



Company Profile

PT. INDONESIAN FARMING FAMILY



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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.

1

Dried White Anchovy

- **Net Weight:** ±250 gram / pack
- **Fish Type:** Small anchovy
- **Origin:** Medan, North Sumatra
- **Packaging:** Vakum pack food grade

Teri Nasi, also known as Medan anchovies, are small, white anchovies that are highly valued for their delicate size, soft texture, and light salty flavor. Harvested from the clean coastal waters of Indonesia, these anchovies are carefully sun-dried to preserve their freshness and nutrients. They are perfect for stir-frying with chili and spices, mixing into fried rice, or serving as a crunchy topping. A staple in many Indonesian households, Teri Nasi brings an authentic touch of the sea to every dish.



Dried Brown Anchovy

- **Net Weight:** ±250 gram / pack
- **Fish Type:** Large anchovy
- **Origin:** West Sumatra or Sulawesi
- **Packaging:** Vakum pack food grade

Teri Kering Jengki are medium-sized anchovies known for their firmer bite and richer taste compared to smaller varieties. These anchovies are traditionally sun-dried to maintain their natural flavor and texture, making them ideal for deep-frying or mixing into spicy sambals. With their bold flavor and satisfying crunch, Jengki anchovies are a versatile ingredient in Indonesian cuisine, enhancing both everyday meals and festive dishes.



3

Salted Mackerel Fish

- **Net Weight:** ±300 gram
- **Fish Type:** Mackerel
- **Origin:** West Java / Sumatra
- **Packaging:** Vakum pack food grade

Salted Mackerel, or Ikan Asin Kembung, is a beloved Indonesian delicacy made from fresh mackerel preserved using traditional salting and drying methods. It has a savory and deep umami flavor with a slightly chewy texture, making it perfect for grilling, frying, or simmering in spicy coconut milk sauces. This fish is a favorite comfort food across Indonesia, often paired with steamed rice and sambal.



Spanish Mackerel

- **Net Weight:** ±250–300 gram
- **Fish Type:** Spanish mackerel
- **Origin:** Kalimantan / Sulawesi
- **Packaging:** Vakum pack food grade

Known for its high-quality meat and rich taste, Salted Spanish Mackerel (Ikan Asin Tenggiri) is a premium product in the salted fish category. Made from thick cuts of fresh tenggiri, this fish is salted and sun-dried to enhance its bold flavor and firm texture. It is commonly used in traditional Indonesian soups and curries or served fried as a protein-rich side dish. Its savory profile makes it a sought-after ingredient for those who enjoy hearty, flavorful meals.



Hairtail Fish

- **Net Weight:** ±250 gram
- **Fish Type:** Ribbonfish
- **Origin:** East Java / Bali
- **Packaging:** Vakum pack food grade

Salted Beltfish, or Ikan Asin Layur, is a long, slender fish with a shiny silver body, known for its soft flesh and intense taste. After being cleaned and salted, it is naturally dried under the sun to bring out its distinctive flavor. This fish is typically pan-fried or cooked with vegetables and sambal, adding a deep umami richness to every dish. It's especially popular in coastal areas of Java and Sumatra.



Black Anchovies

- **Net Weight:** ±200–250 gram
- **Fish Type:** Black anchovy
- **Origin:** Sulawesi / Maluku
- **Packaging:** Vakum pack food grade

Dried Black Anchovies, locally known as Teri Hitam, are darker in color and have a stronger, more robust flavor compared to white anchovies. They are sun-dried to perfection and often used in making sambal teri, a spicy condiment, or fried until crispy as a savory snack. Their rich, oceanic taste and satisfying texture make them a bold addition to any meal, especially when paired with hot rice and fresh vegetables.



Salted Anchovies

- **Net Weight:** ±200 gram
- **Fish Type:** Bilis fish
- **Origin:** West Sumatra / Aceh
- **Packaging:** Vakum pack food grade

Salted Bilis Fish are very small anchovy-like fish that are prized for their crispiness and concentrated umami flavor when fried. These tiny fish are cleaned, salted, and sun-dried using traditional techniques that preserve their quality and shelf life. They are commonly used in fried rice, as a crunchy snack, or as a garnish on traditional Indonesian dishes. Their strong, salty flavor adds a delightful contrast and depth to both simple and complex meals.



Gallery



Get In Touch

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