

# The Norwegian Seaweed Association and Cluster

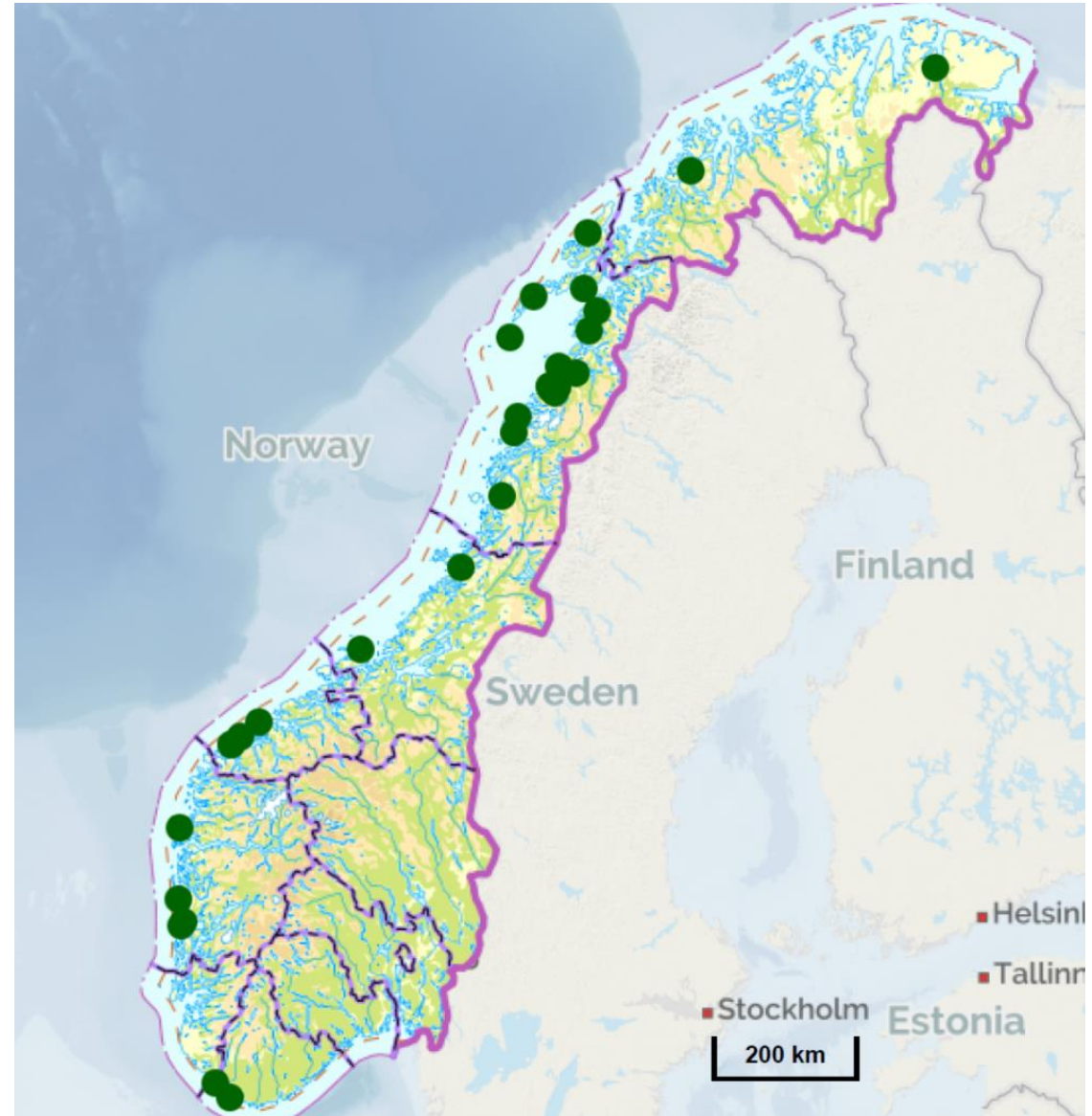
**SIG Seaweed**

16<sup>th</sup> November

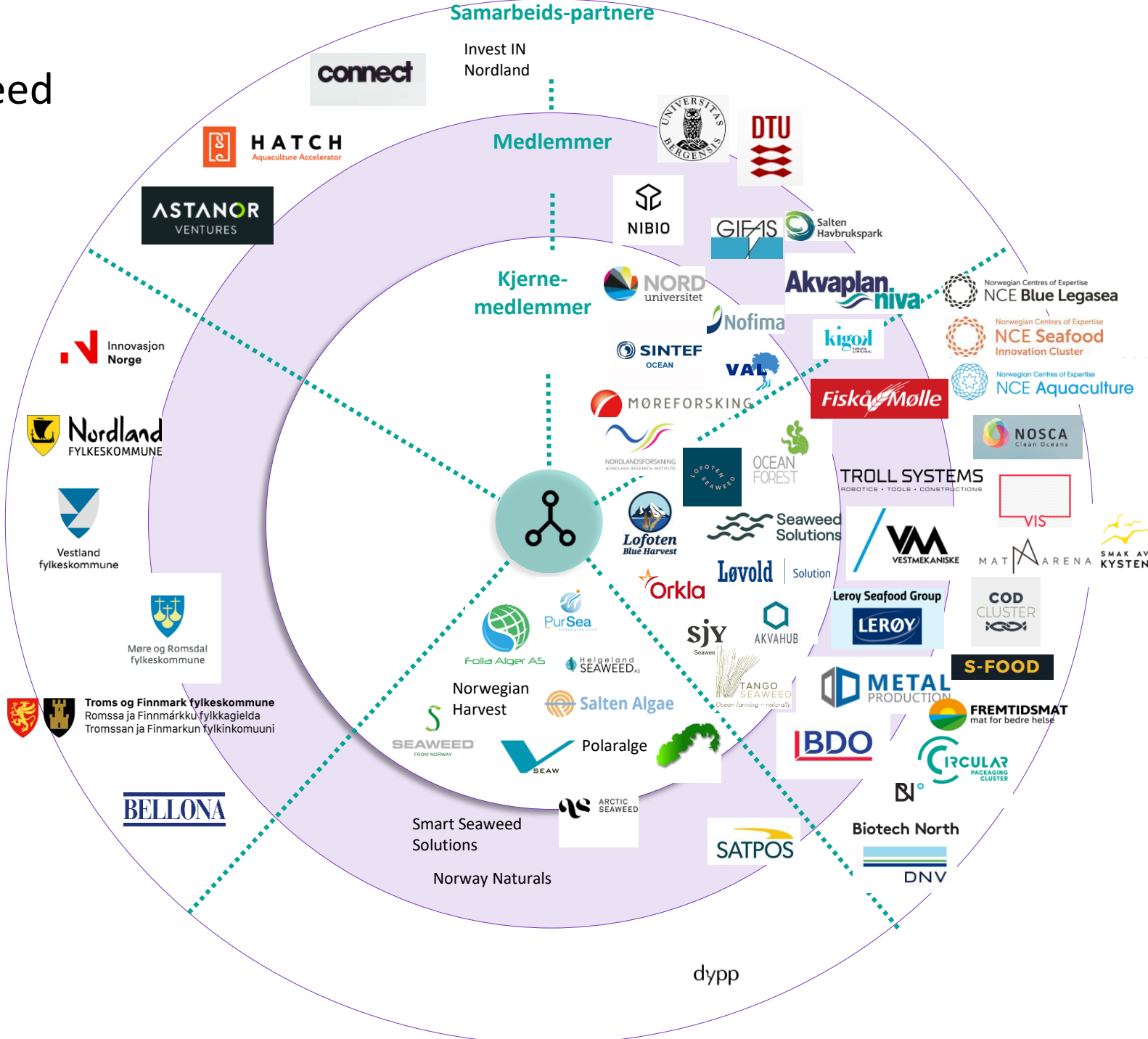


# What is NSA?

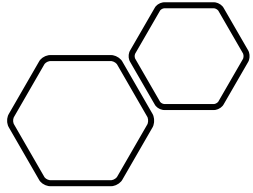
- Association of seaweed farming companies, small scale harvesting companies and producers
- 33 members along the Norwegian coast
- In general; small upstart companies, not all in business yet
- [www.norseaweed.no](http://www.norseaweed.no)



# Norwegian Seaweed Cluster







# 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



Foto: Seaweed Solutions



# Focus areas



Marketing



Product development  
and quality



Technology



Sustainability



Framework conditions





# Focus Marketing

## Exhibitions and fairs

- Last year: Eco Life in Malmø, Sweden 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

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Innovation project seedling production

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Industrial innovation on deployment and harvesting

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Regenerative production methods and equipment

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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

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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

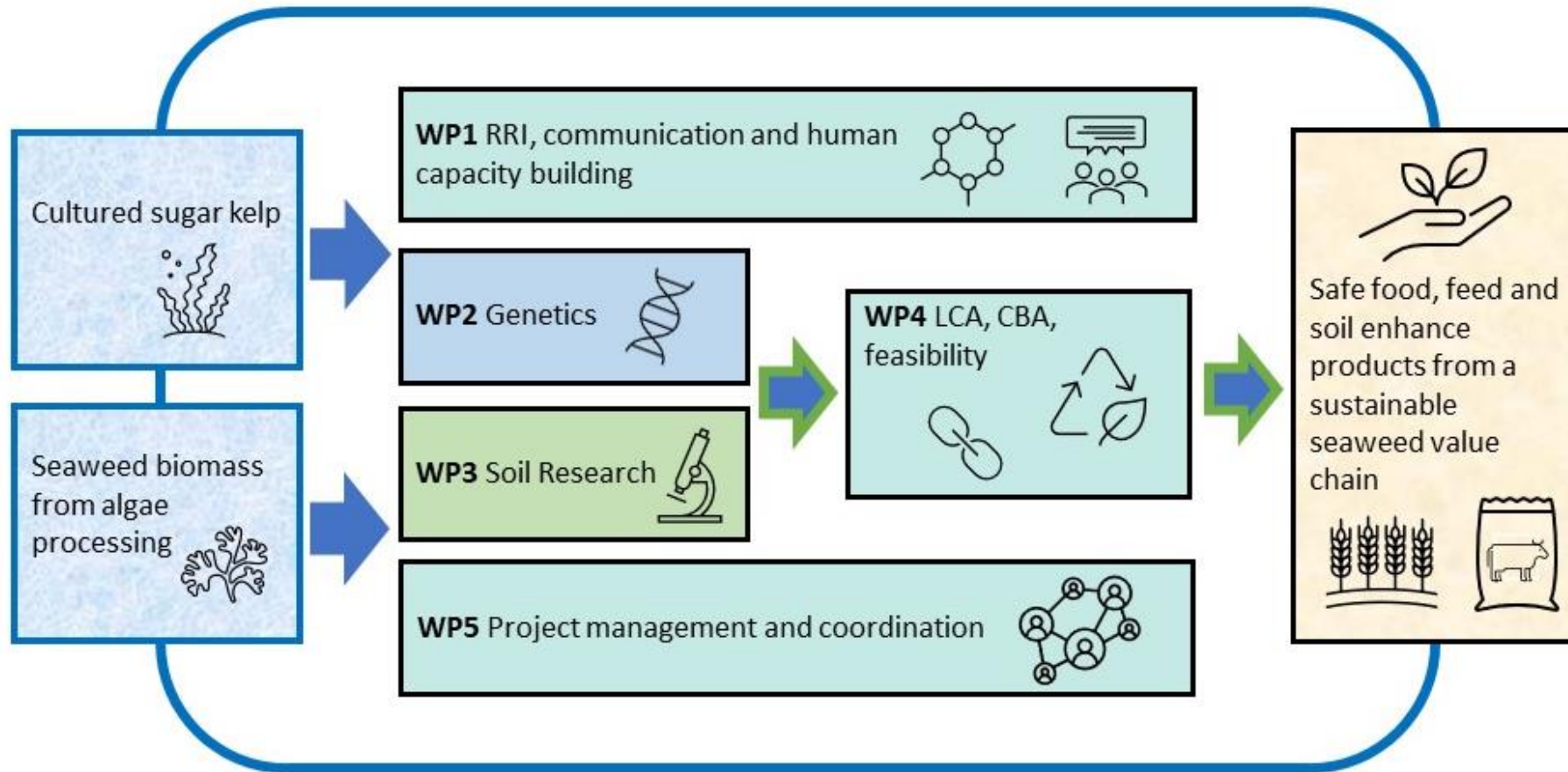


European  
Commission





# SeaSoil work plan





Thank you.

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ASSOCIATION