



A Company Profile

P.T. Bahtera LESTari

a community-owned ornamental fish producer and exporter

Les Village of North-east Bali

PT Bahtera LESTari

<i>office:</i>	<i>farm:</i>
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Export and Trade
Ornamental Fishery, Marine Ecotourism, Coral Reef Management

Reforming Destructive Fishing

Ornamental fish industry in Indonesia is undergoing a reform into a sustainable industry. Our company, PT Bahtera LESTari is the first, and so far the only, evident of the reform. We are confident to say that we are delivering sustainable products, fishes from well-managed coral reef areas, handled to the rigorous international standard of ornamental fishery.

When the community own and manage the business...

It is the best way to ensure that the industry lasts from generation to generation, because it is their very interest for a sustainable industry. At the same time the business also has to benefit them, first and foremost. Our company is exactly that. Fisher folks and villagers of Les, northeast of Bali, own PT Bahtera LESTari. Its ornamental fishers association, Mina Bhakti Soansari, shares the ownership of the company with village administration, local indigenous institution, a local entrepreneur, and a not-for-profit marine conservation group based in Denpasar, Bali. Presently, almost 150 fishers from two fishing grounds are on board the enterprise. And they are not just supplier of fish; they are the proud owners of the company, PT Bahtera LESTari.

A group of professionals run the company. The President Director is A. Ruwindrijarto, who has extensive experiences in natural resource management in Indonesia having served as the Executive Director of Bogor-based forestry and marine conservation organization, TELAPAK. The company's Director for Operation is Arsonetri, a recognized fishery expert who is also the executive director of Bahtera Nusantara

Foundation (one of the company's stakeholders). Cipto Aji Gunawan, a Community Based Integrated Marine Eco-Trading and Eco-Tourism Consultant, is directing the company's marketing and development division.

Mission (im)possible...

Is it true that there is nothing like a sustainable marine ornamental fishery? No. We have made the seemingly impossible possible.

PT Bahtera LESTari starts the business in October 2002 after almost two years of research, planning, training, and business development. The initiative was taken on a realization that the practice of cyanide fishing, which sadly is still the common method in reef fishery in Indonesia and elsewhere in the Asia-Pacific, is not good for the environment. It kills the coral reef, home for the ornamental fish. Cyanide poisons the fish, resulting in unhealthy fish, and high mortality rate. And as it is, the industry will not last.

Initiators of PT Bahtera have made a breakthrough in changing the method into non-cyanide fishing technique. Not just that, it's been proven that this technique allows for an economically sound operation, provide a better safety measurement for the fishers, and reduce the overall fish mortality. This, plus a comprehensive overhaul in handling, farming, and packaging, is aimed at meeting the international Marine Aquarium Council (MAC) standard for certification.

Where do the fish come from...

PT Bahtera LESTari has two fishery management areas, the Les area, northeast coast of Bali, and Mantigola in Tukang Besi Islands, South-east Sulawesi. In both areas ornamental fishers as part of the company are establishing community-based coastal and marine management system. Each is designed to have fishing zones, protected or no-take zone, and rehabilitation zone. Monitoring and enforcement of local regulation is integrated into the system. Our goal is that where the fish come from, it will be from a healthy, and healthier, coral reef ecosystem!

Resource area management means that all fish that we export will be able to be tracked down to its exact location, from where and which reef area it is collected, who catch it, and when. Simple recording practice by the fishers, linked to state of the art data base system of our company will ensure that each and any shipment of fish will be accompanied with a documentation of where, who, when, and how the fish were collected.

Les Area is a stretch of coral reef in the northeast of Bali's coast. This area is managed by the ornamental fish association Mina Bhakti Soansari (a share holder of PT Bahtera LESTari). This area supplies the company with locally available ornamental fishes, like Damselfishes, Butterfly fishes, Goby fishes and many other. Les fishers are the first in Indonesia that have turn away from cyanide fishing into non-destructive fishing method to collect ornamental fish. It is also in this village that the company's farm and field office is located.

Mantigola area is in Kaledupa Island, Tukang Besi Islands, Southeast Sulawesi. It is roughly 500 nautical miles towards the northeast of Bali. The Mantigola Area is part of Wakatobi Marine National Park. We are working with the local fishers and the national park authority to develop and set up community-based coastal and marine management system. This will provide a strong foundation for a sustainable reef fishery, in particular ornamental fishery for PT Bahtera LESTari. The coral reef ecosystem of Mantigola provides the company with exotic species like Trigger Clown fishes, Letter Six, Angelfishes, etc.

The Farm; Handle with Care!

Back from the sea, the beautiful and healthy fish continue the travel to our farm and packaging facility. This facility is located in Les Village, Tejakula, Buleleng, Bali, which is two and a half hours of driving from the International Airport Ngurah Rai in Denpasar. The farm is located right at one of our two collection areas. This is why the farm maintains its water quality ideal. In addition to directly and continuously supplied with sea water (it is only 40 meters from the water's edge!), the farm is outfitted with first-class water management system. It includes water filters, a set of pumps and pipes that connects the farm directly to the sea, and another for circulation through the aquariums. Our farm has 120 individual aquariums, able to care for up to 5000 fish.

Quality control is our foremost effort. This means we do monitoring and evaluation, of the fish as well of the coral reef area where we collect the fish, as an integral part of our operation. Our company is on on-line computerized information management system, looking after the well being of the fish, keeping tracks of stocks and orders, managing communication between our Denpasar Office, the Farm in Les, and the collection area in Mantigola, Southeast Sulawesi.

But it's on the people that we first of all rely this entire high standard upon. And again, the fishers themselves know best how to handle the fish with care! The farm in Les and the transitory collection facility in Southeast Sulawesi are managed by local fishers and specialist. Most of them have already accumulated at least 15 years of experience working on ornamental fishery.

On the transportation side, we are building cooperation with cargo operators experienced with exporting live fishes, in contract with international airlines connecting Bali and many global destinations.

Wrap up... and delivered...

PT Bahtera LEStari is about good and healthy ornamental fish, the better ones. Our determination is to be able to deliver up to 180 species of fishes in their best condition. We will provide a documentation of each and every fish that we deliver, as they come from an established and recognized collection area, managed by people who are part of our company. The fish that gets to you will keep alive because they are collected, handled, farmed, packaged, and transported in the best possible way, to the standards of environmental and economic sustainability. All this is to timely deliver to you, our customer, simply the better fish.