



# Sustainable Mariculture

## MEETING AND WORKSHOP

November 27-30, 2007 at The Makassar Golden Hotel,  
 Located on The Sea Shore in Makassar,  
 South Sulawesi at the centre of the Coral Triangle.

*Bringing Together Concerned Parties and Institutions to Review Sustainable Mariculture Opportunities for Tropical Coastal Communities*

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MARS

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# MARS incorporated

**Operating Worldwide**  
 Mars has more than 150 businesses operating from over 120 locations throughout the world.

**SALES BY PRODUCT GROUP**

Snack Food	44%
Petcare	45%
Other	11%

**SALES BY REGION**

Europe CIS	56%
Americas	35%
AsiaPac	9%

**KEY TO SYMBOLS**

- ◆ Snack Food
- Petcare
- Mass Meat
- Drinks Group
- ★ Information Services
- ◆ Electronics
- ◆ Sales, Marketing and Service Units
- WALTHAM Centre for Pet Nutrition
- Appliances
- Centres for Equine Nutrition and Care



**MARS, Incorporated ,**

- **The Worlds Largest Chocolate Business**
- **The World's Largest Petfood Business**

depan



belakang

**Mars, Inc.**  
**Makassar,**  
**Indonesia**



We are  
a Cocoa  
Business



So why are  
you here ?



## 1. Seaweed & Fish



WHISKAS® Cans

2. Increasing concern about the long term availability of the marine products that we need.



3. Increasing consumer concern that products are produced from sustainably produced materials



## We Know !

That "BUSINESSES" have played a large part in the development of the issues we now face.

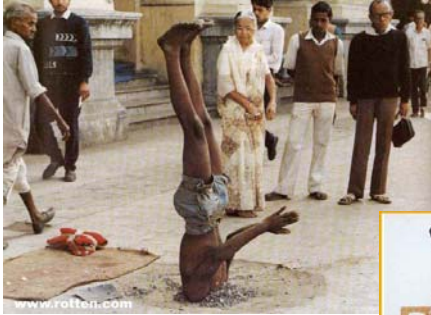
And **BUSINESS** will play a key role  
in resolving those issues.



We Also Know !

We don't have much time

that ...There Aren't many choices



Ignore the problems ?

Stop eating Seafood ?



Or take real...positive action now !

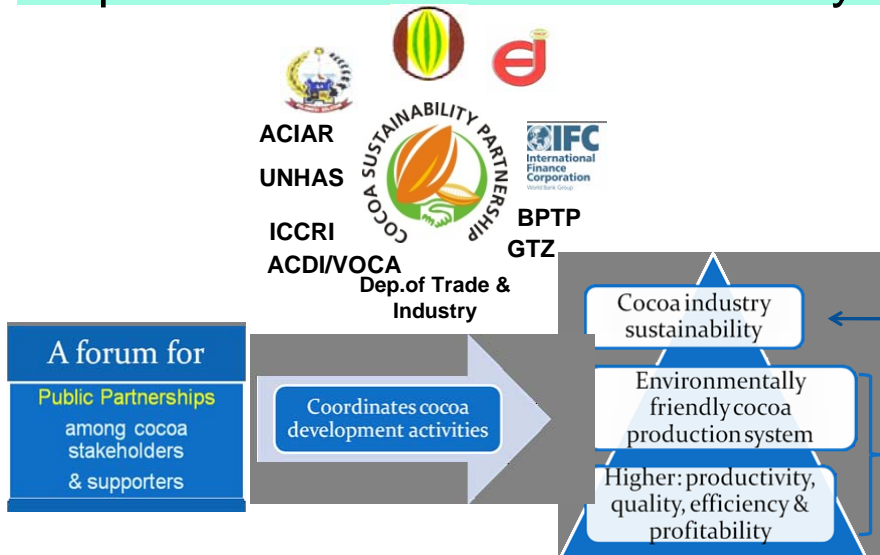


**WAIT**  
i'll fix it

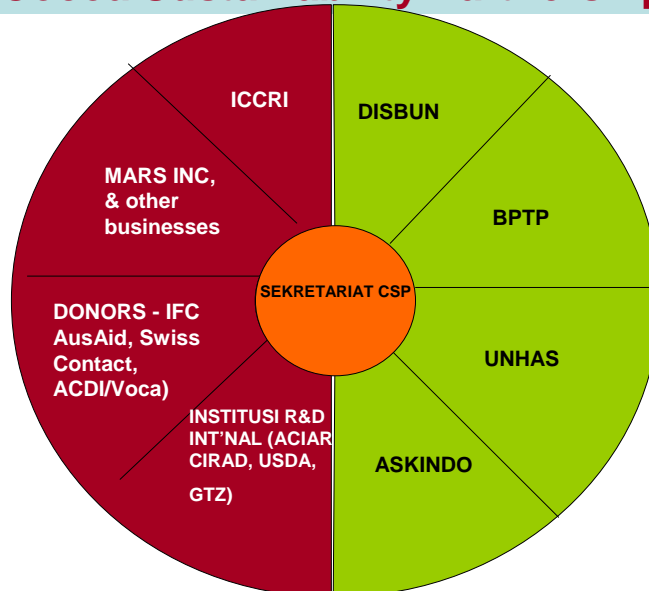
We KNOW we cant do it ALONE..



We have some very good experience in Cocoa Sustainability



## Kemitraan dalam Cocoa Sustainability Partnership



## CSP Program includes:



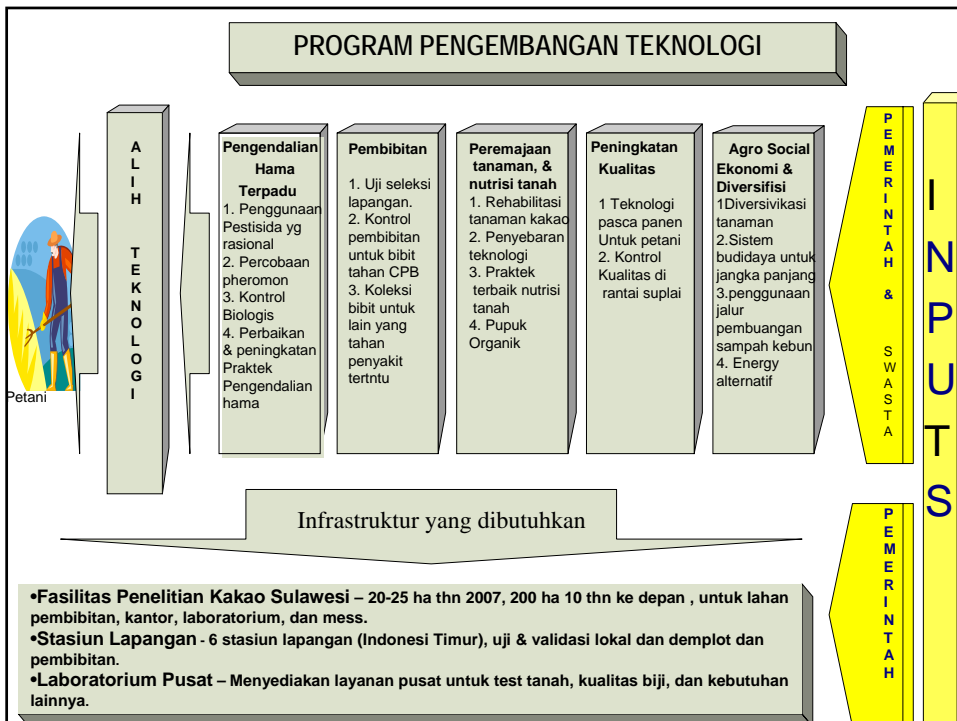
**Development of technology** relevant to the identified issues & farmer's needs



Effective & efficient **technology transfer** to farmers



**Farmer empowerment** through business skill training, farmer group strengthening, information dissemination and improved access to finance





We want to work with others to drive change in the Coral Triangle



By joining together in partnership with Researchers, Donor Organizations, NGO's, Government Coastal Communities and other Businesses



## To Identify, Develop and Implement Viable Business Opportunities to Supply the Products we Need in a Long-Term Sustainable way.

- Provide practical alternative supply chains
- More profitable , higher added value than wild harvest
- Quality assured, safe and using consumer acceptable practices
- Long term sustainable within the local natural environment and coastal communities

## The Purpose of this Meeting

- Review the Issues, Challenges and Opportunities that we face in the Coral Triangle
- Share some of the Lessons we have learnt so far, globally, regionally and locally in East Indonesia
- Develop, discuss and agree a way forward together as partners, to drive real action to develop, prove and implement viable sustainable integrated mariculture solutions for coastal and small island communities in the Coral Triangle



## Field Visit

- Visit the UNHAS marine research station at Barang Lompo Island to see the facilities available for collaborative research to take place
- Visit Badi island nearby where the island community income has been severely hit by declining marine resources and UNHAS, Mars, Seaplant.net and Coremap II have started to develop a pilot integrated mariculture business model to provide alternate income streams to the local community.

