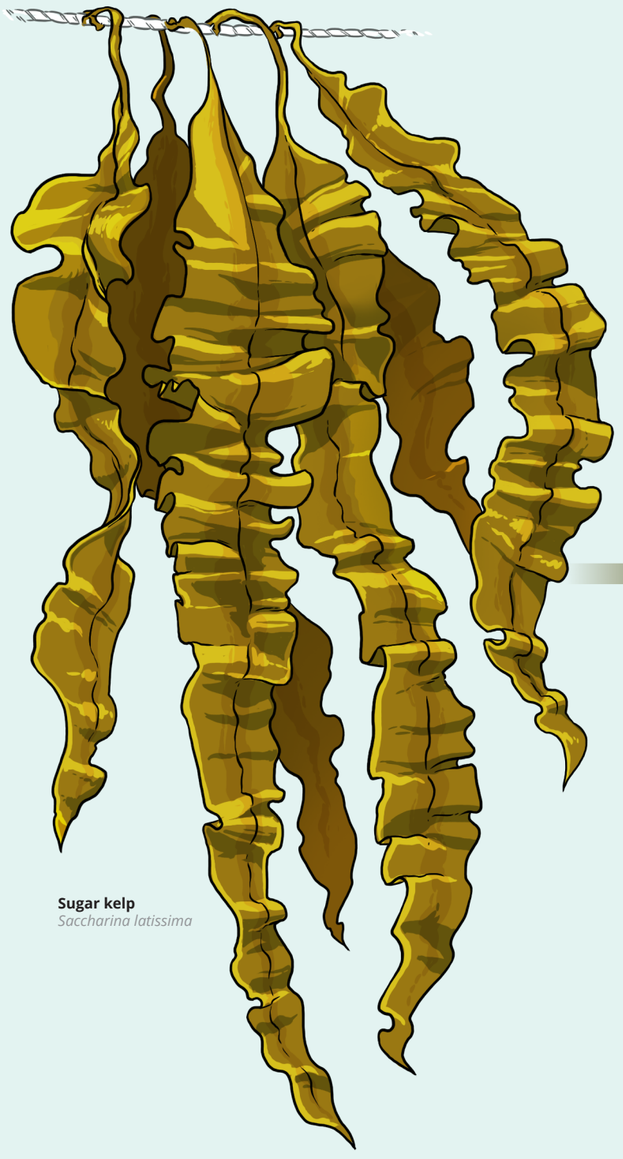
AN INVESTMENT IN

INNOVATION THAT HELPS CONSERVATION

SEAWEED IS INSPIRING NEW CHANGES IN INDUSTRIES YOU MIGHT NOT EXPECT—ALL WHILE HELPING PROTECT THE CLIMATE.

People often assume seaweed is only grown for food. But industries of all kinds are using this environmentally optimal, fast-growing, and low-resource crop in exciting ways to improve their business models, protect their supply chains, and ensure sustainable practices that protect the climate and the world.



Sugar kelp
Saccharina latissima

TEXTILES

The textile industry is creating new cotton blends using seaweed fiber. Unlike cotton, growing seaweed uses no freshwater resources, and it has a significantly lower carbon footprint than petroleum-based textiles like polyester.

COSMETICS

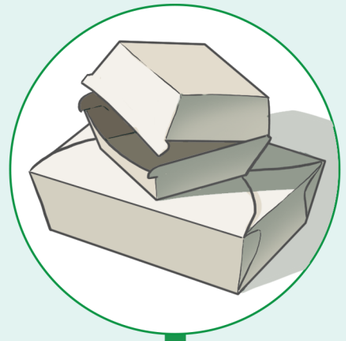
Well-known cosmetic companies are using seaweed as a texturizing agent in their lotions and makeup. Seaweed also contains bioactives that give products anti-inflammatory, moisturizing, and sun-protective benefits.

PHARMACEUTICALS

Every day, the pharmaceutical industry is discovering more ways that seaweed compounds can be used to improve human health—including for anti-inflammatory, probiotic, and thyroid benefits.

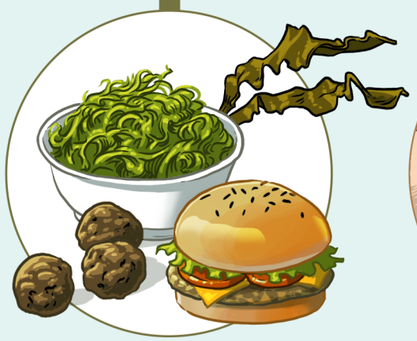
BIOPACKAGING

Forward-thinking companies are looking to seaweed as a lower-carbon, biodegradable alternative to traditional packaging. Innovations currently in development include seaweed-based plastic products, cardboard, and ink.



FOOD

Food retailers and producers are using seaweed for far more than sushi. Consumers can now find seaweed burgers, meatballs, hot sauces, salads and more in their local supermarkets.



FEED

New research reveals that seaweed feed improves livestock health, productivity, and growth—which means economic stability for farmers. It also reduces cows' methane output, which protects the climate.

FERTILIZER

Seaweed fertilizer helps farmers reduce the use of dangerous chemicals while delivering a wealth of nutrients and biostimulants directly to plants, which can increase crops' temperature tolerance, disease resistance, and yield.

BIOFUEL

We know how to make seaweed biofuel that greatly reduces land, freshwater, and pesticide use compared to other biofuels. Next step: scale up seaweed production to make this fuel price-competitive.