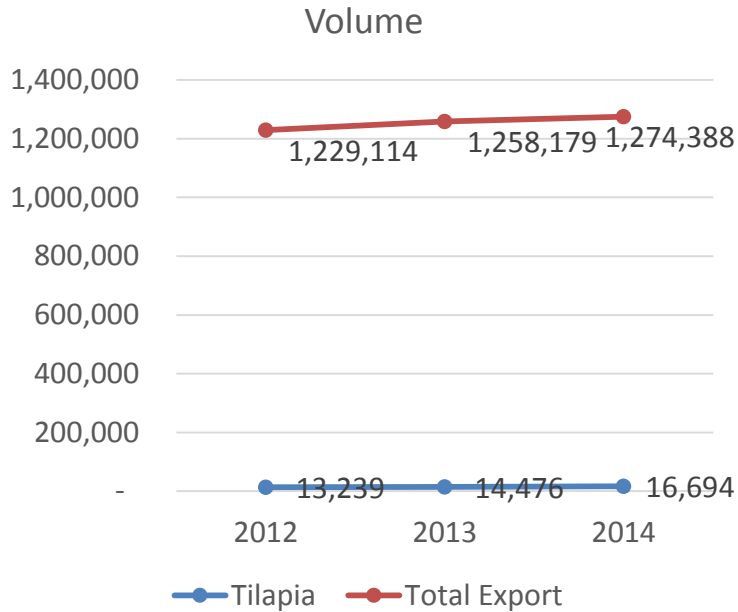




**EXPORT**



# TILAPIA VS TOTAL FISHERIES EXPORT

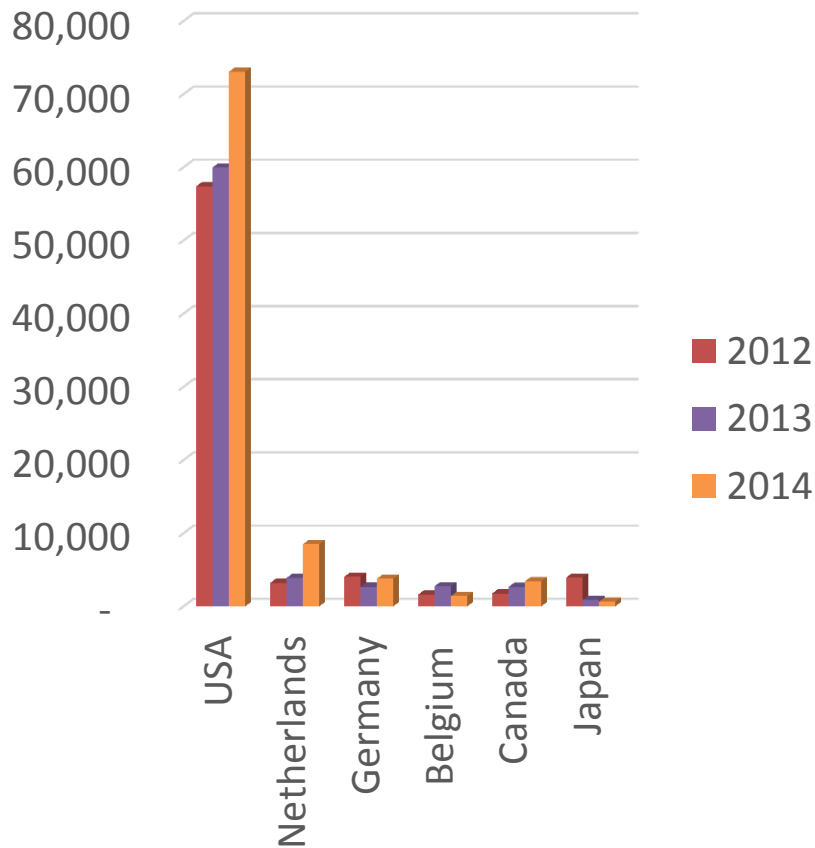


Produk	2012	2013	2014
	Volume (ton)	Volume (ton)	Volume (ton)
Tilapia	13,239	14,476	16,694
Total Export	1,229,114	1,258,179	1,274,388

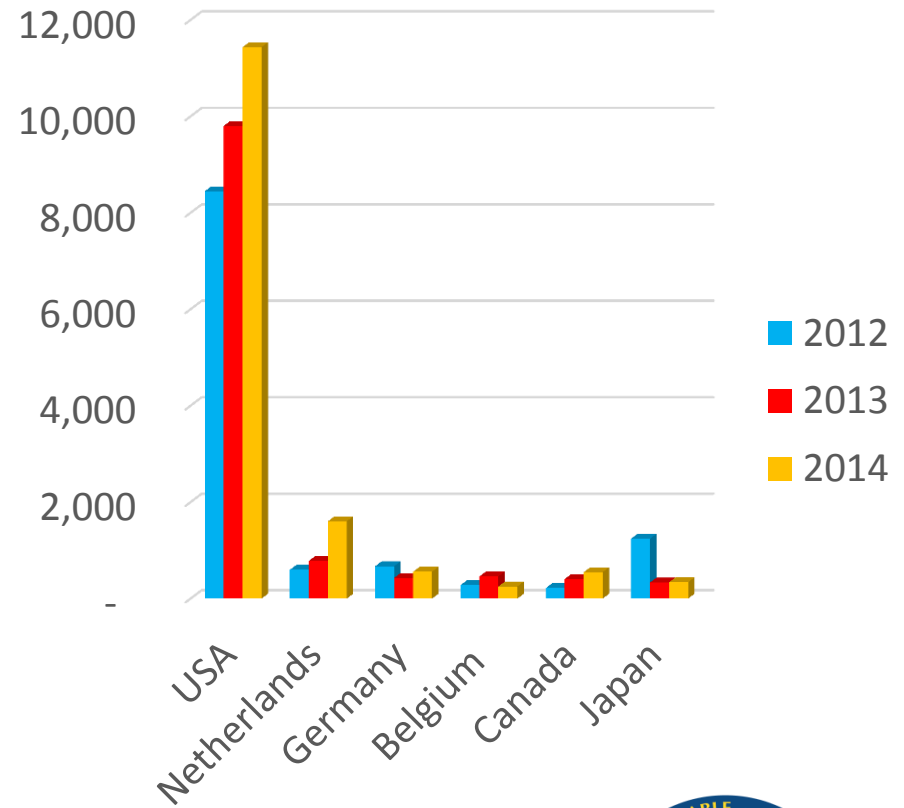
Produk	2012	2013	2014
	Value (US\$ 000)	Value (US\$ 000)	Value (US\$ 000)
Tilapia	77,273	79,027	96,459
Total Export	3,853,658	4,181,857	4,638,114

# INDONESIA TILAPIA EXPORT

Value (US\$ 1000)



Volume (ton)





# PREMIUM PRODUCTS



# A product from farm raised in balanced ecosystem



# Fresh Products



Fresh Fillet 3-5 Oz DS



Fresh 6-8 Oz NDS



# Frozen Products



Frozen Fillet 7-9 Oz DS



Frozen Loins 4-7 Oz





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**SEAFOOD EXPO GLOBAL 2015**

BRUSSELS, BELGIUM | 21 - 23 APRIL 2015

**APRIL EVENT**



# 4<sup>th</sup> INTERNATIONAL COASTAL TUNA BUSINESS FORUM

**" NEW HORIZON TOWARDS SUSTAINABLE TUNA FISHERIES "**

**May 26 – 27, 2015**

Bali Nusa Dua Convention Centre 1  
Kawasan Pariwisata Nusa Dua, BTDC Lot N-3,  
Nusa Dua, Bali 80363, Indonesia

## Speakers:

**H.E. Susi Pudjiastuti** ●

(Minister of Marine Affairs and Fisheries of the Republic of Indonesia)

**Director General of** ●

Fisheries Product Processing and Marketing, MMAF

**Director General of** ●

Capture Fisheries, MMAF

**Minister of Fisheries, Maldives** ●

**Sainsbury's PLC, UK** ●

**Chairman of IPNLF** ●

**Anova US** ●

**Salica A.S., Spain** ●

and more

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for more information and registration at: [coastaltunabusinessforum.com/register/](http://coastaltunabusinessforum.com/register/)

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# MAY EVENT



**TERIMA KASIH  
THANK YOU**

**seafoodindonesia@dcp.or.id**