Will Soft-boned Milkfish – A Traditional Food Product from Semarang City Indonesia – Breakthrough the Global Market?

### What is Soft-boned Milkfish?

- Is a processed milkfish with high temperature so that the bone becoming soften
- Is the trademark of Semarang city that produced by several fish processors from small to large scale

### Problems faced

- Quality standard
- Packaging
- Marketing system

### Problems solution

- Develop standard nutritional information of the product
- Develop packaging design of the product
- Develop marketing system through website
What is Soft-boned Milkfish?

- One of the famous traditional fish products from Semarang City-Indonesia
- Soft-boned milkfish is processed by high temperature and high pressure so that the bone becomes softened
- The product has a short self-life at room temperature (2-3 days)
- The product is produced by fish processors from small to large scale with slightly different processing methods and quality
Problems Faced on Production of Soft-boned Milkfish

- The soft-boned milkfish are vary, in term of variety, quality processing technique, packaging and price
- Lack of information on standard nutritional information of the product. Information on the beneficial of consuming the product can increase consumer’s demand
- Small and medium scale processor have lack of product packaging which results in shorter shelf life of the product
- Marketing system is still conventional on all type of fish processors
Problems Solutions

- Develop quality standard of the product by adding important information of the product
- Development of product packaging
- Development of marketing system

Developed product packaging

Web site (Blog)