



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?



A top-down view of a colorful Thai-style salad bowl. The bowl is filled with shredded purple cabbage, green mung beans, shredded carrots, fresh cilantro, and a mix of other vegetables. It is topped with crushed peanuts and sesame seeds. To the left of the bowl are two small white bowls: one containing sliced red chili peppers and the other containing crushed peanuts. To the right is a glass of red beverage and a silver fork. The entire scene is set against a light blue background.

TASTE IS KING

Introduce seaweed gradually to Nordic consumers

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1. Build awareness of the benefits
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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
 - Iodine – 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

NEW

**Seaweed
McShaker™**

BIGBIGBELLY



DELUX
LAGET PÅ
STRANDA

GRANDIOSA TACO

Vi snakker ekte kjærlighet

GRANDIOSA®

NYHET!

DELUX

LUFTIG, SAFTIG OG
KNASENDE SPRØ
BUNN

TACO



545 g





Orkla
Ocean

FREM TIDSMAT*

*Råvarer vi må spise mer av for et lavere klimaavtrykk

FISKE SUPPE MED BUTARE

HAVETS GRØNNSAKER

LAVT KLIMA AVTRYKK

*LAVERE EN KLIMAVTRYKK PER PORTJON (TILSATT MATOLJE)

Servering: 400g



