

An underwater photograph showing a dense cluster of seaweed with long, yellowish-brown blades and thin, dark stems. The seaweed is growing on a dark, rocky surface. The water is clear and blue, with sunlight filtering through from above, creating a shimmering effect on the water's surface and illuminating the seaweed. The overall scene is vibrant and detailed, capturing the texture of the seaweed and the clarity of the water.

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!



An underwater photograph showing a dense thicket of kelp and seaweed. The plants are primarily yellowish-green, with long, ribbed blades and some bulbous structures. The background is a deep blue, suggesting a clear ocean environment. The text "Dense micronutrients" is overlaid in white at the bottom left.

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

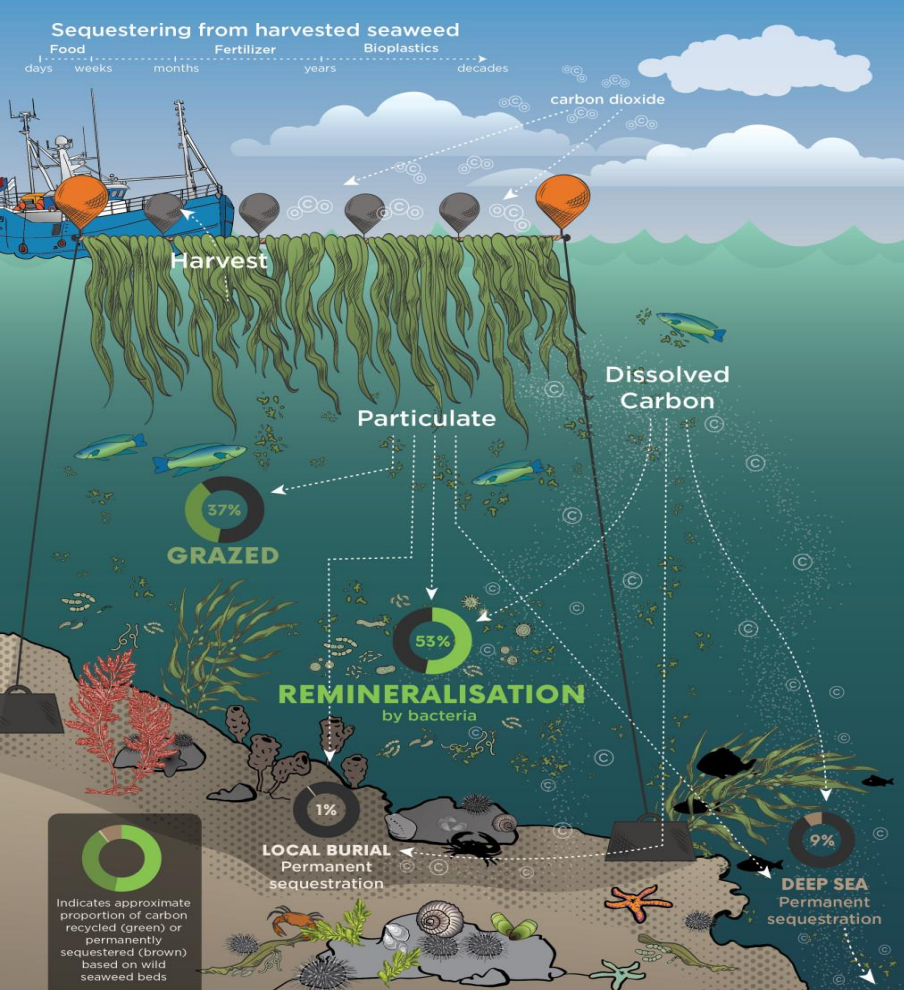


# Seaweed and our planet

*“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,  
Tiora te Wai

National  
**Science**  
Challenges

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

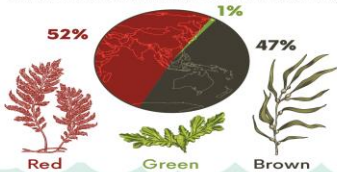
*Stocktake and characterisation of New Zealand's seaweed sector:  
Environmental effects of seaweed wild-harvest and aquaculture*

# Global seaweed sector

A snapshot of the

## Seaweed/rimurimu 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.



## Used for

### 85% Human consumption

Most farmed seaweed is used for human consumption, either directly or as a food ingredient.

### 15% Other markets, including:



## Largest importers

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

71%

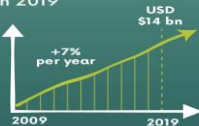


## Seaweed aquaculture



... 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



Of this volume

**97%** Farmed



**3%** Wild

## Who is farming?



## Who is wild harvesting?



OUR LAND  
AND WATER

Toitū te Whenua,  
Toiora te Wai

National  
**SCIENCE**  
Challenges

# 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

Stocktake and characterisation of New Zealand's seaweed sector: Market & Regulatory Focus



sustainableseaschallenge.co.nz

National  
**SCIENCE**  
Challenges

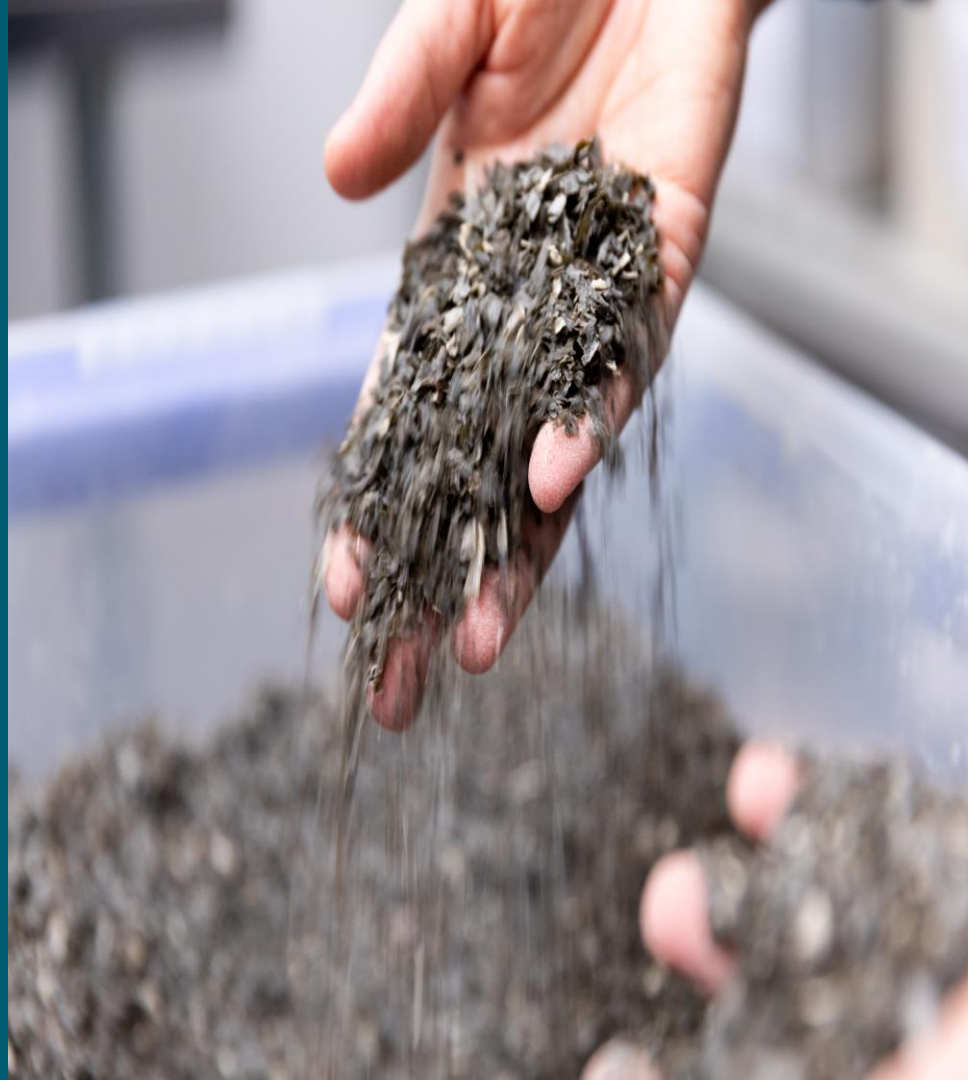
SUSTAINABLE  
SEAS

Ko ngā moana  
whakaauka



# Why NZ Seaweed

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



# NZ's Seaweed Sector

OUR LAND  
AND WATER

Toitū te Whenua,  
Toiora te Wai

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

*Stocktake and characterisation of New Zealand's seaweed sector: Market & Regulatory Focus*





## 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 Tahī* 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





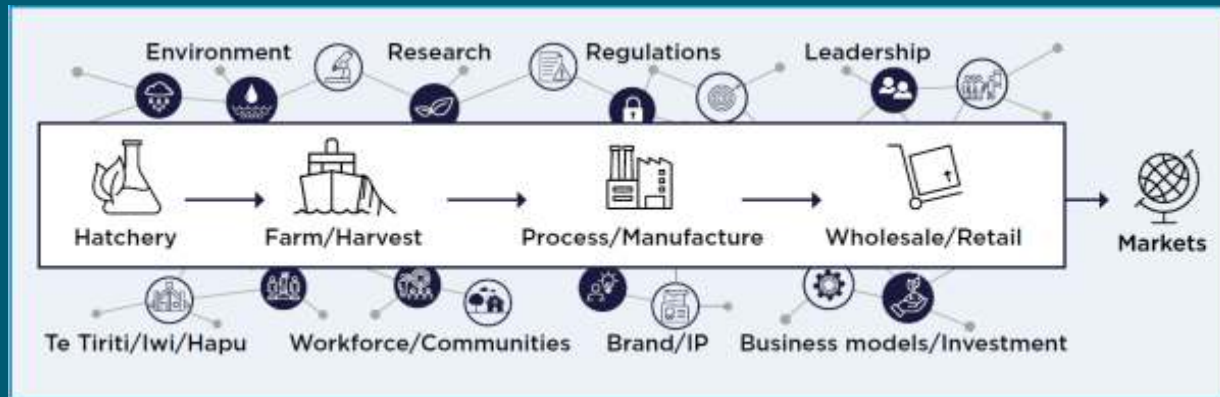
# Learn More

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)



An underwater photograph showing a dense field of brown and yellow seaweed (kelp) growing from dark, rocky seabeds. Sunlight filters through the water, creating a shimmering effect on the seaweed leaves and the surface above. The water is a deep blue-green color.

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