



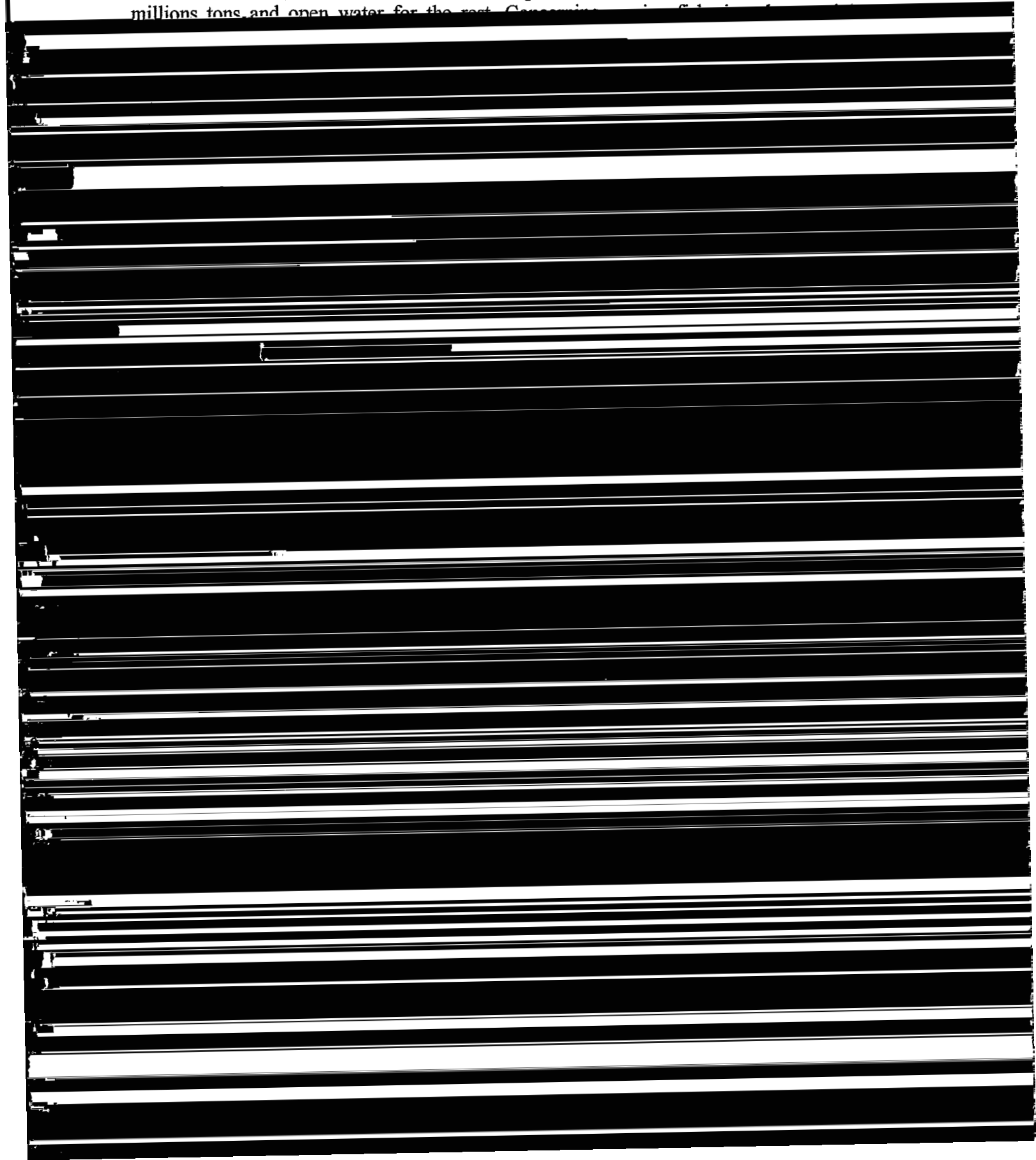
*Jakarta, 15 May 1997*  
*The commercialization of Java sea pelagic fishery products*



## **1 Population studied**

### ***1.1. Central Java fishery : a dominating part for Indonesian population***

According to the last available statistics<sup>3</sup>, 4 millions tons of fish have been landed in Indonesia in 1994, marine fisheries accounting for 3,1 millions tons, fish culture for 0.6 millions tons and open water for the rest. Concerning marine fisheries, the





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These places belong to the Java Sea Fishery : six fish species (*Decapterus spp*, *Rastrelliger kanagurta*, *Sardinella longiceps*, *Sardinella gibbosa*, *Selar crumenopthalmus*, *Euthynnus affinis*) constitute the bulk of landings. This has a serious characteristic, that is, C.C. 1



In **Pekalongan**, producers of **dried fish** buy the largest quantities (150 tons a day) of fish, but at the smallest price (560 Rp/kilo in average) because they use to process salted onboard fish, the worst quality<sup>5</sup> of landings.

Producers of **boiled fish** prefer to buy iced onboard fish at 780 Rp/kilo in average, that's why value of their purchases (78 millions Rp) approach the producers of dried fish one, whereas quantities bought (100 tons a day) are inferior.

Traders of **non-processed fish** enjoy the smallest volume of daily purchases (50 tons a day) at the best price (940 Rp/kilo in average) - most of these traders buy fish from

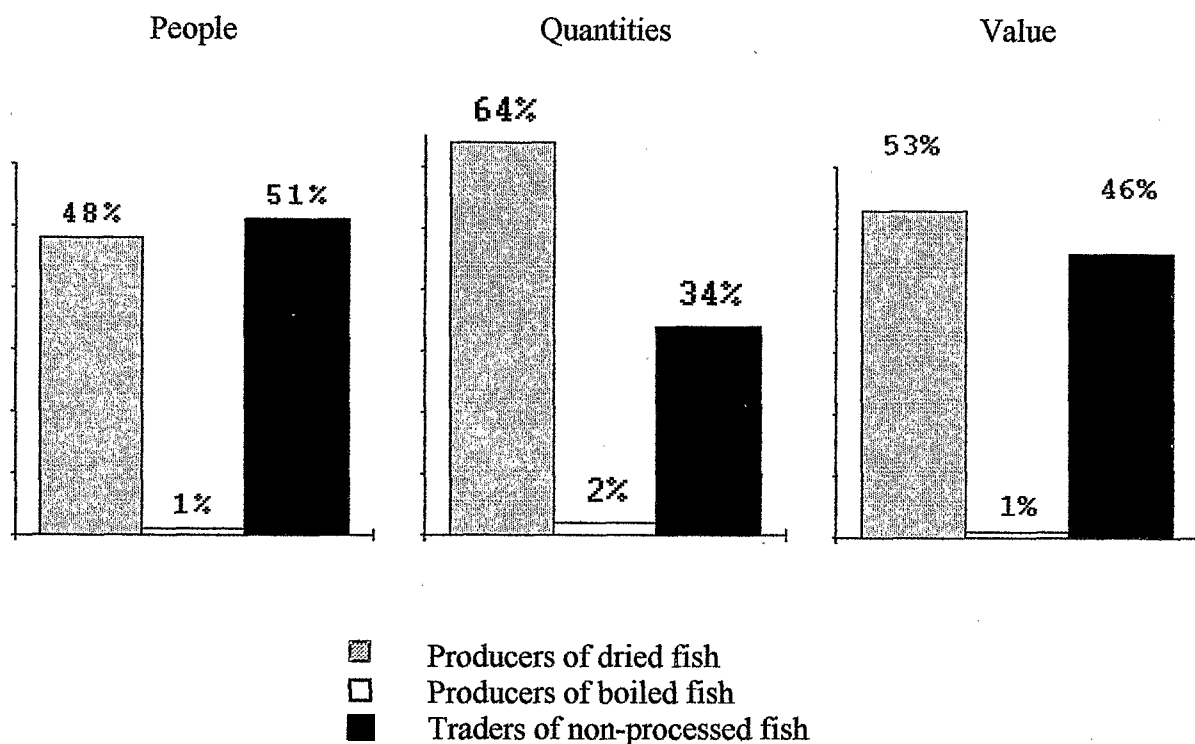


Producers of **boiled fish** work on a larger scale (75 tons a day with only 27 people) than in Pekalongan, their purchases (60 millions Rp) are superior in value to the producers of **dried fish** ones (47 millions Rp), but they do not reach the dried fish producers capacities in volume (106 tons a day).

Traders of **non-processed** fish are numerous in Juwana (72 people), but most of them work on a small scale, with approximately 500 kilo bought/day, and total quantities of fish traded are not so high (31 tons a day).

**Tegal** is the smallest auction place we have chosen to study, with landings reaching 100 tons a day during best months and 81 regular buyers of more than 100 kilos a day. We have used the same method as in Pekalongan, with 4 days of census during November 1995.

Graph 3 : Relative weight for each category of buyers in Tegal auction place



Source : census of all buyers of more than 100 kilo in average during November 1995 (average from 4 days of census).

**Tegal** is characterized by the quasi-absence of producers of **boiled fish**, only one people, whereas producers of **dried fish** are relatively numerous, 39 people, and use to manage small-scale firms (they buy a total of 64 tons a day). Traders of **non-processed** fish (41 people) are not so numerous, but with a total of purchases reaching 34 tons a day, they are more powerful than their colleagues of Juwana : the value of their purchases, 40 millions Rp a day surpass the Juwana one, 36 millions Rp a day.



## 2 The survey

### 2.1. The population studied

About **160 firms**, representing a purchasing capacity of **600 tons a day** in average along the year have been regularly followed.

This capacity have to be compared not only with landings on auction places where the survey has been launched, but also with the marine fish production of Central Java.

The four auction places we study received nearly 200 000 tons a year, it means that the capacity of our sample is equivalent to the whole landings, but we have to keep in mind that first, we work with **estimation** of the sample capacities, second, firms use to complete their supplying with fish landed on other places.

If we consider a wider frame, our sample is still representative since landings on all Central Java auction places represent, on a 360 days a year basis, 860 tons a day which means that the **population studied trade 70 % of Central Java Marine fish production**.

- A population of 115 firms have been followed during one year (mid-1996-mid-1997), in order to take into account the full cycle of the activities, characterized by very strong marked seasonal evolution.

- We have added 44 firms to this population, 12 from Pekalongan (regular buyers not established in Pekalongan) and 32 in Rembang (they play a significant part in the Juwana auction place). This additional part has been followed during six months, with a lighter type of quizz.

#### **This population is distributed in 4 types of activity**

- **Producers of dried fish** (50 people) use to process salted on board fish or iced fish of bad quality<sup>7</sup> (especially in Juwana), the duration of the process is 2 days in average with possibility of storage of the production. Women represent the major part of employees.

- **Producers of boiled fish** (38 people), use to process iced fish of medium quality, they have to send rapidly their production, during the same day as the purchase, employees can also be numerous but they use to stop working at the beginning of the afternoon. Women represent the major part of employees.

- **Senders of fresh fish** (23 people) use to add ice to the fish they buy and send immediately trucks to Java towns. Employees, male only, are not so numerous than the former categories, they work on a half day basis.

- **Traders on the auction place** (46 people) buy and retail fish on the auction place, without any operation modifying the fish. They use to work alone, the scale of their



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quality of relations with fishermen, administration employees, colleagues and customers play  
a crucial part in the developing of such a business. In this case, we focus our quiz on the risk





for each type of product. Such a document give indication on consumption habits, purchasing power of towns and we can easily estimate the part played by other fisheries.

This completion of the production cycle study will allow us to lead research concerning **margins, profitability and viability of each firm** with the hope to dress a typology of main determinants of the success in this sector.

That's why we don't forget to take into account **the origin of each firm**, the quality of its suppliers and customers network, keeping in mind that in many cases, the family origin of the employer, his educational level and the quality of his business relations paved the way to prosperity.

## **Conclusion**

The Java sea pelagic fishery has enjoyed a tremendous increase in landings during recent years, the commercialization sector creates a lot of direct and indirect job thanks to its use of traditional mode of fish processing and it is providing 60 % of the animal protein supplying of the population.