

## ABOUT US

Indonesian Tuna, a flagship initiative of AP2HI, stands as a beacon of tradition and sustainability in the global seafood market. We're committed to preserving the rich heritage of Indonesian fisheries while embracing innovative practices that meet rigorous international sustainability standards. With AP2HI, we are not just selling seafood; we are nurturing a legacy of ocean stewardship that benefits local communities and safeguards our seas for future generations.

## THE BRAND

Indonesian Tuna is synonymous with integrity and quality. Managed by AP2HI, our brand represents a promise to deliver tuna that is caught responsibly, honoring the time-honored methods that have defined Indonesian fishing culture. Each fish tells a story of a tradition upheld and a future protected.



## SUSTAINABLE BY TRADITION

One-by-One Tuna encapsulates our philosophy. Every tuna is caught individually, respecting the natural rhythms of the ocean and minimizing environmental impact. This artisanal approach ensures not only the survival of tuna stocks but also the prosperity of the artisanal fishermen who are the custodians of this timeless practice.

## CONTACT US

Embark on a journey of discovery with Indonesian Tuna. Connect with us to learn more about our sustainable practices, to become a part of our story, or to bring the authentic taste of tradition to your table. Reach out via:

✉ [info@ap2hi.org](mailto:info@ap2hi.org)

☎ (+62)-851-8684-2680

Together, we can chart a course towards a sustainable and bountiful future.



**SUSTAINABLE BY TRADITION**  
**ONE-BY-ONE TUNA**







## VISION

We are at the forefront of revolutionizing the fishing industry, pioneering cutting-edge sustainable practices that secure the future of our oceans and the communities that depend on them.

## MISSION

Our mission is to be the catalyst for transformative change in the fishing industry. We champion equitable and responsible stewardship of marine resources, fostering a global community committed to the longevity and health of our oceans.

## OUR ACTIVITIES

- We launch and lead Fishery Improvement Projects that not only restore fish populations but also support the livelihoods of local fishermen
- Our policy engagement strategy is proactive and influential, shaping legislation for a sustainable fishing future
- We establish market connections that promote and reward sustainable fishing, creating a robust economy that values the environment
- We are guardians of marine ecosystems, actively protecting biodiversity through science-based management and conservation efforts

## OUR MEMBERS

As a coalition of the committed, our membership spans the breadth of the industry – from fishers to retailers, united in a shared vision to transform the fishing industry into a sustainable model for others to follow.

## CERTIFICATION

Our dedication to excellence is recognized by the most stringent international standards. We proudly hold certifications from MSC (Marine Stewardship Council), and we comply with the FAO (Food and Agriculture Organization) guidelines for responsible fisheries.



International  
Labour  
Organization

**SAFETY  
+ HEALTH  
FOR ALL**



FISHERYPROGRESS.ORG

## CALL TO ACTION

Join us in shaping the future of fisheries. Together, we can ensure the health of our oceans and secure the livelihoods of those who rely on them. Act now for sustainability that goes beyond the tide.