



# Company Profile

PT. INDONESIAN FARMING FAMILY



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# About Company

## About Us

PT. Indonesian Farming Family is a micro, small, and medium enterprise (MSME) engaged in the traditional processing of authentic Indonesian salted fish. Established in 2023, we are driven by the passion to reintroduce the distinctive flavors of the Indonesian seas to every corner of the nation.

**2023**

Founded

**96+**

Customers

**140K+**

Sale & Distribution

**96+**

Satisfaction



# Meet Our Team



Ivan Cahya Pratama

Chief Executive Officer



Ali Imron

Chief Operating Officer



# Vision

To become an Indonesian company that produces high-quality marine fishery commodities for the global market.

# Mission

1. Establishing mutually beneficial international relationships with our partners and Indonesian suppliers, while delivering the best quality to ensure customer satisfaction.
2. Providing solutions to our customers by consistently offering high-quality products to create added value for both producers and buyers.



# Company Legality



We are committed to preserving traditional flavors with high standards of cleanliness and quality, while empowering local fishermen as our key partners.

# Dried White Anchovy

- **Length:** 1–3 cm
- **Width:** ± 0.3–0.5 cm
- **Weight per 100 grams:** ± 300–400 pieces
- **Composition:** 100% anchovy, natural coarse salt
- **Maximum Moisture:** ≤ 25%
- **Salt Content:** ± 15–20%

Dried White Anchovy is a type of small anchovy known for its light color, delicate texture, and subtle umami taste. Commonly used in Southeast Asian cuisine, it is ideal for frying until crispy and served as a topping for rice, vegetables, or soups. Its crunchy bite and savory flavor make it a favorite ingredient for enhancing everyday dishes.



# Dried Brown Anchovy

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- **Fish Size: Length:** ± 4–7 cm
- **Width:** ± 0.5–1 cm
- **Weight per 100 grams:** ± 80–150 pieces
- **Composition:** 100% jengki anchovies, natural salt
- **Water Content (Humidity):** ≤ 25%
- **Salt Content:** 15–25%

Dried Brown Anchovy is slightly larger and firmer than white anchovy, with a more pronounced savory flavor. It is a common choice in Indonesian home cooking, often fried or sautéed with chili and spices. Its rich taste and chewy texture make it suitable for robust dishes that need an extra layer of umami.



# Salted Mackerel Fish

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- **Length:** ± 15–25 cm
- **Weight per fish:** ± 100–200 grams
- **Quantity per kg:** ± 5–10 fish (depending on size)
- **Composition:** 100% Fresh mackerel, natural coarse salt
- **Water content:** ≤ 25% (standard dry salted fish)
- **Salt content:** ± 18–25%

Salted Mackerel is a traditional preserved fish made by salting fresh mackerel to extend its shelf life and intensify its flavor. It has a firm, oily flesh that is delicious when fried or grilled. Often paired with rice, sambal, and fresh vegetables, it is a comfort food staple in many Indonesian households.



# Spanish Mackerel

- **Length:** ± 8–15 cm
- **Weight per fish:** ± 30–80 grams
- **Number per kilogram:** ± 12–25 fish (depending on size)
- **Composition:** 100% fresh mackerel seeds, natural coarse salt
- **Water content:** ≤ 25% (SNI standard for dried salted fish)
- **Salt content:** ±15–22%

Salted Spanish Mackerel is a premium salted fish known for its firm meat, minimal bones, and savory richness. This fish is ideal for frying or as a flavor base in soups and stews. Its high-quality taste and meaty texture make it a popular choice for gourmet and home-style cooking alike.



# Hairtail Fish

- **Length:** ± 25–60 cm
- **Weight per fish:** ± 80–200 grams
- **Quantity per kilogram:** ± 5–10 fish (depending on size)
- **Composition:** 100% fresh ribbonfish, natural salt
- **Water content:** ≤ 25%
- **Salt content:** ± 18-25%

Salted Hairtail Fish, known for its long, flat body and shiny silver skin, has a mild salty taste and soft texture when cooked. It is usually cut into pieces and fried or cooked in stews with herbs and spices. This fish adds a savory depth to traditional recipes and is enjoyed for its unique appearance and flavor.

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# Black Anchovies

- **Length:** ± 3–6 cm
- **Weight per 100 grams:** ± 200–300 tails
- **Shape :** Slim, whole shape
- **Composition:** 100% fresh black anchovies, natural salt
- **Water content:** ≤ 25%
- **Salt content:** ± 15–20%

Black Anchovies are smaller anchovies with a darker color and a bold, distinctive flavor. Often used in spicy dishes or sambal preparations, they bring a strong umami kick that complements rice and vegetable-based meals. Their chewy texture and rich taste make them a popular choice for those who enjoy bold flavors.



# Salted Anchovies

- **Length:** ± 2–5 cm
- **Shape:** small, slender, intact
- **Weight per 100 grams:** ± 250–400 pieces
- **Composition:** 100% fresh anchovy, pure salt
- **Water content:** ≤ 25%
- **Salt content:** ± 15-20%

Salted Anchovies (Bilis) are tiny fish with a salty, punchy flavor commonly used in Malaysian, Indonesian, and Filipino cuisines. They are typically deep-fried until golden and crispy, often served with peanuts or sambal. These anchovies are a crunchy, flavorful addition to dishes like nasi lemak or mixed rice platters.



# Gallery





# Get In Touch

## Address

Jl. Hi. Komarudin No.3, Rajabasa Raya,  
Kec. Rajabasa, Kota Bandar Lampung,  
Lampung

## Phone Number

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