

The Norwegian Seaweed Association and Cluster

SIG Seaweed

16th November

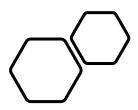
What is NSA?

- Association of seaweed farming companies, small scale harvesting companies and producers
- 33 members along the Norwegian coast
- In general; small upstart companies, not all in business yet
- www.norseaweed.no



Samarbeids-partnere Invest IN connect Nordland Norwegian Seaweed Cluster HATCH Medlemmer 欽 **ASTANOR** GIF-1S Salten Havbrukspark NIBIO **VENTURES** Akvaplan Kjerne-NORD universitet Norwegian Centres of Expertise
NCE Blue Legasea medlemmer **₽**Nofima kigozl NCE Seafood Innovation Cluster Innovasjon SINTEF NCE Aquaculture Fiskå Mølle Nordland FYLKESKOMMUNE NOSCA Clean Oceans TROLL SYSTEMS Seaweed Solutions 00 VESTMEKANISKE Lofoten Blue Harvest Vestland **Løvold** Solution fylkeskommune ^{*}Orkla Leroy Seafood Group COD Pur**Sea** LERØY SjY CO AKVAHUB Møre og Romsdal fylkeskommune Folla Alger A5 SEAWEED AS S-FOOD METAL Norwegian Troms og Finnmark fylkeskommune Romssa ja Finnmárkku fylkkagielda Salten Algae Harvest FREMTIDSMAT Tromssan ja Finmarkun fylkinkomuuni BDO SEAWEED ISCALVS ARCTIC SEAWEED **BELLONA Smart Seaweed Biotech North** SATPOS Solutions DNV **Norway Naturals** dypp



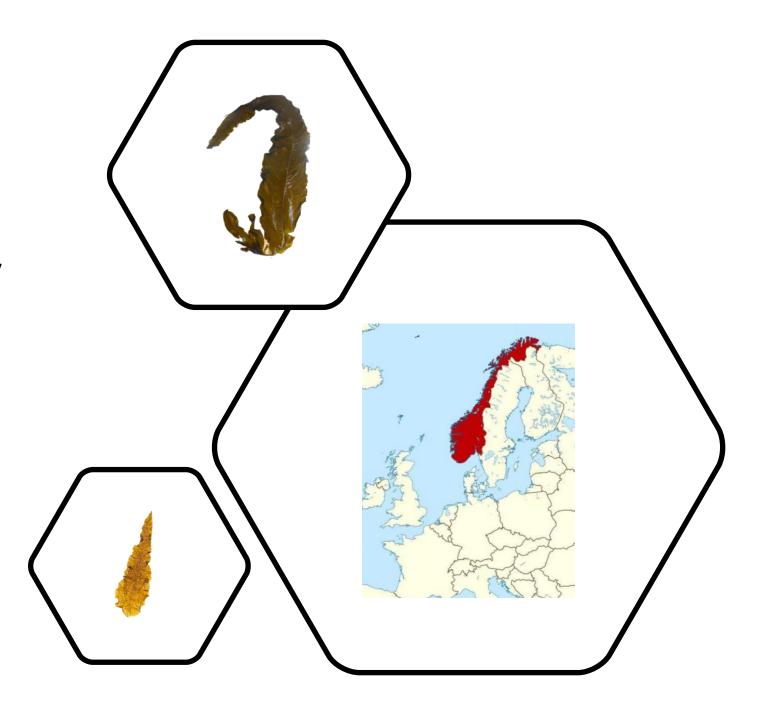


Status seaweed industry in Norway

- 250 tonnes, 2020
- 400 tonnes, 2021
- 500 tonnes, 2022
- 1200 tonnes in 2024? (goal)
- 300.000 tonnes in 2030 (goal)

Bottlenecks and obstacles

- Seaweed production, streamline
- Technology deployment, harvest, processing
- Access to sea
- Market



How do we work and what do we do?

- Meetings
 - Learning to know each other
 - Exchanging experience and knowledge
 - Engaging experts, scientists and researchers
 - Building confidence and trust
- Mutual visits on locations
- Common stands on exhibitions
- Development projects
- Communication with public authorities
- Materials
 - Farming course
 - Farming protocols
 - Industry guidelines
 - Template for contingency plan



Focus areas



Marketing



Product development and quality



Technology



Sustainability



Framework conditions





Focus Marketing

Exhibitions and fairs

- Last year: Eco Life in Malmø, Sweeden and Tutto Food, Milan,
- This year, Sial, Paris and Free From, Barcelona

Market insight Europe, two countries

Common branding project:

Seaweed from Norway

Focus Product Development and Quality

Manual for product development

Certification

Representation in the food table

Stabilising iodine content in consumer products





Focus Technology

Innovation project seedling production

Industrial innovation on deployment and harvesting

Regenerative production methods and equipment

Drying, blanching and fermentation technology



Focus Sustainability

- Monitoring the seaweed farming environment
- Defining and valorization of ecosystem services
- Template for sustainability strategy and reporting

Focus Framework conditions

Area

Information

Legislation

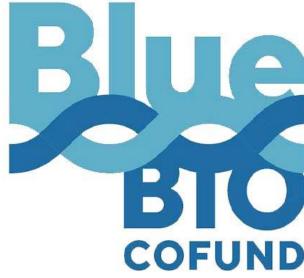
Authority contact



Seasoil

Value creation and ecosystem services of European Seaweed industry by reducing and handling potentially toxic elements from breeding to soil





SeaSoil work plan

