

An Environmental Org's Perspective on Investing in the Blue Economy



SEAWEED IS NOT A FISH

SEAWEED IS HARD





1.63



1.63

We are **eating**
the planet

Our strained food-system must feed a growing population

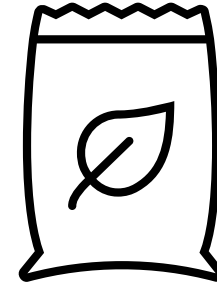
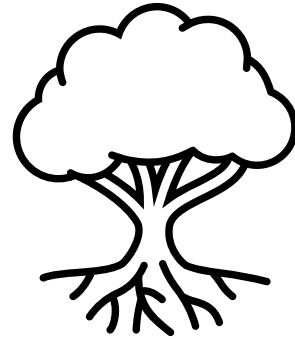
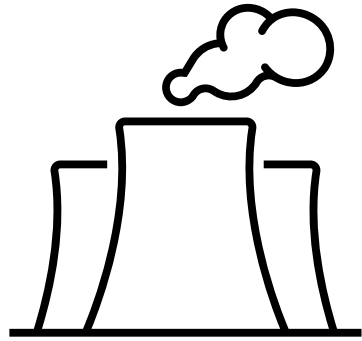
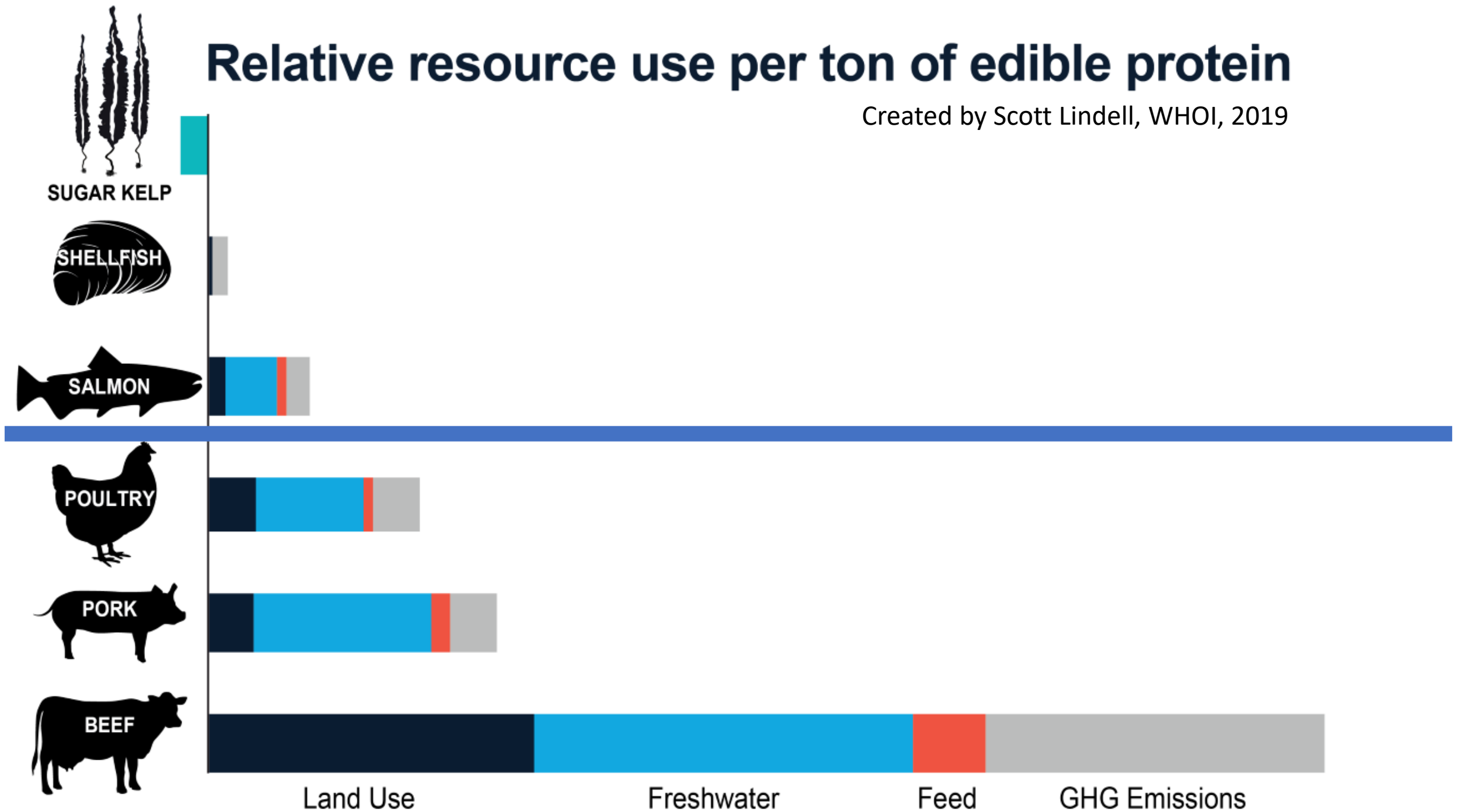


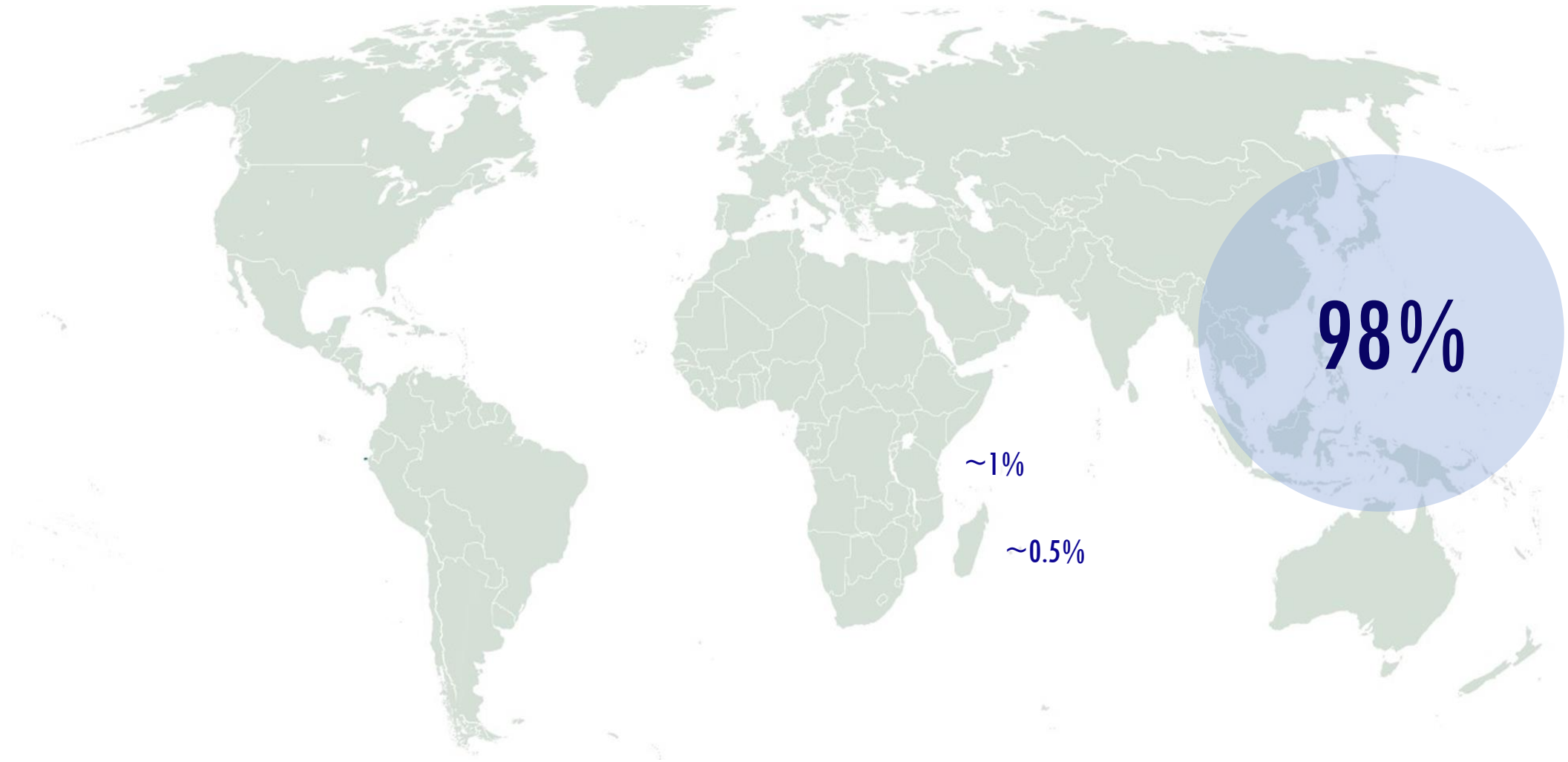
Photo: Dairy Shorthorn cattle, at Strickley Farm, Kendal, South Cumbria © David Bebbler / WWF-UK

Relative resource use per ton of edible protein

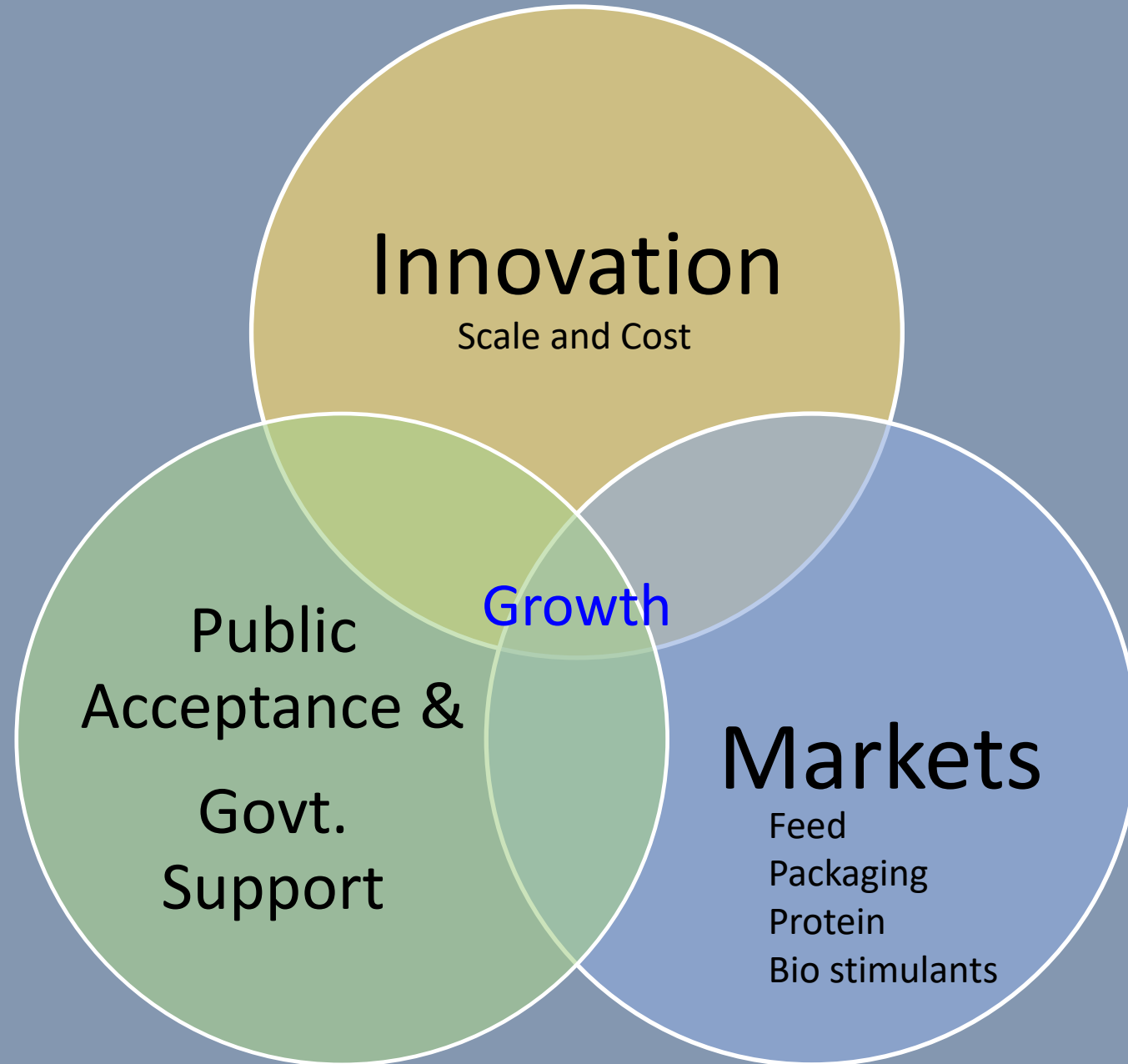
Created by Scott Lindell, WHOI, 2019



Opportunity to grow seaweed production in new regions

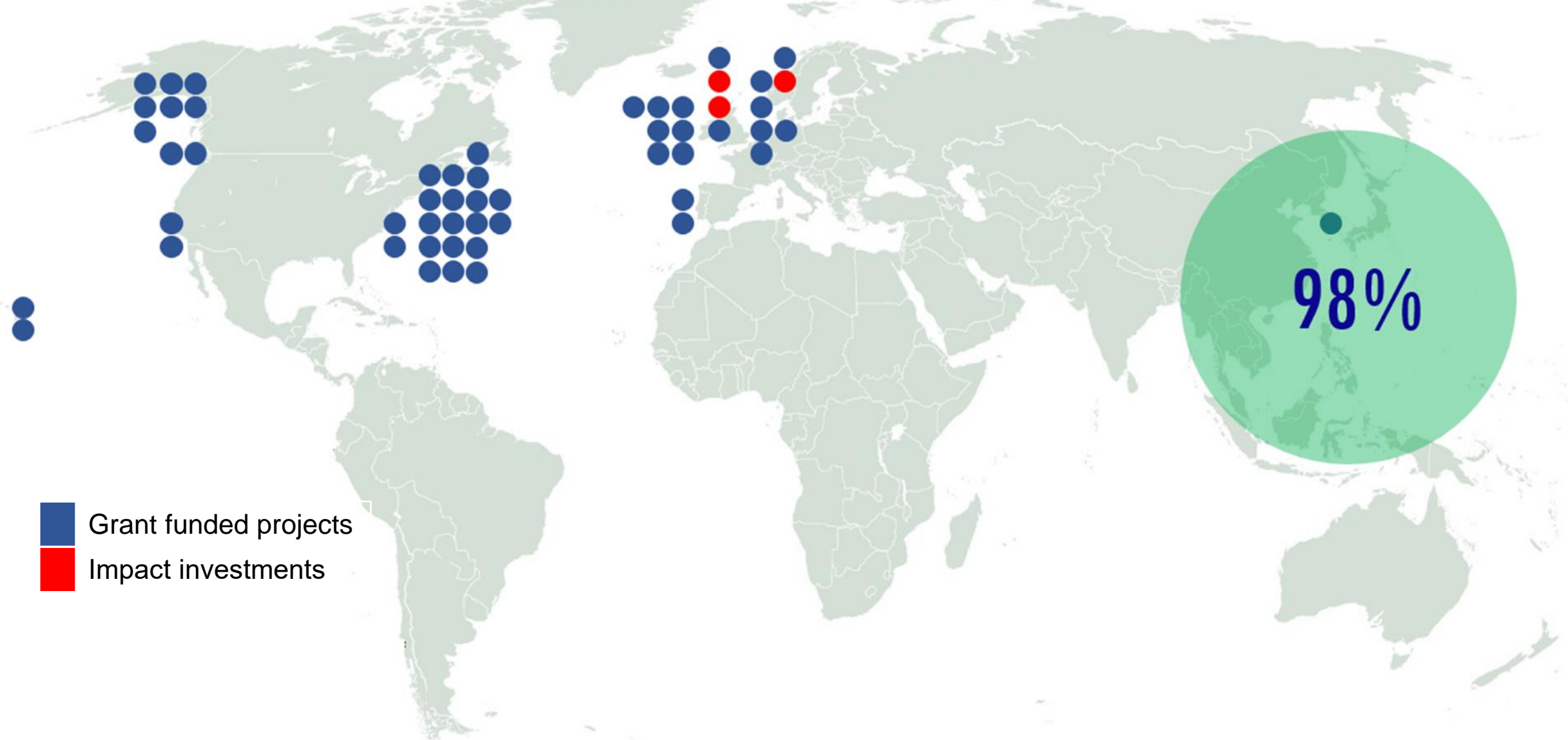


Barriers to Growth for the Underdeveloped Regions








Alignment between investments & programs is an amplifier





A core portfolio addressing seaweed industry bottlenecks

	Location	Initial WWF investment	Rational
 OCEAN RAINFOREST SUSTAINABLE NORDIC SEAWEED	Faroes, Iceland, & California	2020	Scalable, deep-water farm design Novel fermented seaweed animal feed products
 OCEANIUM®	Scotland	2021	“Green chemistry” refining process for food, health, and biomaterial feedstocks
 Seaweed Solutions	Norway	2023	Scale nursery production
To Be Announced Oct 2024	North America	2024	Scale with distributed production model & addressing new market

FAROE ISLANDS



DENMARK



SEAWEED ADDED TO FEED

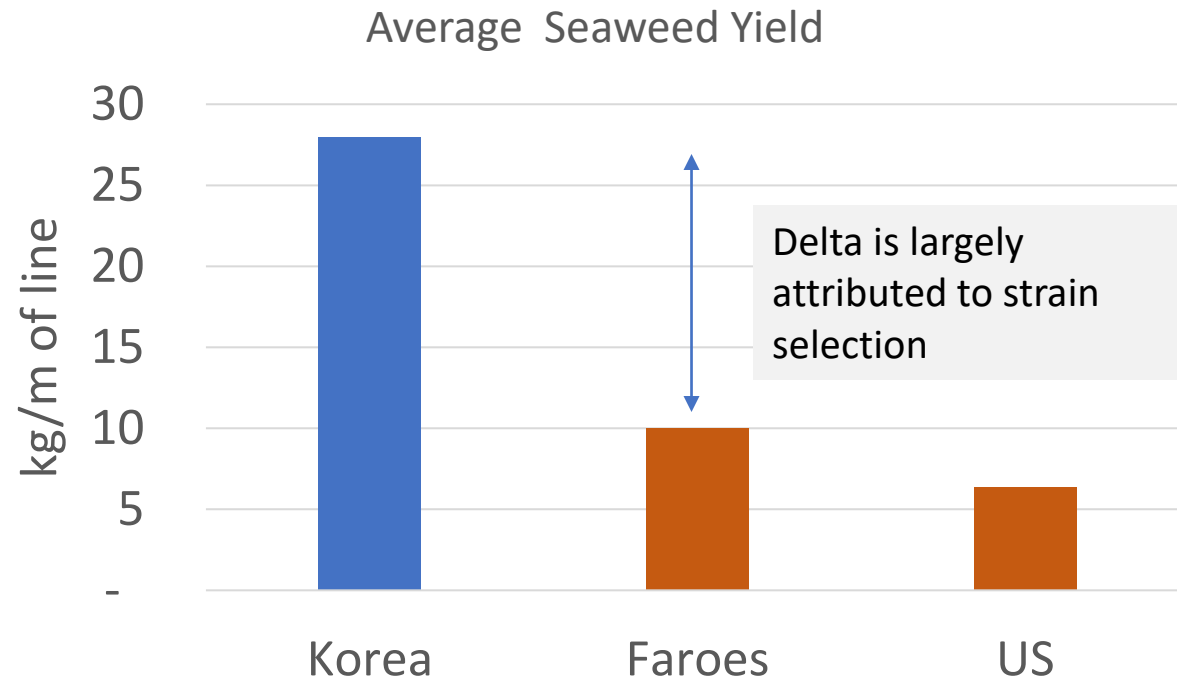
Biorefining Generates Multiple Climate Mitigators



Innovations in Seeding Technology Drive Costs Lower



Selective Breeding Drives Yield & Cost





1.63

We are **eating**
the planet

Relative resource use per ton of edible protein

Created by Scott Lindell, WHOI, 2019

