

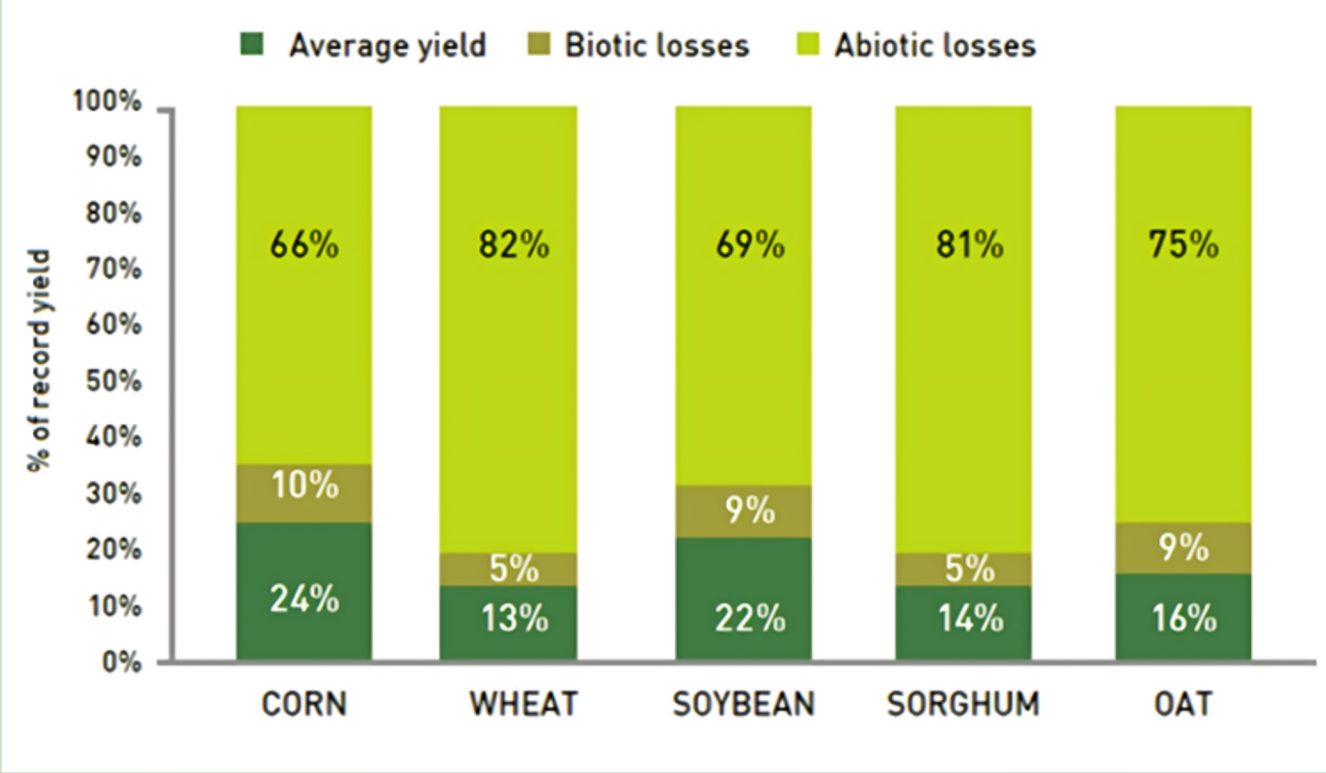


SEAWEED FOR BIOSTIMULANTS



AMBITION

Biostimulants are one of the most strategically important applications of seaweed within the ever-evolving European food and agriculture sector. They address the urgent need to reduce yield loss due to increased pressures from climate change and intensive agriculture (abiotic stress) as well as to reduce fertiliser and water usage. More biostimulant usage fully aligns with EU policy priorities on sustainability and the efficient use of resources, as well as reducing CSRD Scope 3 emissions. The European Seaweed Industry is committed to develop and improve seaweed-based biostimulants to support Europe and the agricultural industry in achieving its sustainability objectives



The European Seaweed Industry aims to increase the adoption rate of biostimulants across the agriculture sector to 55% of all the arable land in Europe in 2050 with a 37% share for seaweed-based biostimulants. This will reduce use of fertiliser with 4% and fresh water with 8% while reducing total yearly greenhouse emissions of the sector with 1.6%. The total market value will be almost €2.5bln in 2050 for which 1.2mln tons of fresh seaweed is needed yearly.

2025 This ambition requires 1.2 mln ton-wet seaweed yearly by 2050 **2050**

KEY INSIGHTS



High market entry-barrier

Biostimulants from cultivated seaweeds will be more expensive and at best match performance. Approach this challenge with realism.



EU biostimulant regulations ready to use

The EU Fertilising Products Regulation and harmonised CEN standards offer guidance for market entry of biostimulant products.



Cultivated seaweed holds promise of product consistency

Predictability of cultivated seaweed may offer more consistent biostimulant performance: a potential market differentiator.



Sustainability alone does not sell

Better ESG and traceability of cultivated seaweed is not enough. Documented efficacy in trials (dossier) is crucial.



Strategic blends offer faster route to market

Blending with existing seaweed biostimulants may offer synergies between processing & sales and the benefits of cultivated seaweed.

RECOMMENDED INDUSTRY ACTION

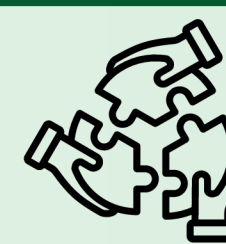
These actions could be followed-up in Joint Industry Projects and/or by research & innovation projects in Europe



Collective advocacy is needed to obtain government support (e.g. **production subsidy**) that will help overcome the price difference between wild harvest & cultivated seaweeds as feedstock for biostimulants.



Identify quality and composition requirements for seaweed feedstocks that allow cultivated seaweeds to achieve marketable advantage in biostimulants in the future.



Explore collaborative models that enable joining resources for **extraction infrastructure** and **trial efforts**. It lowers costs and speeds-up product development and market access.