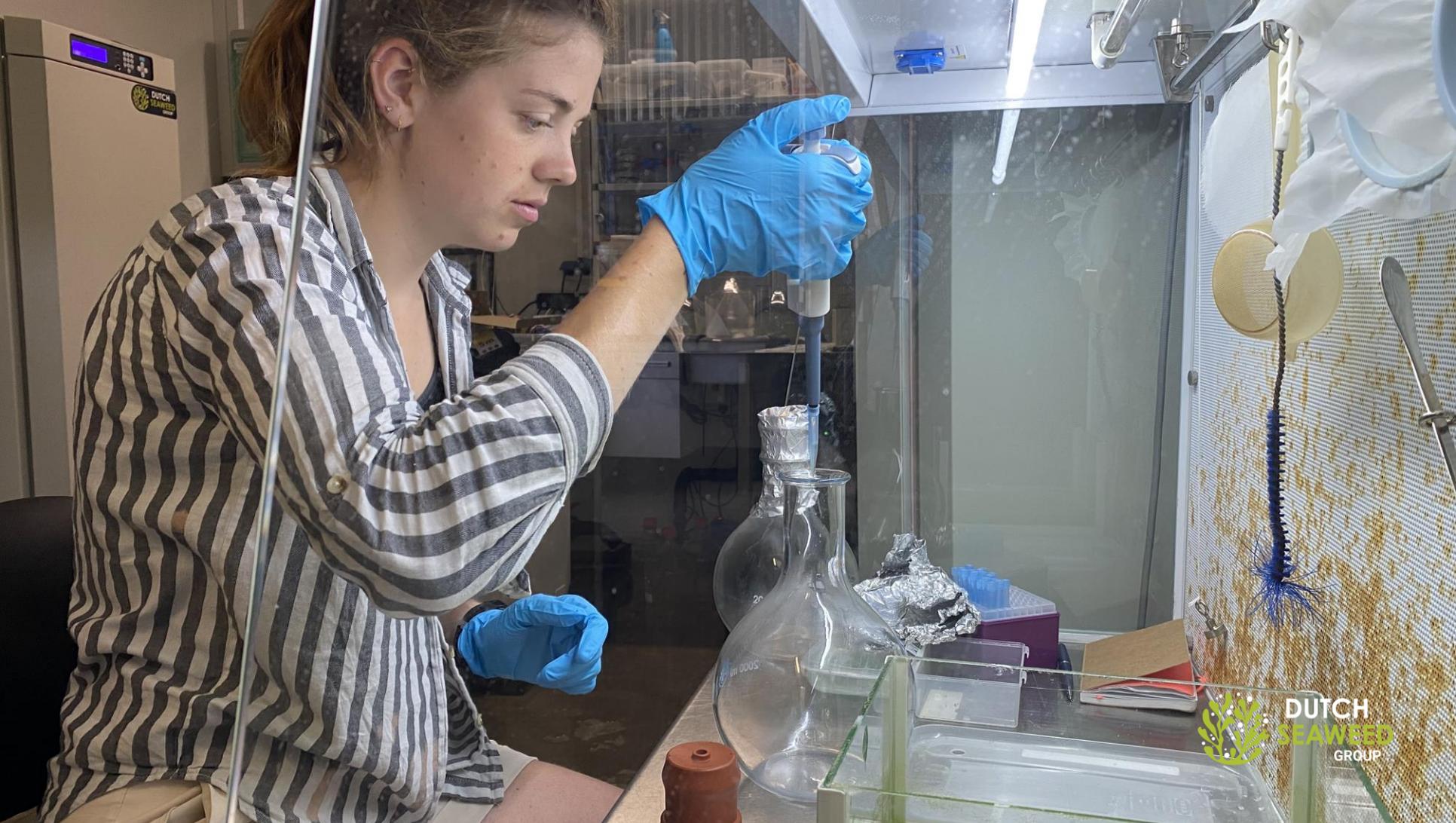




From cultivation to **Food**-products
“a long road that could use a
short-cut”

Alwin Kool
CEO & co-founder
The Dutch Seaweed Group,











From Gamete to
warehouse
instead of food **product**

Status update

Seaweed gained popularity in Europe.

Seaweed is being used in sushi, soups, salads, snacks, dough, vegan burgers and as a natural food colouring agent.

Consumer interest in seaweed grows.

Food processors continue to explore.

Although **Seaweed** gained popularity in recent years.
Product & market introductions are lacking **behind** the expectations.

There are two perspectives to this. The **Farmers'** & the Food **processors'**.



The
Farmers'
Perspective

Seaweed **Farmers** still face difficulties in
selling their produce due to various reasons, including:

- 1. Lack of processing infrastructure
 2. Quality consistency & Regulatory constraints
 3. Lack of market infrastructure
 4. Price competitiveness
 5. Available funding

1. Lack of processing infrastructure

Required processing and value addition.

Inadequate or non-existent infrastructure.

Raw seaweed has a limited shelf life.

2. Quality consistency & Regulatory constraints

Specific quality **requirements.**

Variations in species, growth, or harvesting techniques.

Inconsistent quality.

Regulatory frameworks differ between countries and regions.

3. Lack of market infrastructure

No access to distribution channels.

Challenging for farmers to reach food processors.

4. Price competitiveness

High processing costs.

Identify the **right niche**.

5. Funding

Need substantial investments.

Lack of revenue.

Funding for scaling.

The Food **Processors'** Perspective



Food processors

Use seaweed in various food products and preparations.

Here are a few reasons why seaweed may not be as widely used (yet) by food processors:

1. Availability & sourcing
2. Market demand & consumer acceptance
3. Flavour & texture
4. Processing & manufacturing
5. Regulations & safety

1. Availability, Quality & Sourcing

No access to a consistent high-quality certified seaweed.

Potential issues with sustainability.

2. Market Demand & Consumer Acceptance

prioritize new ingredients that have a broad market appeal.

not be **widely accepted** or culinary traditions.

market's tastes or expectations.

3. Flavor & Texture:

A distinct taste and texture that may not complement all types of food.

Unfamiliar or unappealing.

To a wide range of consumers, which influences their ingredient choices.

4. Processing & Manufacturing

Unique properties that affect processing and manufacturing processes.

Its texture, flavour, and moisture content may require specific handling.

Determine the **feasibility** and practicality.

5. Regulations & Safety

Comply with food safety regulations.

Ensuring the **consistent** quality.



short-cuts

Identify & focus on suitable product & market fit, including commercial aspects.

Finetune your marketing strategy, creating customer demand & awareness.

Lobby to seek grant funding (sector-wide) for food product development.

Co-operate.

Q&A

