



NATIONAL FISH LOGISTICS AND TRACEABILITY SYSTEM

**DIRECTORATE GENERAL OF PRODUCT COMPETITIVENESS
MINISTRY OF MARINE AFFAIRS AND FISHERIES
REPUBLIC OF INDONESIA**

Samut Prakan, 29 November 2022

OUTLINE

- **National Fish Logistics and Traceability System (STELINA) (Background, Legal Mandate)**
- **Flowchart of STELINA**
- **Issues and Challenges**

NATIONAL FISH LOGISTICS AND TRACEABILITY SYSTEM

Sistem Ketertelusuran dan Logistik Ikan Nasional (**STELINA**)

BACKGROUND

- Global market requirements currently emerging are the traceability (traceability) of fishery products.
- Traceability as a tool to ensure that the fish come from legal fishing and healthy stocks (related to IUU fishing and sustainability, as well as quality assurance systems)
- Indonesian Marine and Fishery Products must be able to meet the market requirements to increase competitiveness.

LEGAL MANDATE

**Government Regulation
No 27/ 2021
: Implementation of marine affairs
and fisheries**

Article 101

- 1) In order to guarantee traceability as referred to in Article 100, the Minister shall develop a National Fish Traceability and Logistics System by integrating the system within the Ministry.
- 2) The provisions regarding the National Fish Traceability and Logistics System as referred to in verse (1) shall be regulated by a Ministerial Regulation.

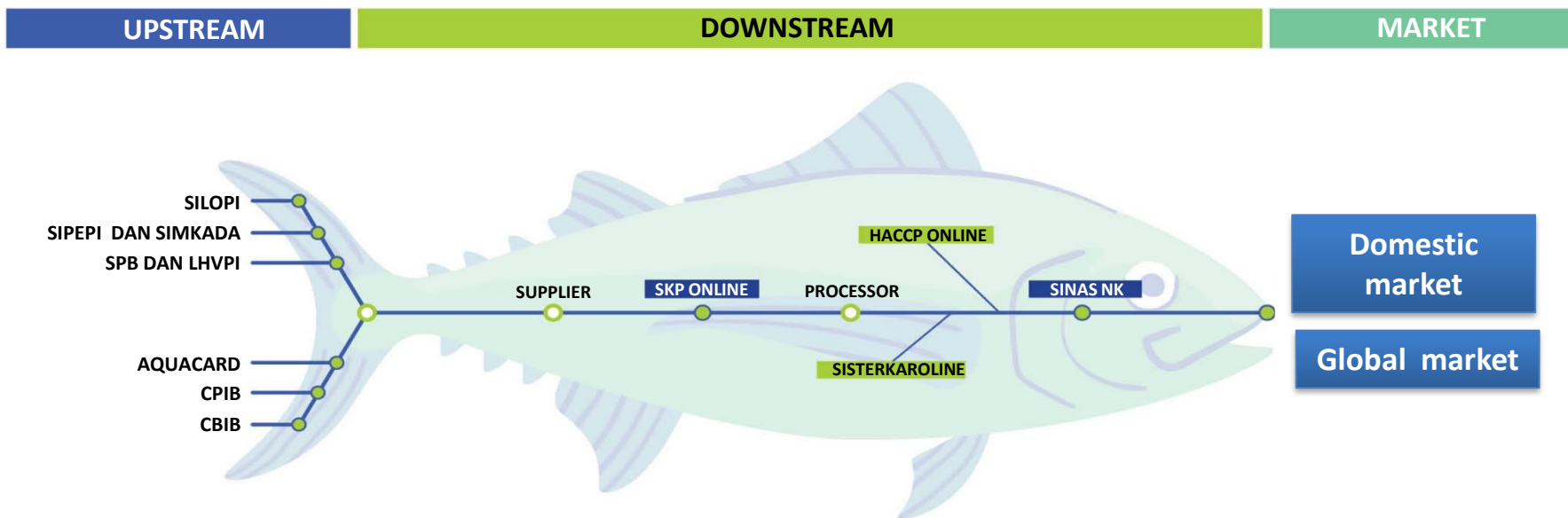
**Minister of Marine
Affairs and Fisheries
Regulation No 29/2021**

Article 1

- 1) National Fish Logistics and Traceability System is a system for ensuring fish traceability, supply chains, and fisheries products by electronics to integrating information system from capture fisheries, aquaculture, distribution, processing, and marketing.

STELINA | National Fish Logistics and Traceability System

INTEGRATED SYSTEM ON NATIONAL FISH LOGISTICS AND TRACEABILITY SYSTEM (MINISTER REGULATION NO. 29 / 2021)



Note:

- | | | | |
|---------|--|----------------|---|
| SILOPI | -- Logbook system | CBIB | -- GAP System |
| SIPEPI | -- Fishing Licensing System | AKUBISA | -- Aquaculture Licensing System |
| SIMKADA | -- Local Administration Fishing Licensing System | SISTERKAROLINE | -- Quarantine System |
| SPB | -- Sail Permitted System | HACCP ONLINE | -- HACCP System |
| LHVPI | -- Verification Catch Report System | SKP ONLINE | -- GMP System |
| CPIB | -- Good Handling Practice on the fishing vessels | SINAS NK | -- National System of Commodity Balance |

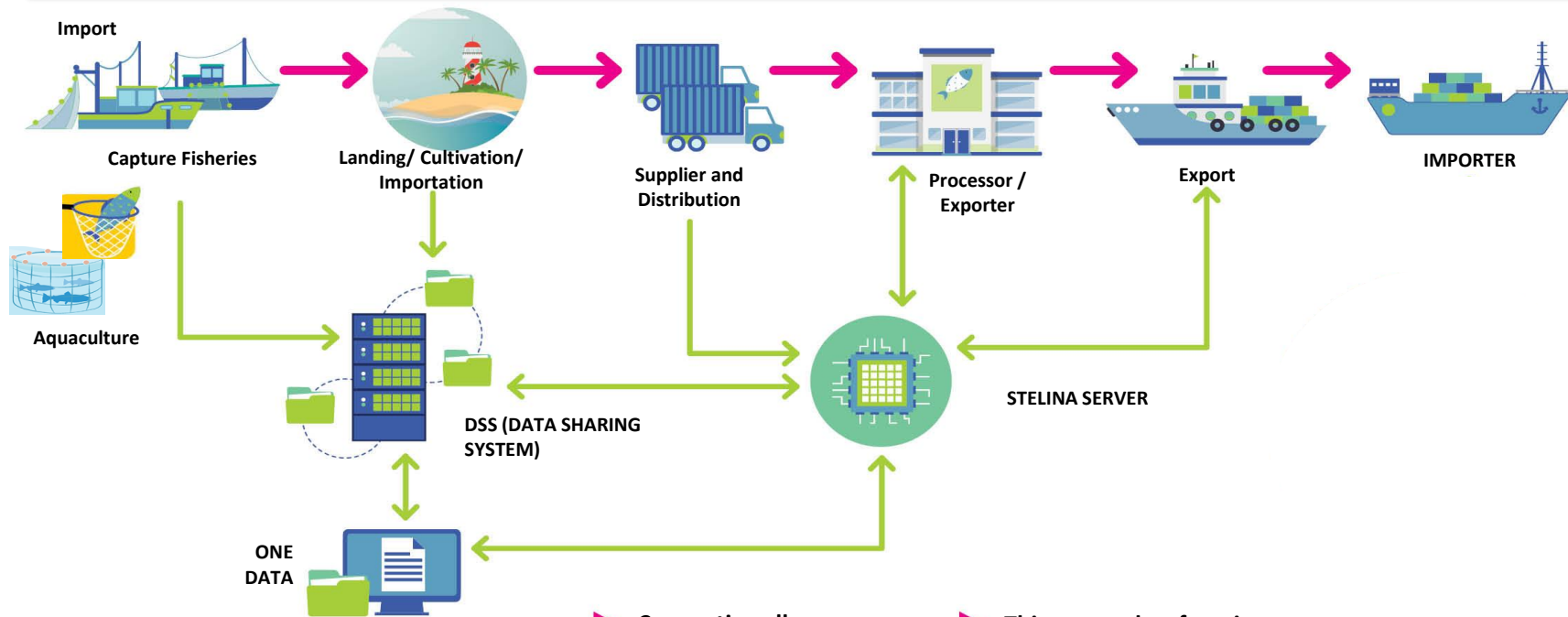


PRIORITY SPECIES OF TRACEABILITY SYSTEM

- a. abalone;**
- b. dolphin fish;**
- c. grouper;**
- d. red snapper;**
- e. sea cucumber;**
- f. sharks;**
- g. shrimp;**
- h. swordfish;**
- i. albacore, big eye, yellowfin tuna, and bluefin tuna;**

- j. skipjack);***
- k. milkfish);***
- l. indian mackerel;***
- m. mackerel tuna;***
- n. mackarel pacific;***
- o. sardine);***
- p. salmon; and***
- q. trout.***

STELINA | National Fish Logistics and Traceability System
DATA FLOW DIAGRAM
NATIONAL FISH LOGISTICS AND TRACEABILITY SYSTEM
(STELINA)



▶ **Connecting all information** of supply chain and traceability of fish and fish product from upstream to downstream through data sharing system (DSS) mechanism

- ▶ **This system has functions:**
- 1) To ensure the traceability, food quality and safety of fish and fish product.
 - 2) To ensure the availability data for national fish balance sheet timely & accurately
 - 3) To provide the assurance of exported fish & fish product

PROGRESS of STELINA

2016-2019

- Study of Fish and Fishery Products Stock Tracing System (2016)
- Preparation of academic manuscripts and prototypes (2017)
- Socialization and FGD in Makassar, Kendari, Ambon, Surabaya, and Semarang (2018)
- Socialization, FGD, and Technical guidance of the STELINA prototype in Bitung (2018)
- Webservice API development and interconnection trial between STELINA prototype and other supporting application (2018)
- Piloting in Bitung (2019)
- Socialization in Bali, Surabaya, and Jakarta (2019)
- STELINA business process study in east Java (shrimp) and in Bali (Tuna) (2019)

2020

- STELINA implementation trials in Bali and Jakarta
- STELINA implementation trials in east Java on project "Support to traceability for farmed Shrimp"
- STELINA design study

2021

- Regulation of the Minister of Maritime Affairs and Fisheries No. 29 of 2021 on STELINA was ratified on 31 May 2021
- Development form prototype to STELINA application
- Socialization of the Regulation of the Minister of Maritime Affairs and Fisheries No. 29 of 2021 on STELINA in Semarang
- Socialization of STELINA in Mataram, Ambon, Ternate, Makassar
- Socialization of STELINA through webinar

ACTIVITIES IN 2022



SOCIALIZATION

01

Jakarta, 17 February 2022

Socialization of STELINA in accordance with Marine and Fisheries Ministerial Regulation No. 29 of 2021 on the National Fish Traceability and Logistics System with the Indonesian Crab Management Association (APRI)

02

Bali, 23 June 2022

Socialization of the National Fish Traceability and Logistics System on June 23 2022 in Bali presented participants from the elements of central and regional government, associations, non-governmental organizations and business actors.

03

Dobo Aru Islands, 16-18 September 2022

Socialization of the National Fish Traceability and Logistics System in Dobo presented participants from the elements of central and regional government, associations, non-governmental organizations and business actors.

04

Indramayu, 27-28 September 2022

Socialization of the National Fish Traceability and Logistics System in Indramayu presented participants from the elements of central and regional government, fish processing, supplier



FOCUS GROUP DISCUSSION

01

Bogor, 15-16 March 2022

FGD on STELINA Comparative and Interpretation to the TraceTales System in Fish Processing Units, involving fish processor which has implemented TraceTales and fish processor which has tested STELINA

02

Bogor, 1-2 August 2022

FGD on Integration and Development of the STELINA Application Programming Interface for TraceTales

ISSUES & CHALLENGES

- Getting wider participation from small scale fisheries actors:
 - ✓ Registration of small scale fishermen (fishing licenses, certificate of ownership etc)
 - ✓ Registration of fish farmer (pond, GAP etc)
 - ✓ Incentives for small scale fisheries actors (the incentive are in the form of socialization and training, not in the form of facilities and infrastructure
- Fish processor have been manually implemented internal traceability. Additional efforts & cost may incurred in a wider application of traceability system.
- Harmonization of fisheries registration in central and local government (autonomy law)

MOVING FORWARD

- Partnership on traceability for importing and exporting countries
- Using friendly and efficient technology, especially for small scale fisheries stake holders
- Capacity building across the board for small scale fish traders and small scale fish processors
- The parties who must use STELINA are fish traders and fish processors in Indonesia



DOCUMENTATION


STELINA WEBSITE



Website and STELINA Output Data

LAPORAN STELINA PEMASAR (LSP)

NOMOR DOKUMEN			
PBB077412202067			
PEMASAR			
Nama Pemasar	Alamat	Nomor Telepon/Fax	
MAKUR JAYA SEJANTERA, CV	Jl. Ikan TUNA IV, PELABUHAN BENDA	0361 727099	
KHITANSI			
Tanggal Khitansi	Nomor Khitansi	Nilai	
29-11-2021	KHT0001-XXI	85000000	
Jenis Penyimpanan	Keterangan		
Coolbox	Test		
PEMBELIAN			
Nama jenis Ikan	Volume(KG)	Grade	Satuan
Tuna Mata Besar	100.00	GRADE A (Sangat baik)	10 BlonKq
Madidhang (TPT)	70.00	GRADE A (Sangat baik)	7 BlonKq
ASAL BAHAN BAKU			
Asal Bahan Baku	Nomor Ijin		
PERIKANAN BUDIDAYA	ID-CBB-04-P-000747		




FISH TRACEABILITY REPORT FOR SUPPLIER

FISH TRACEABILITY REPORT FOR EXPORTER

LAPORAN STELINA EKSPOR

Nomor Dokumen		Tanggal Rencana Ekspor		
L88000113021001		14 November 2021		
PERNYATAAN EKSPORTIR				
Eksporir (NPPWP, Nama Alamat)	No. PPBE	-		
PT. LAMT BERSI SENTOSA Korag Korag	Tempat Pemukiman			
No. Perlindungan	No. Persetujuan Ekspor	Tgl. Persetujuan Ekspor		
-	-	-		
Importir (Nama dan Alamat)	No. Packing List	23324		
Takar Denham CO, LTD. 24-13 Tamara-Che, Samsi, SINGAPORE, S.S.	Tgl. Packing List	22 November 2021		
	Pelabuhan Tujuan	Amoy		
	Pelabuhan Muat	T. Pong		
INVOICE				
No. Invoice	Tgl. Invoice	14 November 2021		
Value	Nilai FOB	\$0.000.000		
Jumlah Kemasan	Merk & Nomor Kemasan	TUNA BENCU		
No. Pori Kemasan dan Segel atau Cara Pengemasan				
No. Pori Kemasan	Segel	Cara Pengemasan		
224224	224224	PCL		
Urutan Barang, Kode HS dan Volume				
No.	HS	Nama Produk/ikan	Jumlah	Satuan
1	2204090	Berangas Baku, kode produk: 2332	300	KG
2	2004090	Cabang Baku ikan Tuna, kode produk: 2322	200	KG
INFORMASI BAHAN BAKU				
No.	Nama jenis Ikan	Asal Bahan Baku	Tanggal Pembelian	
1	Gurita, Octopus vulgaris (Cover, 1797)	PERAGAR IKAN	20 Oktober 2021	
2	Gurita, Octopus vulgaris (Cover, 1797)	PERAGAR IKAN	20 Oktober 2021	
INFORMASI ASAL BAHAN BAKU				



<https://stelina.kkp.go.id/>



SOCIALIZATION OF NATIONAL FISH LOGISTICS AND TRACEABILITY SYSTEM

Bali, 23 June 2022



Participants:

40 participants from central and regional government elements, associations, non-governmental organizations and business actors



Output:

1. Equate perceptions in developing STELINA
2. Encouraging the implementation of STELINA through fishery associations, NGOs and business actors

FOCUS GROUP DISCUSSION: STELINA COMPARISON AND INTERPRETATION TO TRACEABILITY SYSTEM IN FISH PROCESSING UNIT (TRACETALES)

Bogor, 16 March 2022



Participants:

- Fish Processing Unit Business Operators
- Representative of the Directorate in the Directorate General of Product Competitiveness
- Developer of STELINA
- Developer of Tracetales

Output:

1. The interconnection between STELINA and Tracetales is possible. However, the data gap analysis results were obtained on KDE STELINA with Tracetales
2. There needs to be further discussion regarding the technical interconnection between STELINA and Tracetales

SOCIALIZATION OF STELINA IN ARU ISLANDS REGENCY

Dobo, 6-7 September 2022



Participants:

- Fish Processing Unit Business Operators
- Representative of the Directorate in the Directorate General of Product Competitiveness
- Developer of STELINA

Output:

1. Class practice and field practice using the STELINA application have been carried out
2. A roadmap for the action plan for STELINA assistance has been prepared

SOCIALIZATION OF STELINA IN INDRAMAYU REGENCY

Indramayu, 27-28 September 2022



40 Participants:

- Fish Processing Unit Business Operators
- Suppliers
- Representative of the Directorate in the Directorate General of Product Competitiveness
- Developer of STELINA

Output:

1. Class practice and field practice using the STELINA application have been carried out
2. Increase knowledge of STELINA

SOCIALIZATION OF STELINA in Surabaya, East Java



PT. BUMI MENARA INTERNUSA



SHRIMP FARMING (VANAMEI), PASURUAN REGENCY

SOCIALIZATION OF STELINA in Medan, West Sumatera



CV. Lautan Mas



CV. Selat Malaka



THANK YOU