



## Media Release

10 March, 2025

# The world's seaweed industry focuses on Adelaide at Seagriculture

**The world's leading experts on the seaweed value chain will be in Adelaide next week for the international Seagriculture Asia-Pacific conference, uniting under the theme "Future Proofing the Seaweed Industry" and marking the first time it has been held in the region.**

With support of the Australian Sustainable Seaweed Alliance (ASSA), Seagriculture Asia Pacific, which runs from March 18 to 20, is the first in-person event in the region, bringing together participants from the Asia-Pacific region and around the world across the seaweed value chain.

The conference program boasts an impressive lineup, headlined by renowned environmentalist Professor Tim Flannery. Attendees will also hear from four distinguished keynote speakers: Steve Meller (CH4 Global), Alan T. Critchley (Verschuren Centre), Steven Hermans (Phyconomy), and Alex Baker (FutureFeed).

Run by DLG Benelux, Seagriculture Asia-Pacific will feature close to 200 delegates and include site visits to the South Australian Research and Development Institute (SARDI) and to the Fleurieu Peninsula to talk to local businesses about sustainable, traditional fishing practices supporting balanced ecosystems.

Engaging panel discussions, insightful plenary sessions, and a dynamic trade show will provide valuable opportunities for learning and collaboration. Poster presentations and numerous networking opportunities will ensure attendees can connect, exchange ideas, and explore the latest advancements in the field.

Dr Meller, who heads CH4 Global, will be a keynote speaker at the conference and will offer insights into the growth opportunities of Asparagopsis, which reduces the methane emissions of cows and other ruminants when incorporated into their feed.

CH4 Global in late January opened the world's first EcoPark at Louth Bay to cultivate Asparagopsis and has signed international agreements to reach cattle in South Korea, Japan, South America and India.

"At CH4 Global we've been able to show that we can grow Asparagopsis at-scale and create a viable industry – from inoculation to our 50-metre growth ponds – enabling us to supply our partners in Australia and internationally," Dr Meller said.





“We’re in the nascent stages of an industry which will significantly lower methane emissions from livestock throughout the world, using a natural seaweed which is native to southern Australia and New Zealand.

“Our aim is to reach 10 per cent of the world’s 1.5 billion cows by 2032, and if we can do that, we can prevent the creation of one gigatonne of CO2 emissions. We’re looking forward to sharing some of these insights at Seagriculture over the coming days.”

With Adelaide the centre of Asparagopsis production and the state having a focus on sustainability, delegates will be ideally placed to discuss industry opportunities and experiences.

Australia’s southern coast has 1,500 species of seaweed, one of the highest numbers in the world, with private and government investment in research and development leading to a fast-growing commercial seaweed industry.

The Australian Government flagged the acceleration of seaweed aquaculture as a priority for the country’s ongoing economic plan in 2020, and progress has continued.

ASSA, which will play a key role at Seagriculture, has a mission to scale up environmentally-responsible commercial farming of seaweed to provide food, feed and bioproducts. ASSA provides a coordinated voice to represent the Australian seaweed industry and to drive sustainable growth of the sector across the country.

The Chairperson of ASSA’s Board Jo Kelly said the seaweed industry was slowly growing in Australia, and Seagriculture Asia Pacific was an ideal opportunity to take the next step forward.

“We’ve been really excited to see momentum growing in what could be a large Australian industry built on sustainability, which supports and values our ecological systems and is forward-thinking,” Mrs Kelly said.

“ASSA looks forward to ongoing collaboration with key partners the Fisheries Research and Development Corporation (FRDC), SARDI, the Department of Primary Industries and Regions South Australia (PIRSA) and the Australian Department of Agriculture, Fisheries and Forestry (DAFF), our 11 ASSA members around the country and other key stakeholders as we leverage this international opportunity to drive our high-tech, high-growth and highly-sustainable Australian seaweed industry forward.”

DLG Benelux Managing Director Kuno Jacobs said his organisation was proud to collaborate with ASSA and other major partners, as it was dedicated to fostering growth within the seaweed industry.





He said the Asia-Pacific region was a world leader in seaweed production with a rich history deeply intertwined with the cultivation and use of this marine resource, from traditional seaweed farming methods to state-of-the-art technology.

“Our goal has always been to bring people together in the seaweed sector, and partnering with ASSA helps us achieve that goal even more effectively as we reach current and future industry partners in the Asia Pacific,” Mr Jacobs said.

“The Second International Seaweed Conference Asia-Pacific will provide participants from around the world with a unique platform to learn about the diverse seaweed industry in the region and understand innovative approaches that contribute to sustainable development.”

The Seagriculture conference has been successfully organised since 2012 and has built up a solid reputation as the leading conference for the seaweed industry. The addition of the Asia-Pacific edition complements the existing European and US conferences. By organising Seagriculture Asia-Pacific, the organisers aim to foster collaboration and knowledge exchange among industry professionals across Europe, North America, and the Asia-Pacific region, thus driving positive impacts on the industry and community.

### **More information**

For more information on the conference, the organisers, pictures, contact details of speakers for interviews, applications for press passes and barter deals, refer to [www.seagriculture-asiapacific.com](http://www.seagriculture-asiapacific.com) or contact [info@dlg-benelux.com](mailto:info@dlg-benelux.com).

### **Media Contacts**

For press inquiries in Australia and New Zealand  
Verity Edwards, Hughes Public Relations and Communication Counsel  
[verity@hughespr.com.au](mailto:verity@hughespr.com.au) | P: 08 8412 4100 | M: 61 412 678 942

