Mr. Christian Robin, PhD, the Deputy Head of Trade Promotion Section of SECO (Swiss) stated that the Programme has achieved outstanding results, reiterating that SMART-Fish has become a flagship programme in Indonesia. Representing SECO as the donor of the SMART-Fish Programme during the recent 10th Steering Committee (SC) meeting organized by the Ministry of Maritime Affairs and Fisheries (MMAF) on January 31, 2019, he expressed his gratitude to MMAF for organizing the meeting which demon-
strated outstanding ownership of the programme by the MMAF. Good support and cooperation from the Government both at the national and local level have made the programme successful providing positive impacts on the Indonesian fisheries industry; SECO is happy to continue its support to a SMART-Fish 2 Programme. The DG of Strengthening Competitiveness of Marine and Fisheries Products, Mr. Effendi Rifky Hardijanto, briefly joined the meeting and provide positive comments and feedback on the SMART-Fish programme. Mr. Esam Aljararah on behalf of UNIDO thanked MMAF and SECO for their strong support and highlighted the importance of the SMART-Fish Programme and its success and achievements. Marketing Director of the Directorate General Product Competitiveness, Mr. Machmund Sutedja, officially opened the meeting, which was attended by participants from various DG under the MMAF, three representatives from the Ministry of Industry (Kemenperin) and one official from the Ministry of Trade (Kemendag). SECO represented by Christian Robin, PhD. Ms. Martina Locker, and Dewi Tio Suwendi of SECO Jakarta. Meanwhile UNIDO was represented by Mr. Esam Aljararah, UNIDO Representative to Indonesia and Timor Leste. Mr. Nima Bahramalian, Junior Program Officer (JPO) program of UNIDO Headquarters and a full team of staff SMART-Fish in Jakarta.
Consolidation meeting with experts

Following the 10th SC Meeting, a briefing was held with SMART-Fish national experts. Held in Menara Thamrin building, Jakarta, the experts were briefed on the results of the SC meeting and discussed coordination, results and the programme activities for the remaining months before programme end in mid-May 2019.
TSIN: Bringing Innovation to The Industry

The Coordinating Ministry of Maritime Affairs organized a coordination meeting on 1 February 2019 to discuss the draft structure of the web-based Tropical Seaweed Innovation Network (TSIN) and to gather inputs on TSIN from all stakeholders. TSIN is virtual web-based networking among R&D centres in Indonesia for Tropical Seaweed as a platform for researchers and experts in seaweed to work together, establish synergies and collaboration in research and development for seaweed and seaweed products and bring innovation to the business communities. TSIN is part of SMART-Fish Programme which is funded by SECO (Swiss) to improve competitiveness of the Indonesian seaweed industry.

TSIN is scheduled to be launched at the end of April or early May and to be operated under the Directorate General of Innovation of the Ministry of Research, Technology and Higher Education.
An impact evaluation study on SMART-FISH Program is being carried out during March and April, 2019 by a group of consultants from Bogor Agriculture University (IPB) Dr. Eko R. Cahyadi (lead), Mr. Syaefudin, and Mrs. Rindah Suryawati. This study aims to analyze the impacts of SMART-Fish’s interventions particularly on the adoption of Standard Operating Procedures (SOPs) on Good Aquaculture Practices (GAP) and LCF (Least Cost Formulation-LCF) for seaweed and Pangasius introduced to farmers in selected locations by the programme since 2016. The outcome of the study is important to improving the program and to formulate up scaling strategies at the national level. Therefore, valid and reliable information from the fields is required to make sound policy recommendations. To achieve this consultants have trained 7 enumerators from 7 districts namely Tulungagung, Muarojambi and Batanghari (Pangasius) and in Sumenep, Pamekasan, Tekaler, and Bulukumba (Seaweed). Training was organized in Jakarta from 14-15 March, 2019 to equip them with enough skill on effective interviewing techniques; ensure the trainees have a good understanding and knowledge of the questionnaire; train them on how to correctly use the questionnaire and record data; To try out the questionnaire to be as applicable as possible.
Surprising Fact:
Seaweed Farmers Income Better Than Cocoa

SECO delegates, Dr. Christian Robin and Martina Locker from SECO Bern and Dewi Suwenti Tio of SECO Jakarta (Swiss Embassy) visited Gracilaria seaweed farmers and met SMART-Fish partners in Ujung Baji Village, Takalar, South Sulawesi on 26 January 2019. They interviewed and discussed with Makio Dalle cooperative members, Koltiwa team (SeaweedTrace), and home based seaweed processors. Seaweed farmers, the members of the cooperative have confirmed the solid results of SMART-Fish interventions which have doubled their production, hence improved their profit. SECO delegates were surprised that the income of seaweed farmers are actually better/higher than Cocoa farmers; they have an income above the minimum regional wage. In general SECO were pleased with the results of the programme and they also liked the products from seaweed (sticks) produced by Makio Dalle group as a result of training and guidance given by the programme.
Successful Launch of Indonesian One by One Tuna Brand

AP2HI (Indonesian P&L and Hand Line Fisheries association) has officially launched Indonesian one-by-one caught tuna brand at Seafood Expo North America 2019 from 17-19 March. With its seven members participated in this exposition, Indonesian Tuna successfully achieved more than 50% new visitors than SENA 2018.
Moreover, the launching event gained international media attention including www.seafoodsource.com who is the leader of international online business tool for seafood industry professional. Indonesian Tuna launching event which supported by SMART-Fish Programme was organized on 18 March 2019 at SENA 2019 and officiated by the Indonesian Consul General in New York, Honorable Adulkaadir Jailani.

SMART-Fish was represented by Alfons van Duijvenbode, branding expert who guided the brand strategy and its development. Indonesian Tuna’s video presentation and networking event were organized at the end of the launching ceremony. There was high demand for sustainable tuna products from Indonesia particularly high quality, sustainable and traceable tuna. Opportunities arisen from the event is estimated about more than US$ 10 million for Yellow Fin tuna and canned tuna products.
Independence Evaluators: SMART-Fish has Contributed to Broader Transformation in the Value Chains

Final or terminal evaluation for the current SMART-Fish Programme was carried out from 25 February – 15 March, 2019 by independence evaluators Mr. Aaron Zazueta and Mr. B. Dwigus Stepanotoro. The evaluation had two specific objectives: to assess the project performance in terms of relevance, effectiveness, efficiency, sustainability, and contributions to long-term transformations. Using Theory of Change approach, the evaluators assessed the causal links between project activities, outcomes, and outputs, and to assess the extent to which the project contributed to conditions necessary to achieve the broad adoption of project results and to overcome the barriers to sound management of the targeted value chains. During their mission the evaluators visited major project locations, meeting with all stakeholders including associations and the programme’s beneficiaries and 2-day focus groups discussion held in Bogor with MMAF officials, local fisheries officials, associations, national experts and independence experts from universities. During the debriefing with SECO MMAF and also with UNIDO HQ (Vienna), the evaluator has summarized their positive findings as follows. The project has made important contributions to the transformation of the 3 value chains; High level of achievement & good value for money, Robust adaptive management (Project Steering Committee, Results-Oriented Monitoring- ROM, project management-Vienna & Jakarta), Value chain orientation key for adaptive management; High complementarity between Value Chain approach & Quality Infrastructure as part of the series of the final evaluation, focus group discussion was organized on 12-13 March 2019. The workshop was attended by 41 participants from different DGs of MMAF, STP, SMART-Fish experts, Value Chain experts, Associations (ASTRUL, APCI, AP2HI) universities (IPB); local fisheries officials from Takalar, Muaro Jambi, Batanghari, Tulungagung and Provincial fisheries officials from East Java and Jambi. The main objectives of the workshop/FGD were:

- To verify the Value Chain Model that the SMART-Fish Project developed during the evaluation inception phase. Specifically, to verify that the model includes all the key conditions necessary for the transformation of the system.
- To assess the progress made to the desired transformation of the value chain systems addressed by the program.
- To identify lessons and key areas that need to be addressed to further support the transformation of fisheries in Indonesia.
Collaboration with BPWS for Seaweed Farming in Pamekasan District Signed

SMART-Fish Programme signed a MoU with Badan Pengembangan Wilayah Suramadu (BPWS) or Surabaya-Madura Regional Development Board on 5 April, 2019 for the development of seaweed farming in Pamekasan district Madura. BPWS allocated around IDR 200 million fund to assist 72 selected seaweed farmers from Jumiang village of Pamekasan to be trained on SMART-Fish SOP for better and productive farming practices. BPWS will establish three demo farms using SMART-Fish SOP for three farmer groups in the location, while SMART-Fish will provide technical expertise to train the farmers scheduled to be organized for three days from 23-25 April, 2019. The MoU was signed by the Secretary of BPWS, Mr. Sidik Wiyoto, and the National Chief Technical Advisor of SMART-Fish Programme, Mr. Sudan Pawiro at BPWS representative office in Jakarta.