

# Module Three

## Value, Variety and Quality of Indonesian marine fisheries



### **SESSION 2: Value, variety and quality of Indonesian marine fisheries**

#### **Objectives:**

At the end of the session the participants will be able to:

1. Understand the Indonesian competitive advantages and disadvantages with regards to value, variety, and quality of the Indonesian Marine Fish in the marine aquarium trade.
2. See the importance of improving quality in their deliveries to stop the impact on price and earnings.
3. See the effects of mortality and poor quality in the final retail price of the fish.
4. Conclude that they have the capacity to improve quality by improving their skills and methods.

#### **Equipment/Materials Needed:**

World Atlas

Reef Fishes of the World by E. Lieske and R. Myers (Periplus Edition)

Photos of Indonesian Fish

Photos of Foreign Fish

Photos their own Fish

Table of Price Comparisons

**Duration:** 45 minutes

Time	Session Content	Learners
20 min	<p><b>How Indonesian compares to other countries in value, variety and quality of marine ornamental fish?</b></p> <ul style="list-style-type: none"> <li>▪ Warm up the audience by showing pictures of marine fish. Let the participants pick the pictures of the fish they have in their area and stick them on the board.</li> <li>▪ Show the same World Atlas as used in the first session and identify the exporting countries for Marine Aquarium Fish, Corals and Invertebrates.</li> <li>▪ Using visuals, illustrate the strength of the diversity of fish found in Indonesia as compared to other regions.</li> <li>▪ Explain the price build-up from fisherman to retail, focusing on transport cost, mortality, and poor quality as being primary reasons why Indonesian fish are costly even if they are cheap.</li> <li>▪ Talk about the prices of Indonesian fish as compared to the same varieties in other exporting countries.</li> <li>▪ Describe the differences in quality of fish from Indonesia vs, competitor countries.</li> <li>▪ Explain the current market transformation toward better quality fish.</li> <li>▪ Conclude this segment with a justification of why buyers would prefer to buy more expensive fish from other countries.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Identify the proximity and strength of the location of Indonesia in relation to the locations of its competitors.</li> <li>▪ Note the strength of Indonesia in price and variety of marine ornamentals.</li> <li>▪ Look at photos of local fish and foreign fish and examine the price differences among countries.</li> <li>▪ Understand that the market is transforming, becoming more willing to pay a higher price for better quality fish.</li> </ul>
10 min	<p><b>Why does Indonesia have a reputation for having poor quality fish?</b></p> <ul style="list-style-type: none"> <li>▪ Describe how Indonesia has obtained such a reputation by pointing out incorrect methods in catching, holding, handling, packing, and transport fish.</li> <li>▪ Conclude this segment by pointing out that the</li> </ul>	<ul style="list-style-type: none"> <li>▪ Understand why fish from Indonesia are considered of “poor quality”.</li> <li>▪ Understand that this is the reason why fish prices have remained the same for the past 10</li> </ul>

	<p>poor quality is causing demand for Indonesian marine fish to diminishing; the low quality is only tolerated because it the fish are inexpensive.</p>	<p>years.</p> <ul style="list-style-type: none"> <li>▪ Conclude that fisherman can improve quality by improving skills and methods.</li> </ul>
10 min	<p><b>Fishing practices of countries known to have good quality fish.</b></p> <ul style="list-style-type: none"> <li>▪ Describe the fishing practices of countries other than the Philippines and Indonesia.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Reflect on the differences in methods of collection in other countries and discuss the practicality of applying these methods in Indonesia.</li> <li>▪ Recognize that with a little alteration to fit financial resources and skill capabilities, the same principles can be applied in Indonesia.</li> </ul>