From Promisse to Business: Seaweed as biostimulants

North Sea Farmers - Rotterdam
November-2025

Camila Levy, M.Sc.

Introducing Rovensa Next.

A global company of biosolutions.

Purpose:
To address real sustainability challenges faced by growers and distributors.

Key strength:
Rovensa Next offers a powerful and holistic portfolio of biosolutions.

Rovensa Next at a glance.

The leading pioneer in sustainable agriculture

Represented worldwide across seven regions

+2,200
People worldwide

38
R&D excellence centres and greenhouses

+90
Countries with sales presence

13
Production plants

170
Partnerships with research centres and universities

agro tecno logia
idainature
MICROQUIMICA
MIP AGRO
AGRO-K
COSMOCEL
ogt
ORO AGRI
RODEL FLOWERS
SDP
tradecorp

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Biostimu

01.

Acids
Humic
Humin
Amino
Fatty a
...

ials
cial fungi
cial bacteria
ial symbiosis

02.

Extrac
Seawe
Polyph
Chitos
...

ıs
atic extracts

I suggest replacing this slide with a layman explanation of what a biostimulant is.
How does it compare to fertiliser and herbicide/pesticide

But, if double function ➔ Plant Protection Product

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France as example:

Biostimulation is not well known by farmers yet...

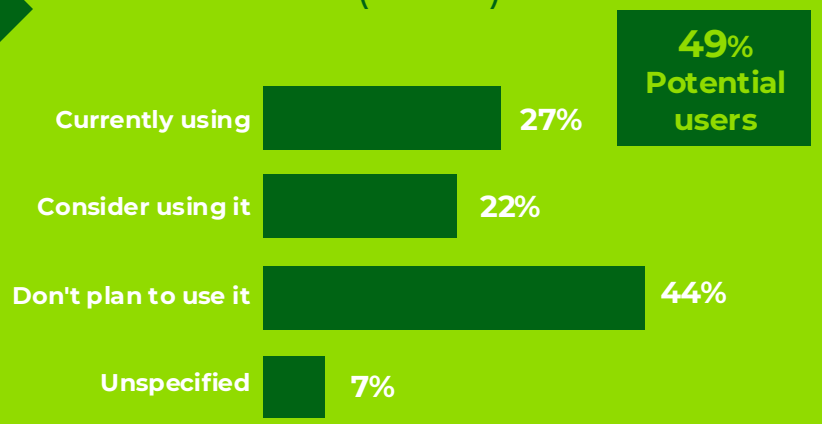
11 %

OF FARMERS USE BIOSTIMULANTS
(2019)

Question: Do you use biostimulants in your farm? if not, regardless of the price, would you be willing to use it?

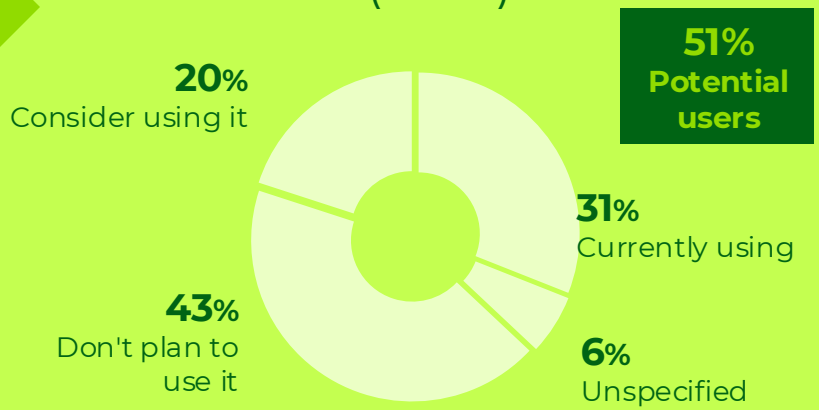
27%

OF FARMERS USE BIOSTIMULANTS
(2020)



31%

OF FARMERS USE BIOSTIMULANTS
(2022)



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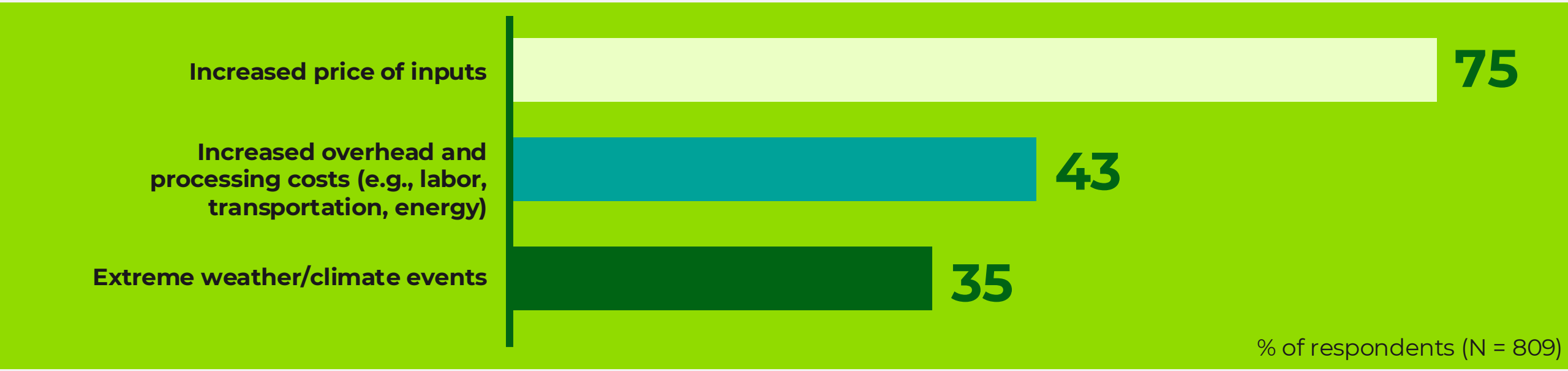
And farmers understand

weather and climate events as a major risk!

What do you believe are the top three risks to your profits over the next 2 years?



Source: McKinsey. Farmers from Germany, The Netherlands, France and Spain

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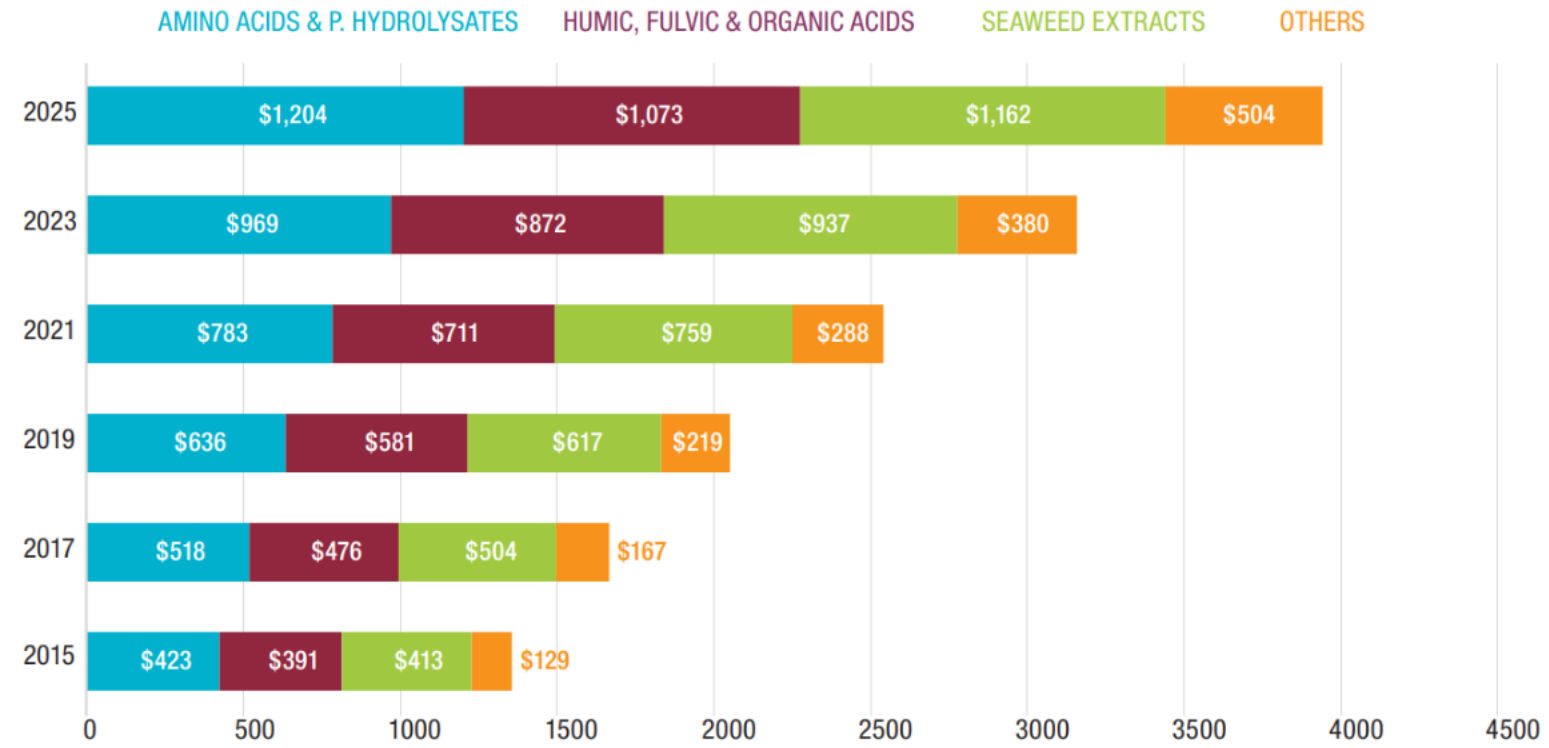
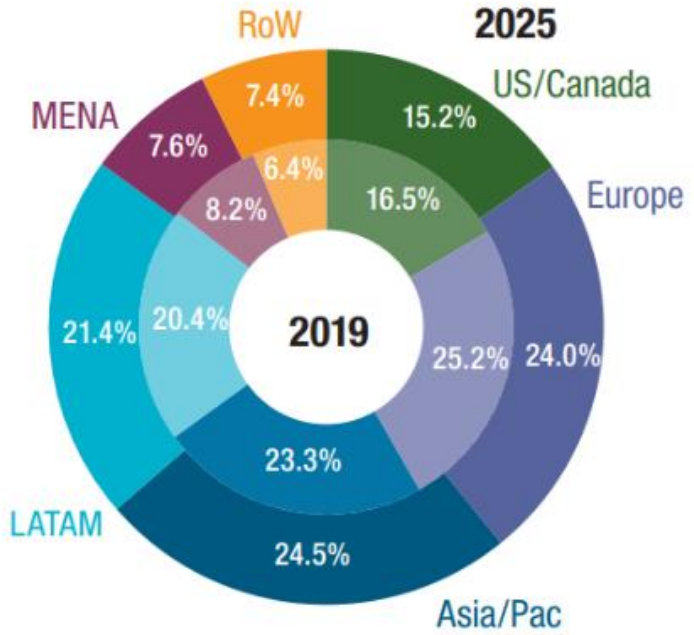
How is the Global Market?

GLOBAL PRODUCT TYPE VALUES (MN USD) 2015 - 2025



SEAWEED EXTRACTS GLOBAL MARKET SHARES



Source: Dunham Trimmer, Global Biostimulant Market Report 2020

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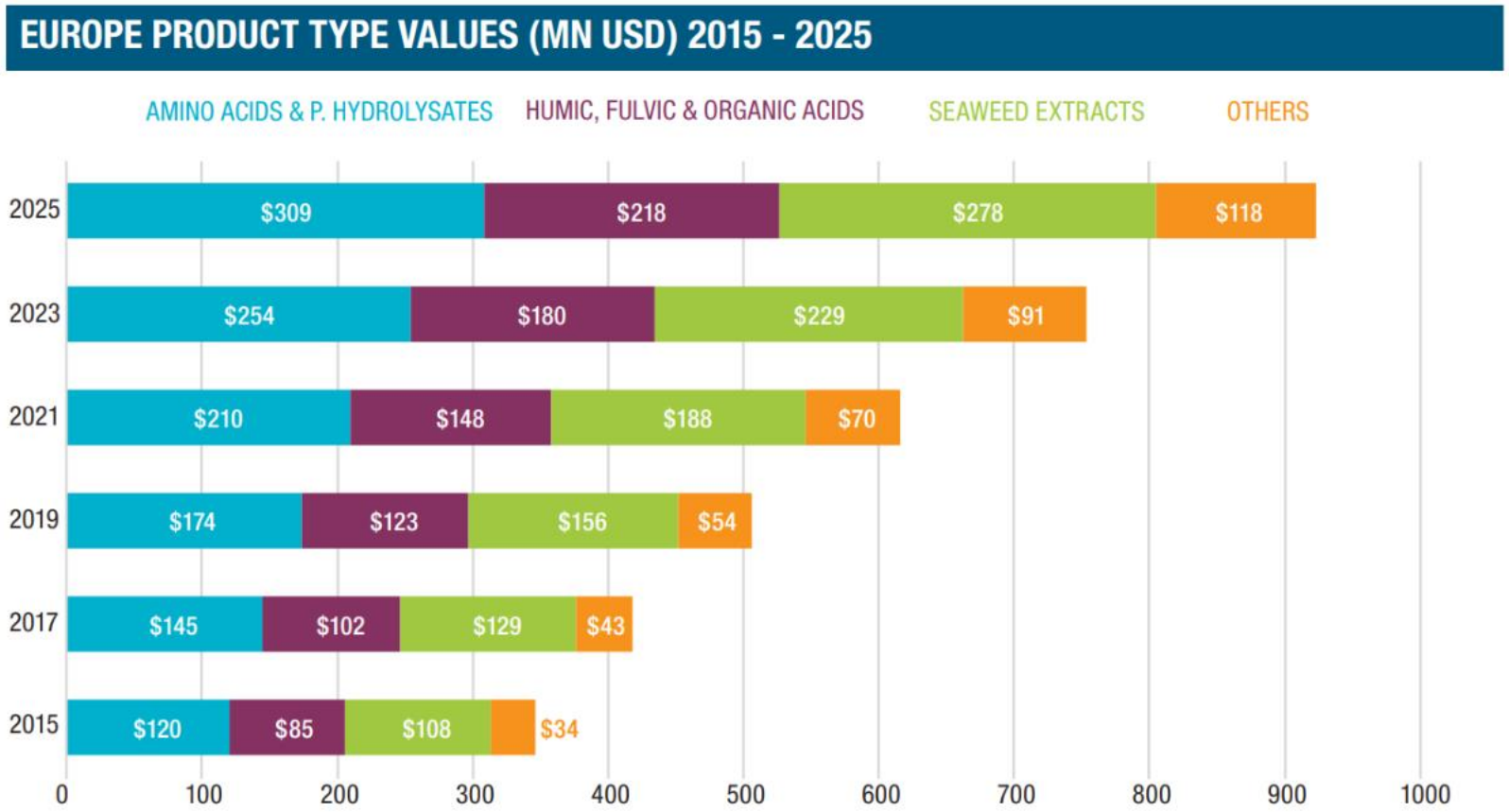
How is the European Market?



The Global Leaders are:

Acadian Plant Health*
Biolchim
Hello Nature (Italpollina)
Leili Group*
SICIT Group
Rovensa Next (Tradecorp International)*
UPL Group (Arysta)*
Syngenta Biologicals (Valagro)

Source: Dunham Trimmer, Global Biostimulant Market Report 2020
**Seaweed industry companies*

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EC biostimulant registration.

Phylgreen, Rovensa Next's the «primactive» effect biostimulant, obtained the CE mark under the new EU fertilising Products Regulation

"Rovensa Next biostimulant with the CE mark for all crops and drought stress claim"

CE

Biostimulation 360

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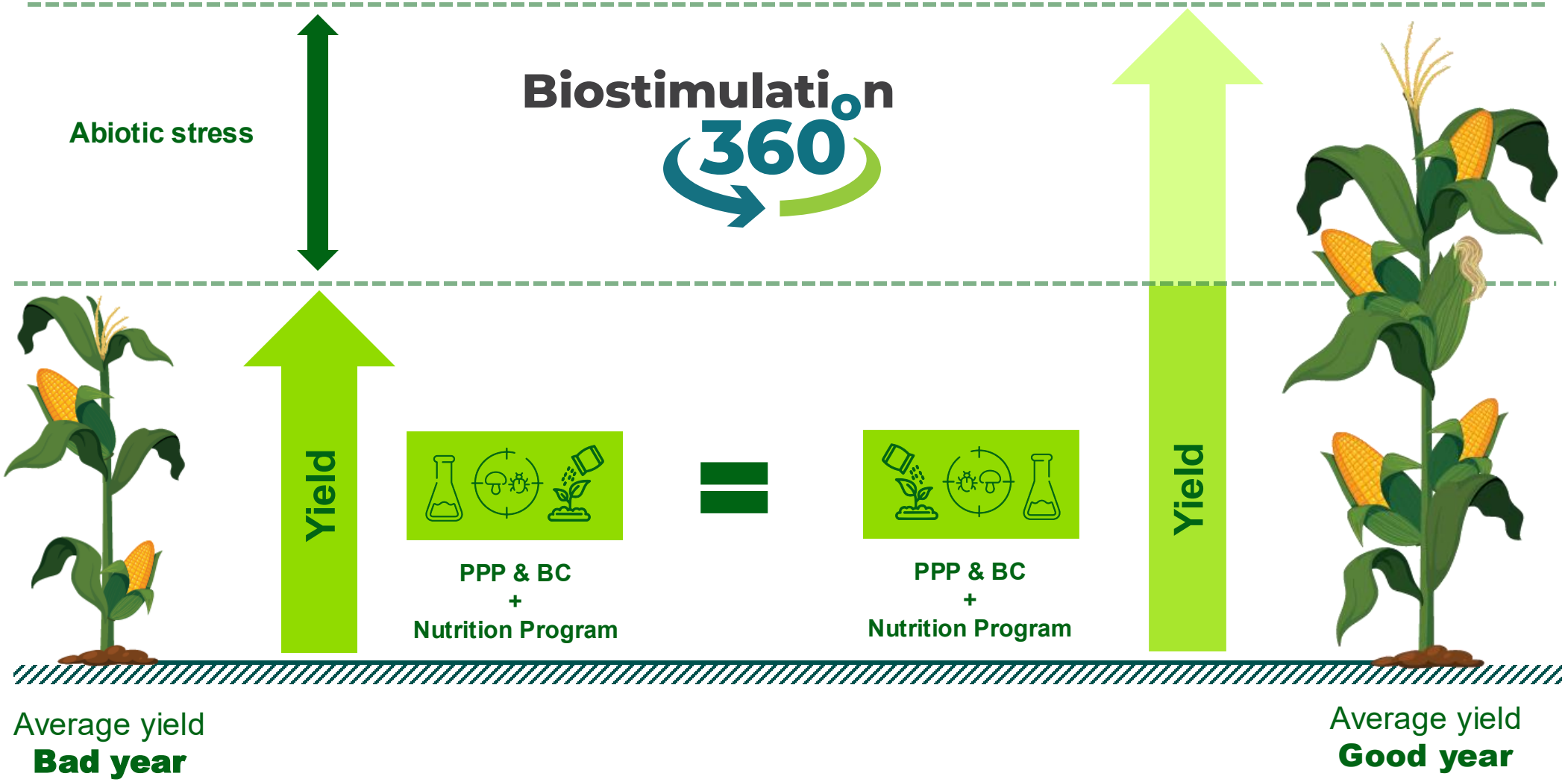
Tolerance to stress - Concept



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NSF

- I suggest skipping slide 12, 13, 14(suggested by NSF for the future) and 15
  - I think at this stage it's not important to say anythinhg about what seaweed….
- Go straight to your product and explain what it is and why it works
- Plus a slide explaining what are the economic & sustainability benefits
- Intro to Gijsbert
  - You have evidence that it works
  - Very good example is Gijsbert
  - So, if you want to use these benefits as a food/feed company, buy products from these farmers
    - We can help you find it
    - Come and find us at the Expo

Ascophyllum nodosum

Ascophyllum nodosum Seaweed

- Is the most studied seaweed in the world
- 100's of scientific papers and conferences
- Successful in agricultural crops worldwide

Enhancement of phenolic and flavonoid compounds in cabbage (*Brassica oleraceae*) following application of commercial seaweed extracts of the brown seaweed (*Ascophyllum nodosum*)

Theodora Lola-Luz[1,2] Franck Hennequart[3] and Michael Gaffney[1]

[1]Horticulture Development Department, Teagasc, Ashtown Food Research Centre, Ashtown Dublin

[2]AgriFood Scientific, Dublin, Ireland

[3]Oilean Glas Teo, Kilcar. Co. Donegal,Ireland

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Effect on yield, total phenolic, total flavonoid and total isothiocyanate content of two broccoli cultivars (*Brassica oleraceae var italica*) following the application of a commercial brown seaweed extract (*Ascophyllum nodosum*)

Theodora Lola-Luz[1,3], Franck Hennequart[2] and Michael Gaffney[1]

[1] Horticulture Development Department, Teagasc, Ashtown Food Research Centre, Ashtown Dublin 15, Ireland

[2]Oilean Glas Teo, Kilcar. Co. Donegal,Ireland

[3] AgriFood Scientific, Dublin 5, Ireland. Expert advice, research management, proposal preparation.

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MAXIMUM ANTI-STRESS COMPOUNDS!

- Wave Damage
- Salinity
- Fresh Water Rain
- Freezing
- Drying
- Sunburn

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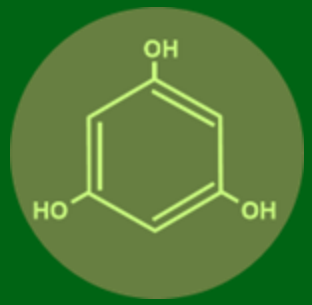
Maybe add a slide on a potential future where Ascophyllum could be complemented with cultivated seaweed species

Phylgreen

Manufacturing process

Phylgreen – Main components

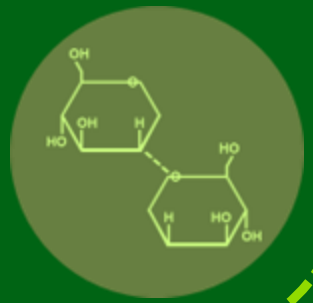


Polyphenols and other antioxidants

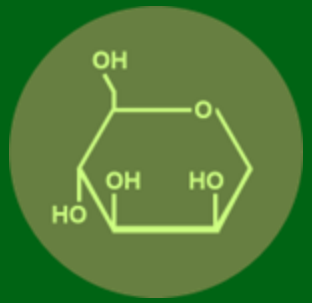
Alginates

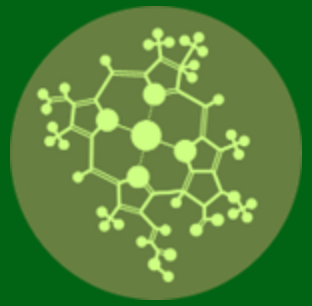
***Ascophyllum nodosum* polysaccharides**

Reservoir and structural polysaccharides (laminaran & fucoidans mainly)



Mannitol and complexed sugars





Pigments, vitamins and secondary metabolites

Mineral nutrients

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Thank you
Global R&D BioNutrition – GlobalRDBN@rovensanext.com