

A vibrant underwater scene featuring a dense forest of kelp. The kelp fronds are a rich, golden-yellow color, some with darker, almost black, veins. They are swaying gently in the clear blue water, creating a sense of movement. The background is a darker, rocky or sandy ocean floor, with sunlight filtering down from the surface in bright, dappled patterns.

What's the Fuss About Seaweed?

# Agenda

## 1. Why seaweed?

- ~ Biology
- ~ Human health
- ~ Planet health

## 2. The global seaweed market

## 3. New Zealand's opportunity

## 4. Aotearoa New Zealand Seaweed Association (ANZSA)



AOTEAROA NEW ZEALAND  
SEAWEED ASSOCIATION

**ANZSA**



1,000 species!

A close-up, low-angle shot of a kelp forest. The main kelp plant in the foreground has long, yellowish-green blades with distinct serrated edges and a prominent midrib. Several stipe-like structures rise from the blades, some ending in small, yellow, oval-shaped fruits or seed pods. The background is filled with the dark, silhouetted forms of other kelp plants, creating a sense of depth and density. The overall color palette is dominated by shades of green and yellow against a dark, blue-tinted background.

Dense micronutrients

# Human Health

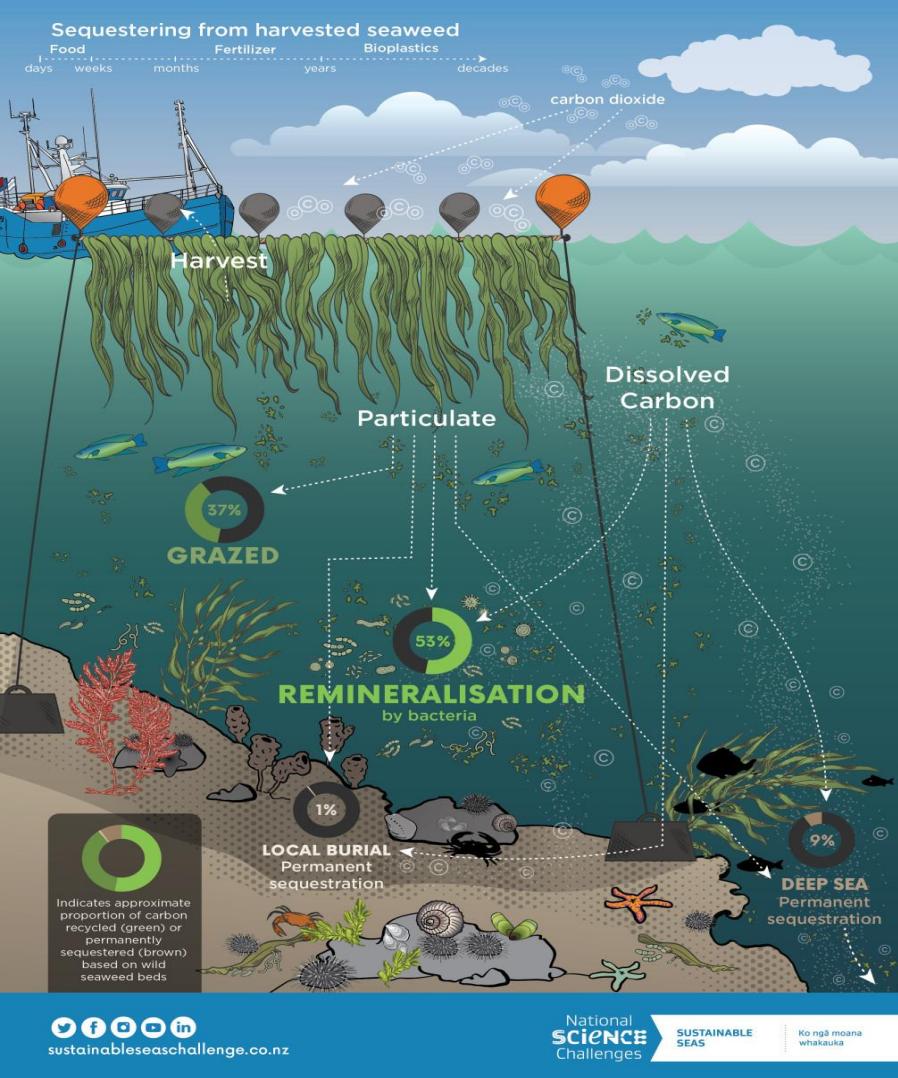
- Anti-inflammatory, anti-viral, anti-cancer and anti-microbial bioactives
- High quality plant protein
- Pre-biotic fibre
- Fatty acids in favourable ratios
- Unique compounds not found in land plants
- Low fat, low calorie
- Alkaline
- Gently cleansing



# Seaweed and our planet

*“Algae created us, sustain us, and, if we are both clever and wise, they can help save us.”*

*Ruth Kassinger, author of Bloom*



## OUR LAND AND WATER

Toitū te Whenua,  
Toiora te Wai

National  
**SCIENCE**  
Challenges

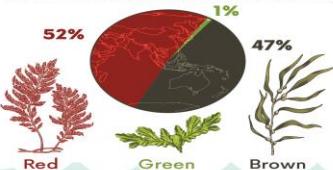
- Absorbing CO<sub>2</sub>
- Dissolving carbon
- Remineralising
- Sequestering
- Cooling
- Cleaning
- Creating habitat

*Stocktake and characterisation of New Zealand's seaweed sector:  
Environmental effects of seaweed wild-harvest and aquaculture*

# A snapshot of the Global seaweed sector

## Seaweed/rimurimi types

There are three types of seaweed: green, red, and brown, all of which are farmed or harvested in some manner. Red and brown seaweeds make up most of the global supply.



## Largest importers

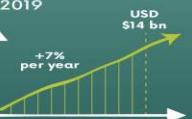
Only a few countries have developed import markets. China and Japan represent more than 71% of the import market.



## Seaweed aquaculture

... has x3 in the last 20 years

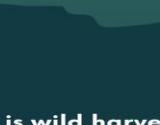
... has increased at an average of 7% per year to USD \$14 billion in 2019



... is currently 1/3 of global aquaculture volume



97% Farmed



## Who is farming?



## OUR LAND AND WATER

Toitū te Whenua,  
Toiora te Wai

# Seaweed Sector Globally

- Growing at 7% p/a
- 35m tonnes farmed a year
- Estimated to be a \$14bn industry (2019)
- Seaweed aquaculture up by 300% in last 2 decades
- 85% of industry for human consumption

# Why NZ Seaweed

- 16x more ocean than land
- “Cleaner” ocean with enviable bio-diversity
- Opportunity for regional NZ
- Huge opportunity to expand our knowledge base



# NZ's Seaweed Sector

OUR LAND  
AND WATER

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National  
**SCIENCE**  
Challenges

- Health products identified as high fit, high profit
- Plant based ~ dietary supplements and cosmetics
- Reflects traditional Asian medicine
- Functional foods

Product	Fit	Profit	Scale	Readiness
Health Products	High	High	Low	Low
Human food	High	Medium	Low	Low
Animal feed	High	Medium	High	Medium
Biostimulant	High	Low	High	High
Ecosystem services	Medium	Low	Medium	Low



# Barriers to growth

1. Investment
2. Knowledge
3. Regulation
4. Leadership
5. Markets

# About ANZSA

ANZSA was formed July 8th, 2021.

Principle Body providing a united voice on seaweed matters in Aotearoa

A high value, nature positive seaweed industry for Aotearoa New Zealand

# Values Based

## ***Titiro Whanui*** **Future Thinking**

We think beyond the challenges of today so that we create an enduring industry that is beneficial for our people and place.

## ***Mahi Tahi*** **Collaboration**

We work together across the seaweed ecosystem, with iwi and the entire stakeholder landscape to fulfill our vision.

## ***Ngākau tapatahi*** **Integrity**

We build trust in our sector through honourable practices and commitment to quality standards.

## ***Kaitiakitanga*** **Sustainability**

We are committed to ensuring our natural seaweed resources are available for future generations to enjoy, we see sustainability as an integral factor across the economy, society and the environment.

## ***Mātauranga*** **Multiple knowledge systems**

We respect the rich diversity of knowledge that will help build an enduring seaweed industry. Science, Mātauranga Māori, local practitioner knowledge and international perspectives will all contribute to our success.



#### SILVER PARTNERS



#### BRONZE PARTNERS



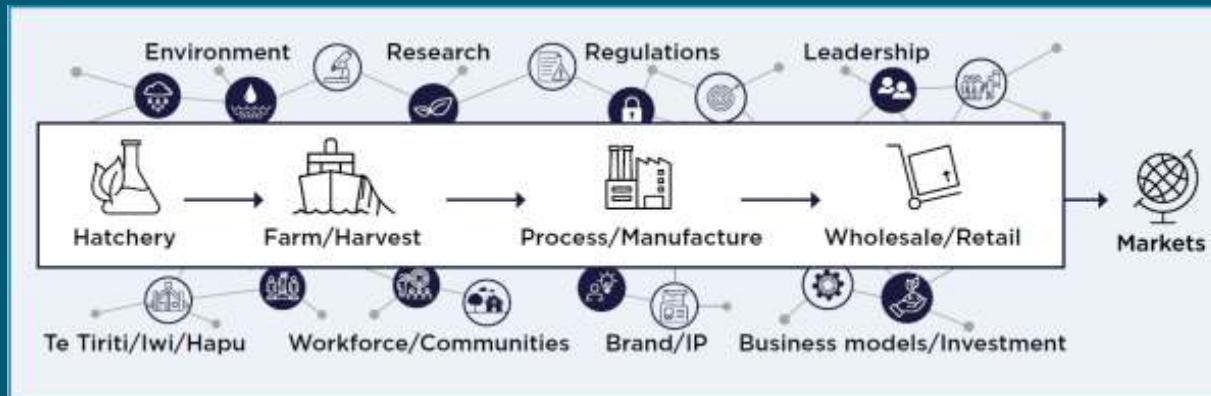
# Learn More

## OUR LAND AND WATER

Toitū te Whenua,  
Toiora te Wai

National  
**SCIENCE**  
Challenges

1. Stocktake and characterisation of Aotearoa New Zealand's seaweed sector: Market and regulatory focus (August 2021)
2. Stocktake and characterisation of Aotearoa New Zealand's seaweed sector: Species characteristics and Te Tiriti o Waitangi considerations (November 2021)
3. Stocktake and characterisation of Aotearoa New Zealand's seaweed sector: Environmental effects of seaweed wild-harvest and aquaculture (November 2021)
4. Sector Framework (October 2022)





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ANZSA