

The use of seaweed in food products

- An Orkla perspective

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Who is the "boss"?



How do we deliver on consumer demand?









1. Build awareness of the benefits



Build awareness of the benefits

2. Develop a preference for the taste



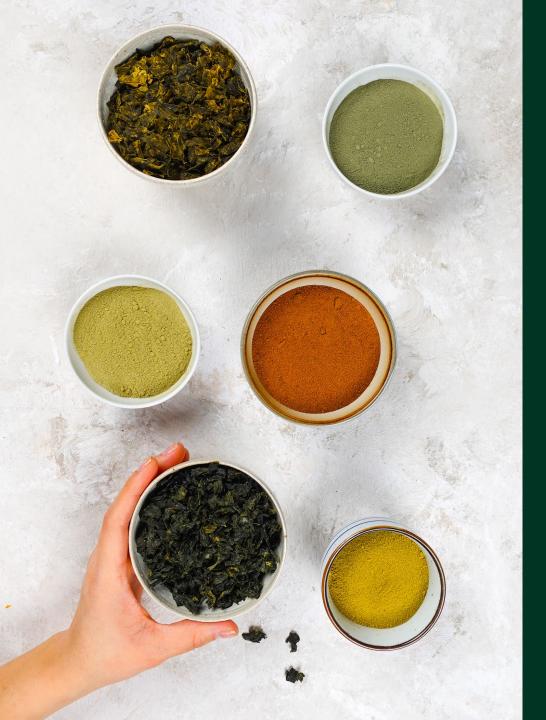
Build awareness of the benefits

Develop a preference for the taste

In parallel, opportunities to work towards using seaweed as an integrated part of a meal

→ In canteens, on-the-go, restaurants etc.

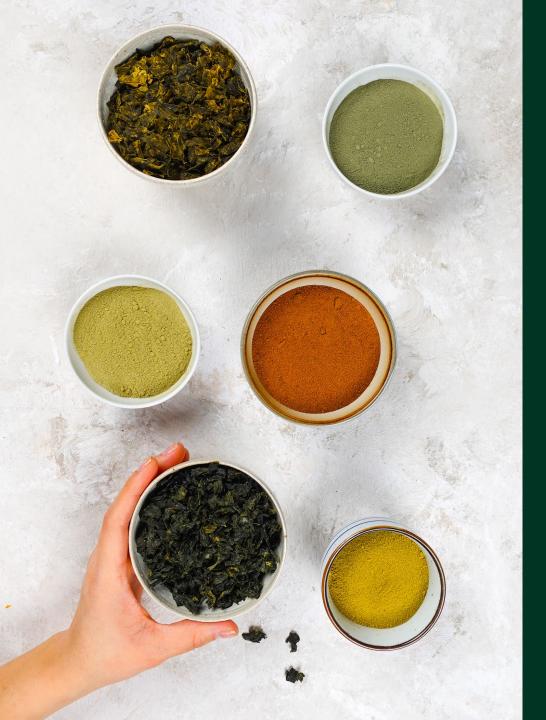




- Food safety
- Flavor and taste

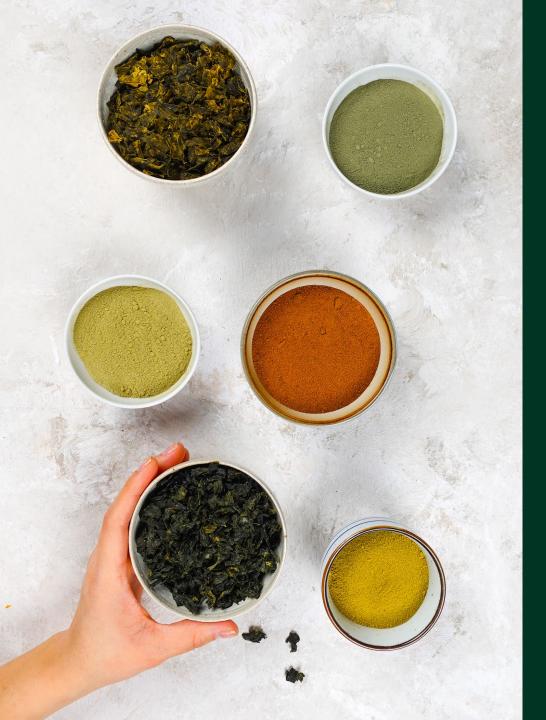
Value chains

Product/ingredient development



- Food safety
- → lodine acceptable levels?
- → Predictable levels

- Flavor and taste
- Value chains
- Product/ingredient development



- Food safety
- Flavor and taste
- → Effect of processing
- → Different needs for different products?
- Value chains
- Product/ingredient development



- Food safety
- Flavor and taste

- Value chains
- → Stabilization methods
- → Feasibility large scale
- → Price
- Product/ingredient development



- Food safety
- Flavor and taste
- Value chains
- Product/ingredient development
- → Expand the use
- → Meet consumer demands













Orkla