

## TraceTales Overview

By Stephani Mangunsong



# INTRODUCTION OF MDPI



# MDPI

## MISSION

To empower fishing communities to achieve sustainability by harnessing market forces.

## VISION

We strive for MDPI to be among the best implementers and innovators of field based programs that aim towards improving life in fishing communities through sustainable fisheries in Indonesia and the region.



Handline  
fishing



Many of them are one man on boat  
One day trip

### Small scale tuna fisheries pictures in Indonesian



Widely spreaded landing di



Traditional method,  
lack of  
navigation technology

# MDPI Core Strengths

- Field operations
- Alignment with the private sector
- Deep knowledge of market-based sustainability schemes





## MDPI Departments



Fisheries  
Improvement



Supply  
Chain



Fair Trade



Data collection,  
collaboration with  
government, fisheries  
management, Vessel  
registration

Traceability and  
technology, supply chain  
development, Food safety  
and quality,

Community  
development,  
implementation FT  
standard, audit  
preparation

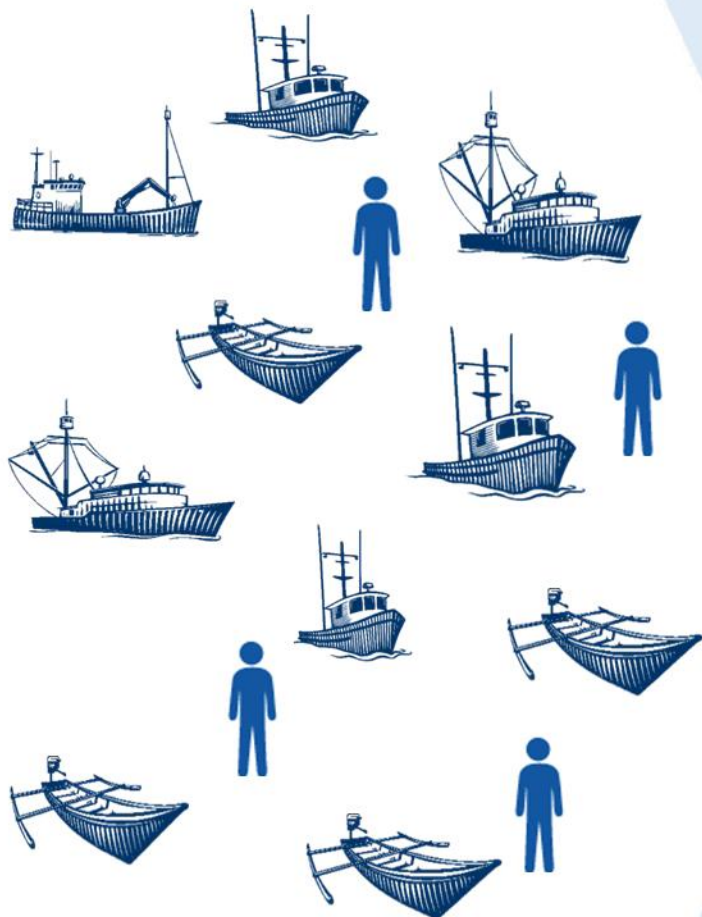


# TraceTales Background



# DATA BOTTLENECK

## Fishing Vessels / Middleman

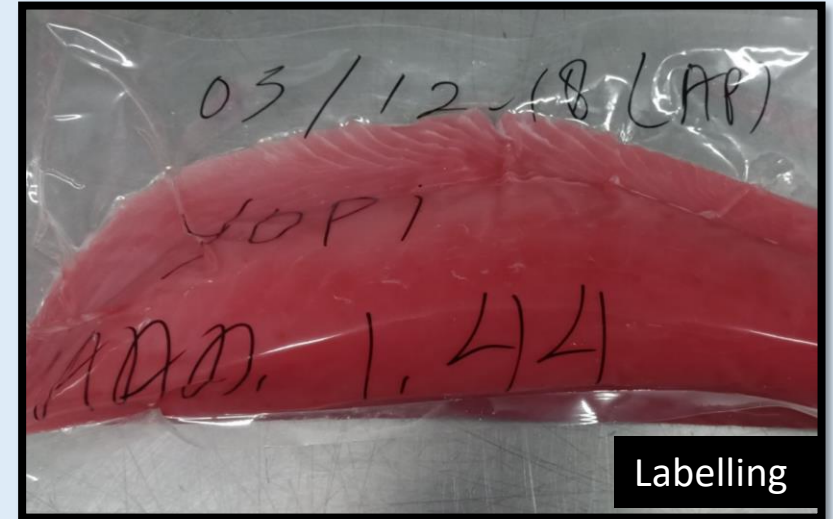
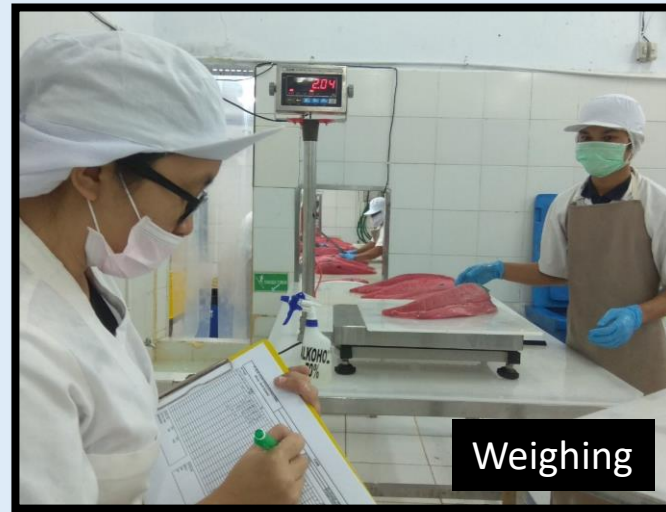
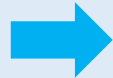


**SEAFOOD  
PROCESSORS**

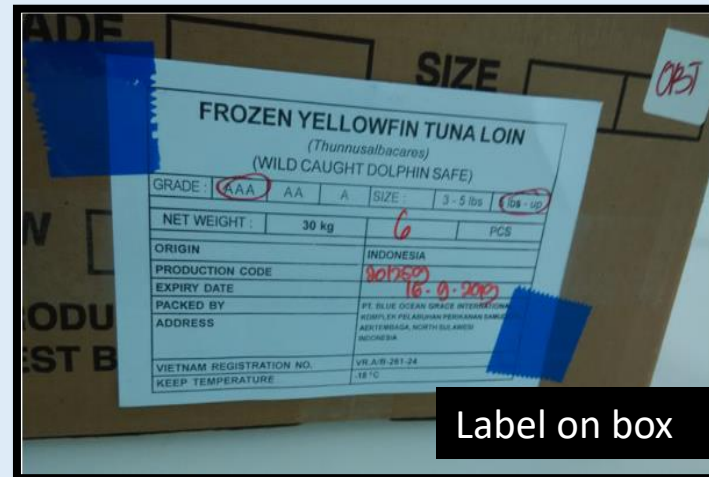
## Restaurants / Supermarkets







# Recording system on Tuna processing Plant





# Data??

No \_\_\_\_\_ Date: \_\_\_\_\_

	<u>DAPAK</u>	<u>LIKA</u>	<u>SESMA</u>	<u>KURU</u>	<u>MOMA</u>
<del>60</del>	<del>5.2</del>	<del>4.7</del>	<del>4.5</del>	<del>4.2</del>	<del>5.0</del>
<del>44</del>	<del>5.3</del>	<del>4.3</del>	<del>4.6</del>	<del>4.0</del>	<del>5.4</del>
<del>55</del>	<del>5.3</del>		<del>5.3</del>	<del>4.0</del>	<del>5.0</del>
<del>57</del>	<del>5.2</del>		<del>5.4</del>	<del>4.1</del>	<del>5.2</del>
<del>50</del>	<del>4.6</del>				

	<u>ARA</u>	<u>ALYAMIT</u>
<del>50</del>	<del>5.3</del>	<del>5.4</del>
<del>55</del>	<del>5.0</del>	<del>5.0</del>

Packing Date (Tanggal Packing): 12/2-10  
Department: P/USD

No	Box Number	Pcs/ Pck	Weight (Berat)	LOT	PDC Code	Color Mark		Color SB	Label Conformity	
						Inner	MC		Inner	MC
1.	1	26	4920	Y600	101202					
2.	2	14	1600	Y600	(101202)					
		21	2820	Y850	101202					
3.	3	26	4920	Y850	101202					
4.	4	27	4955	Y850	101202					

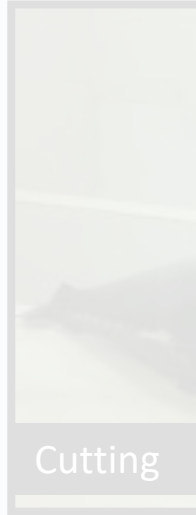


landing

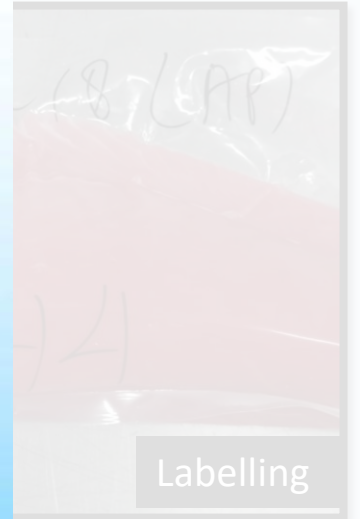
Export



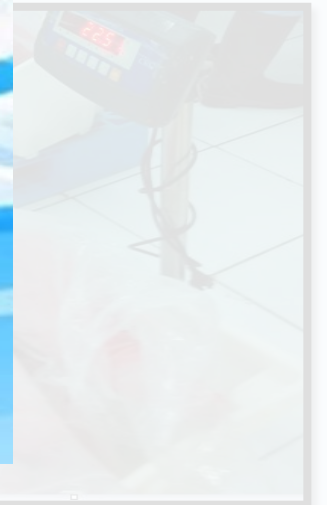
**Your traceability solution from raw material to end product**



Cutting



Labelling



packing

landing



# Recording system with TraceTales





# Data element collected

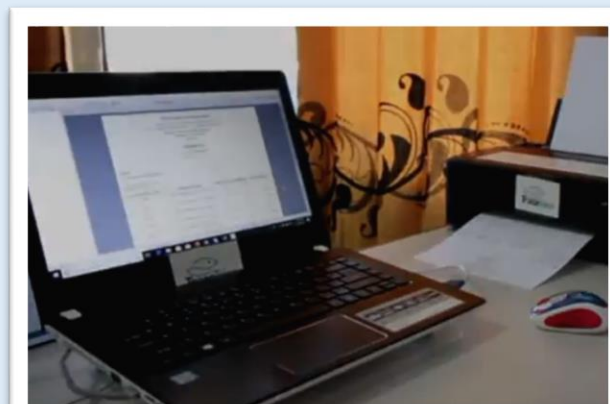
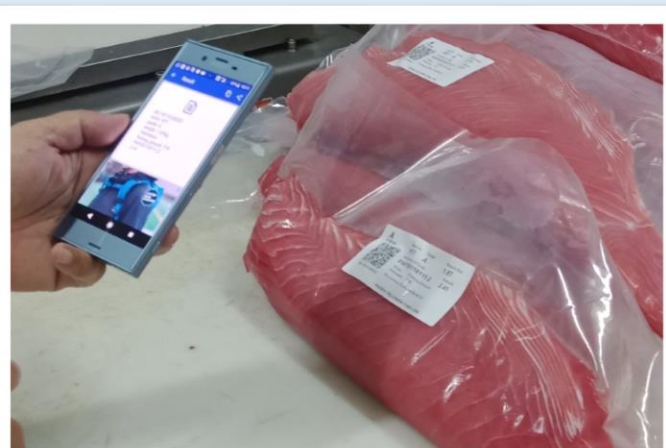


- Vessel information
- Fishing gear
- Fisherman name
- Village
- Supplier information
- Fishing & Landing locations
- ASFIS species code,  
scientific name
- Processor information
- Processing information
- ETC...





# OUTPUT



## PACKING LIST

No: HM-2018/07/002  
July 08, 2018

Ship to :  
PT Anugrah Bali Cemerlang  
Jl Raya Denpasar Bali

Qty	Case	Item Code	Batch	Description of goods	Weight_per_ctn	Net Weight(kg)	Gross Weight(kg)
1				Frozen Yellowfin Tuna Loin AA 5 - up lbs	30.01	30.01	31.31
<b>Total</b>			<b>1.00</b>				<b>31.31</b>

Net weight : 30.01 Kg  
Total carton : 1 cartons  
Vessel Name: Vessel123  
Voyage No : Voyage123  
Container No: Container123  
Seal No : Seal123

Eka Putra  
Authorized Signer

Case No. **AA.1810.0363** **FT**

**FROZEN YELLOWFIN TUNA LOIN**  
( Thunnus albacares )

Grade    Size    Net Weight (Kg)    Pieces  
**AAA    5 - up lbs    29.99    7**

Internal Lot Code  
**303MDI18281.8.2.FT-1**

Packing Size  
Case 30 Kg

Expiry Date  
2020-10-08

Production Date  
**2018-10-08**

Origin Indonesia

Fleet **SERAM**

FT Code 03D3



Processed By

**PT Harta Samudra**

Komplek Pelabuhan Perikanan Nusantara  
Jl. Sultan Hasanuddin Tantui, Ambon - Maluku



TraceTales

[export to excel](#) [export to excel details](#)

## PACKING LIST

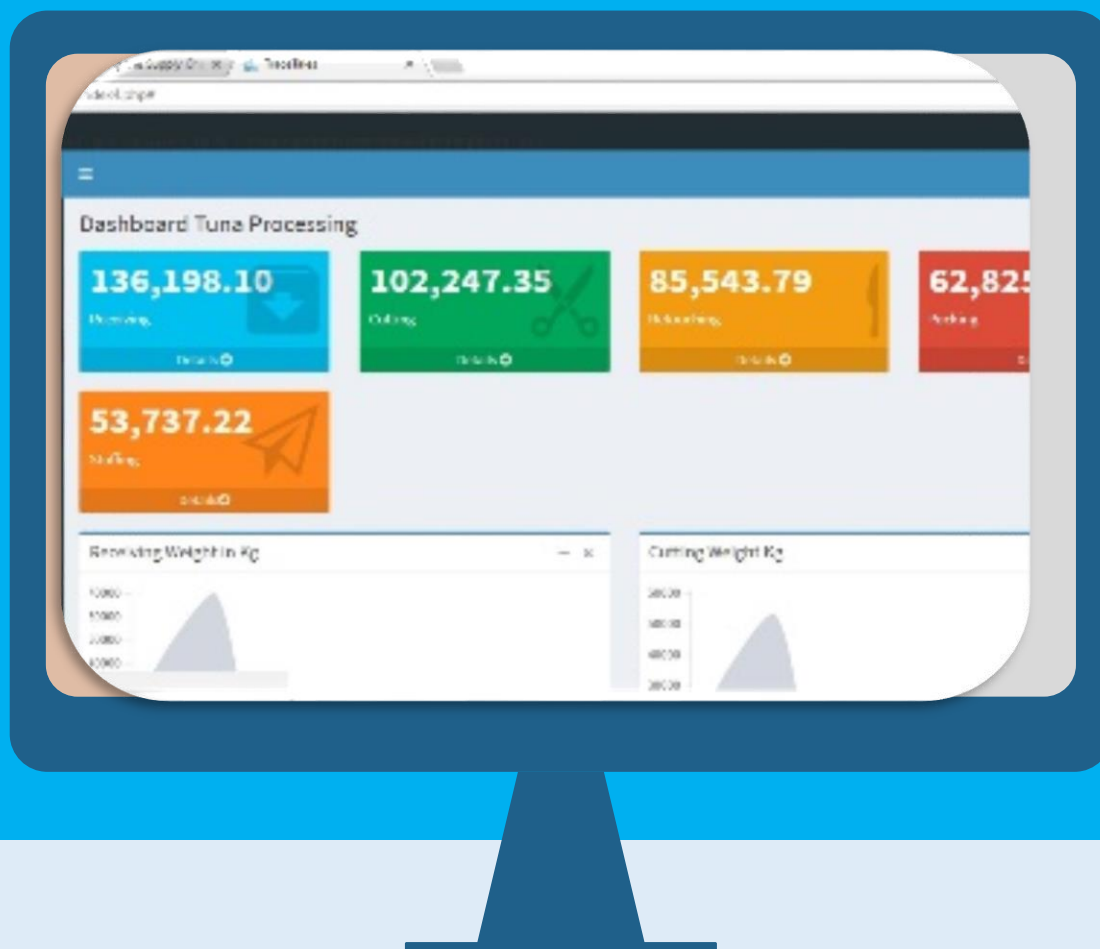
Packing List      Ship To : **SURABAYA\_BMI**

AA-2018/10/003      PO : **HS18\_B44**

No	Case No	Grade	Size	Int Lot Code	Pcs	Weight (Kg)
1	HB.1810.0118	A	5 - up lbs	NNLAN118268.8.5.FT-1	11	29.7
2	HB.1810.0018	A	5 - up lbs	SNNFR218264.8.5-1	7	30.625
3	AA.1810.0078	A	5 - up lbs	B05RUD18273.8.6-1	7	29.914



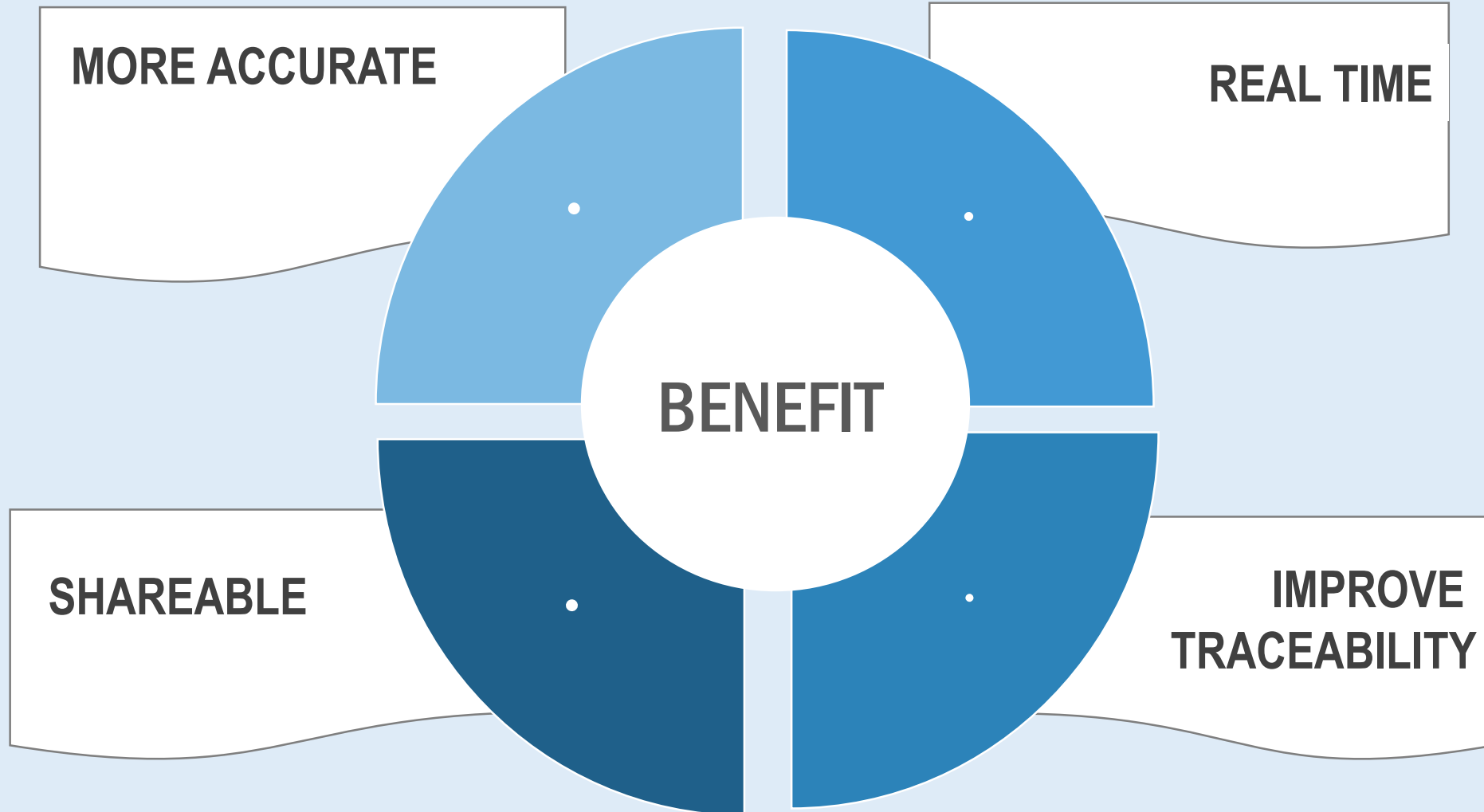
# OUTPUT -DASHBOARD



- FOR MANAGER LEVEL
- MONITORING PRODUCTION
- ANALYSIS PER DAY/ SUPPLIER /STAGE



# Benefit of TraceTales







# Illustration



1 container 20 ton  
Frozen loin tuna



## Illustration



1 container 20 ton  
Frozen loin tuna



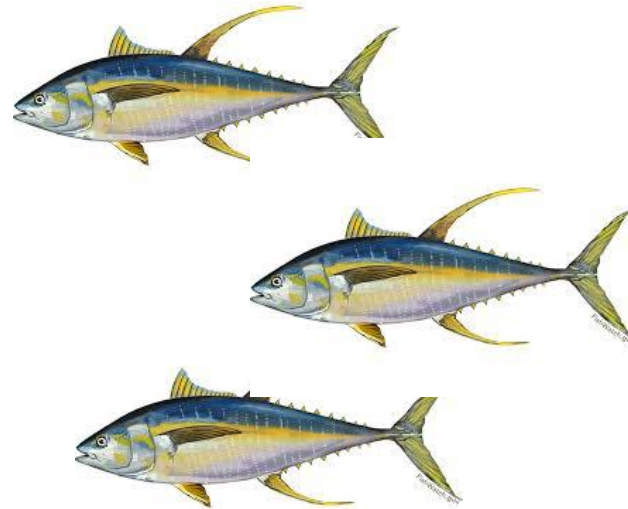
40 tons raw  
material YFT



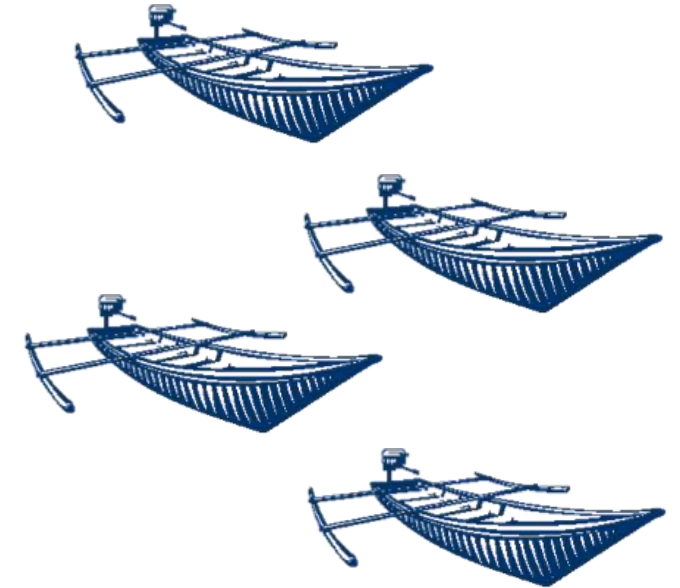
## Illustration



1 container 20 ton  
Frozen loin tuna



40 tons raw  
material YFT



>250 Small scale  
Fishermen



# Illustration



TraceTales can solve that issue



# TraceTales Progress Update

# TraceTales Deployment



Partners :

**ANOVA**

**HARTA  
SAMUDRA**

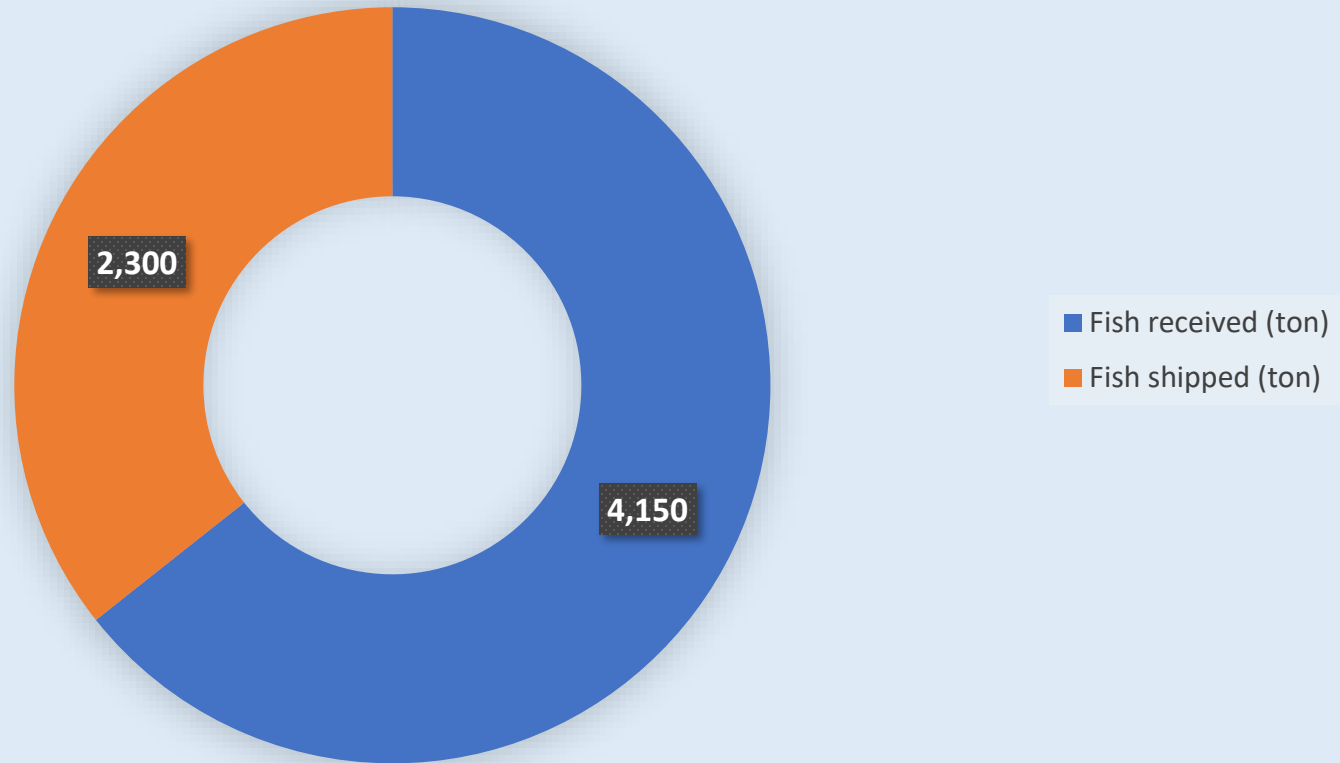
**BOGI**

**ASTB**

**NUTRINDO**



# TOTAL DATA RECORDED SINCE 2018



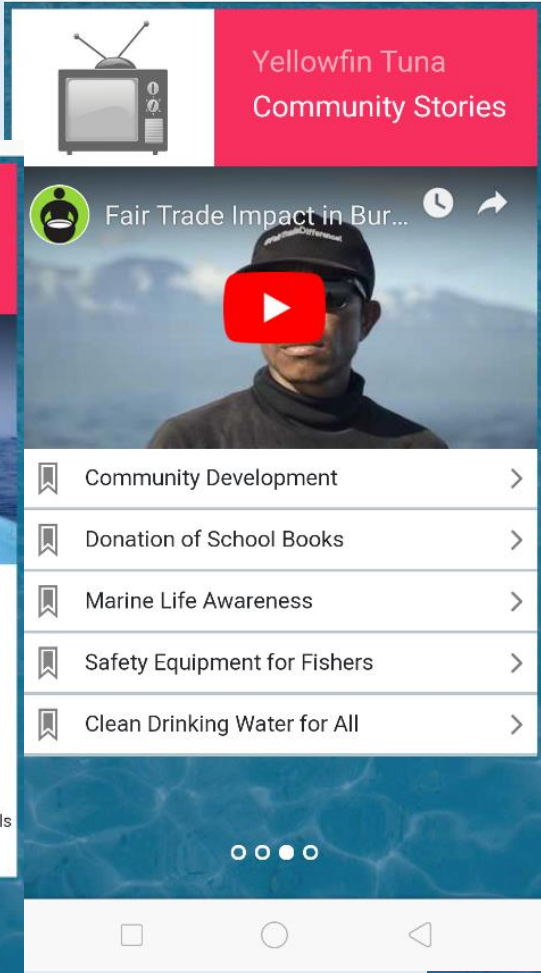
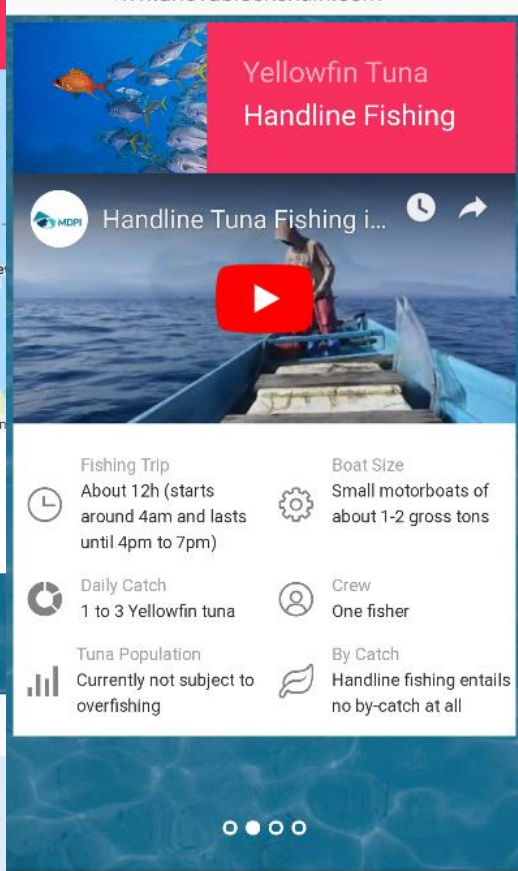
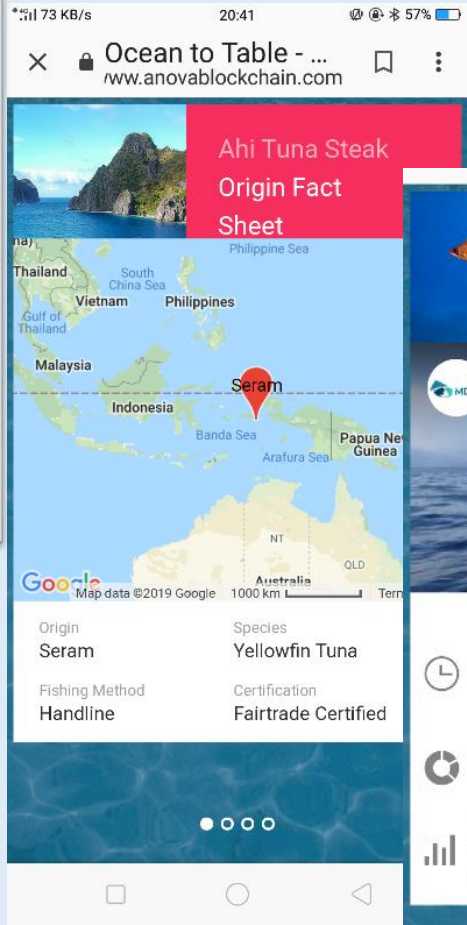
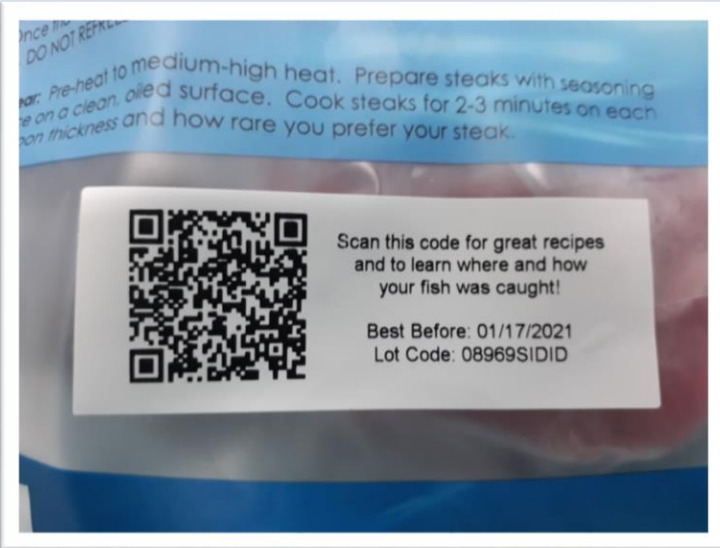
# TraceTales – Upload Data To Blockchain

- Our Programmer collaborated with Bumble Bee programmer to connect TraceTales data to BB blockchain platform
- Integration is based on approval from data owner (seafood processors)





# Customer facing on Fairtrade product





It's not just Tech.....is people

## Human-centered design :

- TraceTales is designed to develop solutions to problems by involving the human perspective in all steps of the problem-solving process regarding traceability issues.





TOGETHER  
EVERYONE  
ACHIEVES MORE

**THANK YOU**

PURA PENATARAN  
DESA WISATA PENGLIPURAN