

Requirement for marine seaweed

Viva Maris



ALGET2 Webinar 19.11.2020
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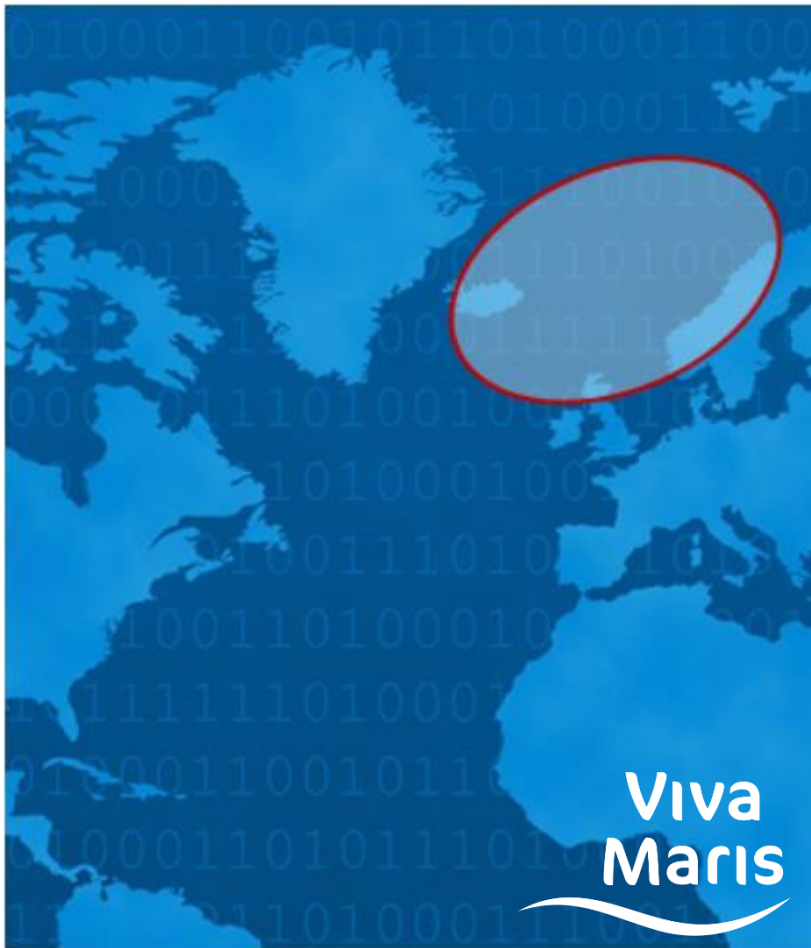
works in harmony
with our environment

Our mission is to create:

- tasty food
- with high value algae
- with a meaningful contribution to a healthy diet,
- and offering a solution to tomorrow's world food supply.



The algae



- Our macro algae comes from far north out of the atlantic ocean
- There the water quality perfect and almost not polluted
- We only take the pure algae in our products, no extracts
- And we do not use any algae from Asia!

Viva Maris

- Is the first brand in Germany that implement pure Algae (e.g. Saccharina Latissima, Dulse) into convenience food products.
- We produce Gourmet-Products that are high end, organic, healthy and have a great taste.
- All our products are 100% nature based without artificial supplements.
- We only use fresh, frozen or dried algae



The food industry market



- During the last years the market of algae products is growing fast in Europe.
- But it still needs acceptance from the consumers
- Today the press is highly interested in writing about us and our seaweed products
- And the eating habits change especially during Corvid!

But why is the trade so cautious?

The decision makers in the trade still think that algae is....

- not really known as food supplement!
- tastes like fish and smells!
- Is a product that need a lot of explanation
- Has no potential for mass market products!



How can we change it?



- Clarification regarding algae and their properties like minerals, vitamins, etc.
- Image films to show how and where they grow
- Show the clear, fresh water and the fields
- Talk about seaweed and their positive characteristics
- Give them good examples of food products with algae that taste good

New Product Development

- We look at the algae that fits the best for the product.
- Best in taste and iodine value.
- We work now with: *Palmaria palmata* (only dried), *Saccharina latissima* (dried & fresh), *Alaria esculenta* (dried), *Ulva* (dried).
- We only use fresh, frozen or dried algae
- We will be happy to get to know more species for new products...



Seaweed Needs

- Only from the northern Atlantic
- Far away from civilisation
- Organic only!
- High quality of leafes, plants.
- Clean growing, clean waters
- Food certified



Product requirement



- Different products needs different seaweed features
 - Seaweed Pasta – dried powder <0,5mm
 - Fresh products – frozen thin leaves
 - Sauces and mustard – fresh leaves
 - Dulse – whole leaves in full semi dried or flakes
- As we do work with several different producers we need a save delivery
- Actual test results of the seaweed is needed

Seaweed requirements

- Should be not grew than 4-5 month
- Dried is preferred in the market right now.
- Organic is a MUST HAVE!
- Iodin Value ist still very important
- No trash between the algae!
- Up to date analysis is neccessary for customers



Certification requirement



- IFS or other food certification needed from the farmer
- organic certified for the algae is a MUST HAVE
- complete traceability of harvest, packaging, transport a.s.o.
- Microbiological and Nutrition analysis needed
- Storage life should be at least 2,5 years

Product requirement

- The seaweed shall be dried and clean
- Packed in the size for the production. Best size is 5/10 kg packs. Not bigger that 15kg!
- Each pack labeled with batch-code, best before date, documentation, Art No., Organic-Certification-No.
- Seaweed size of the blades is important for production
- Clean and save transportation



Viva Maris

Product portfolio



Thank you for your attention!

www.viva-maris.de



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