

# GRASS Conference Audience Survey

06 - 07 May 2021

Poll results

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- GRASS conference audience survey

## How do you identify yourself? (1/3)

Public authority representative



Researcher/developer



Entrepreneur



Farmer



Product developer



## How do you identify yourself? (2/3)

Business support

● 1 %

NGO

■ 10 %

Student

■ 8 %

Seaweed enthusiast

■ 14 %

Seaweed consumer

■ 5 %

GRASS conference audience survey (1/9)

073

## How do you identify yourself?

(3/3)

Seaweed investor

1 %

Network/ association

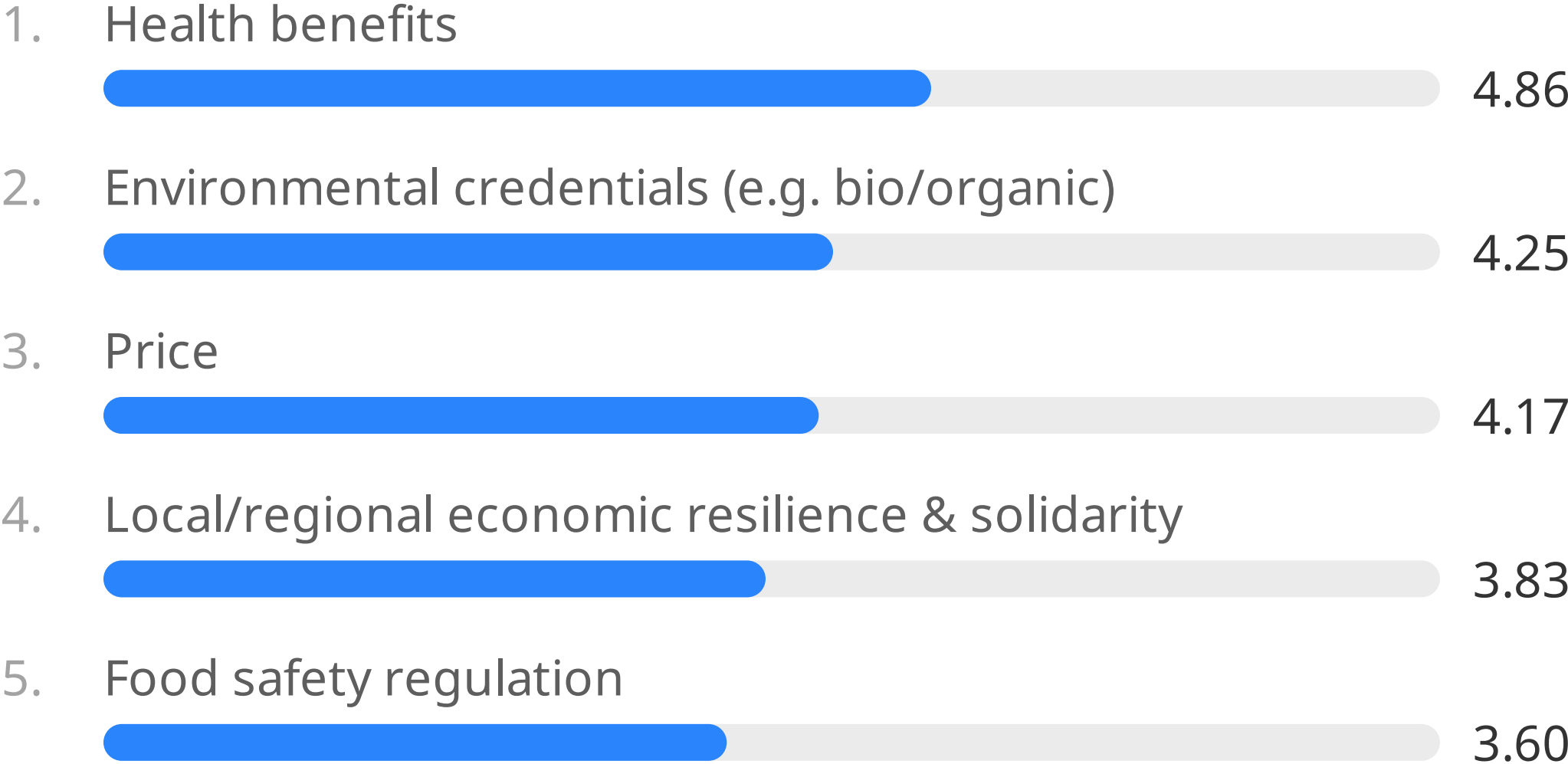
4 %

# Which country are you representing?



# As a consumer, which of these factors are the most important to you?

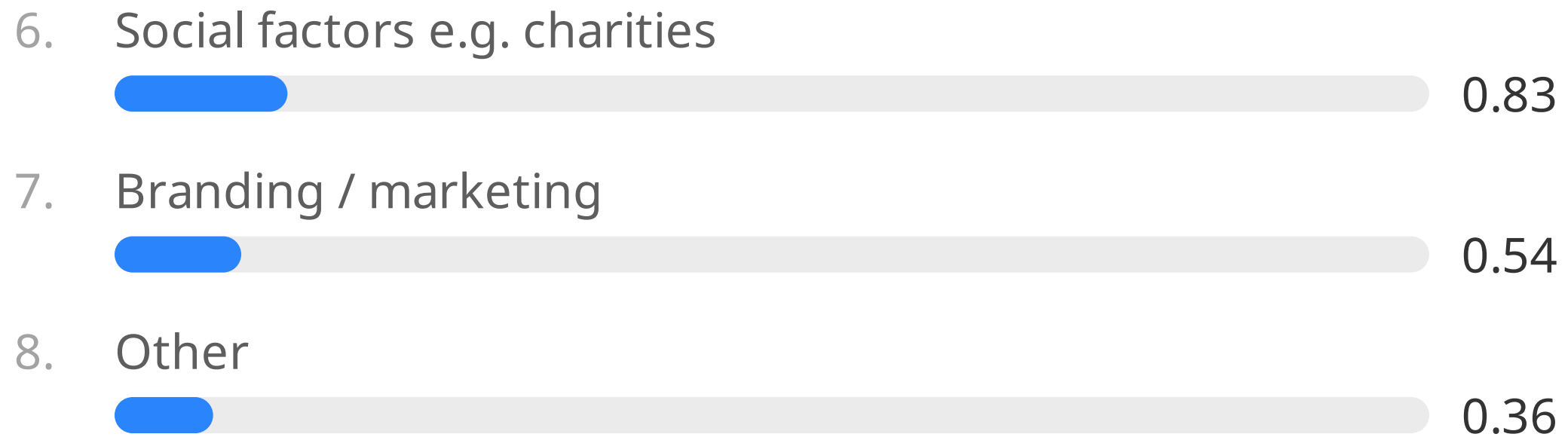
(1/2)



GRASS conference audience survey (3/9)

072

**As a consumer, which of these factors are the most important to you?**  
(2/2)

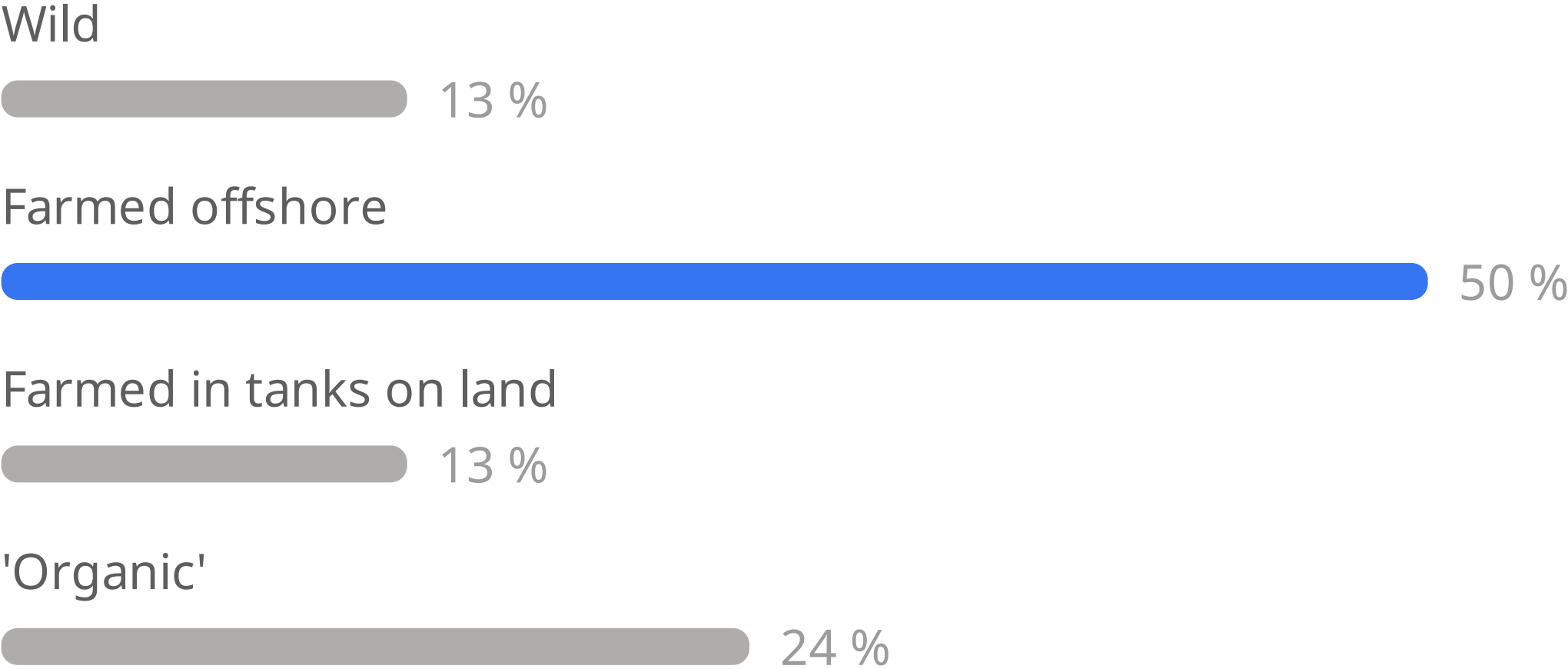




GRASS conference audience survey (4/9)

070

# Would you rather eat wild-harvested seaweed or farmed seaweed from controlled growing conditions?



GRASS conference audience survey (5/9)

054

**If you were an aquatic species, what would that be?**



GRASS conference audience survey (6/9)

072

**Back to human form, you are in a shop and find two seaweed products. A cheap one from Asia and an expensive 'organic' one from your region (i.e. the Baltic). Which would you choose?**

Cheap

 4 %

Regional

 56 %

Neither - who needs seaweed?

 1 %

Depends on the application..

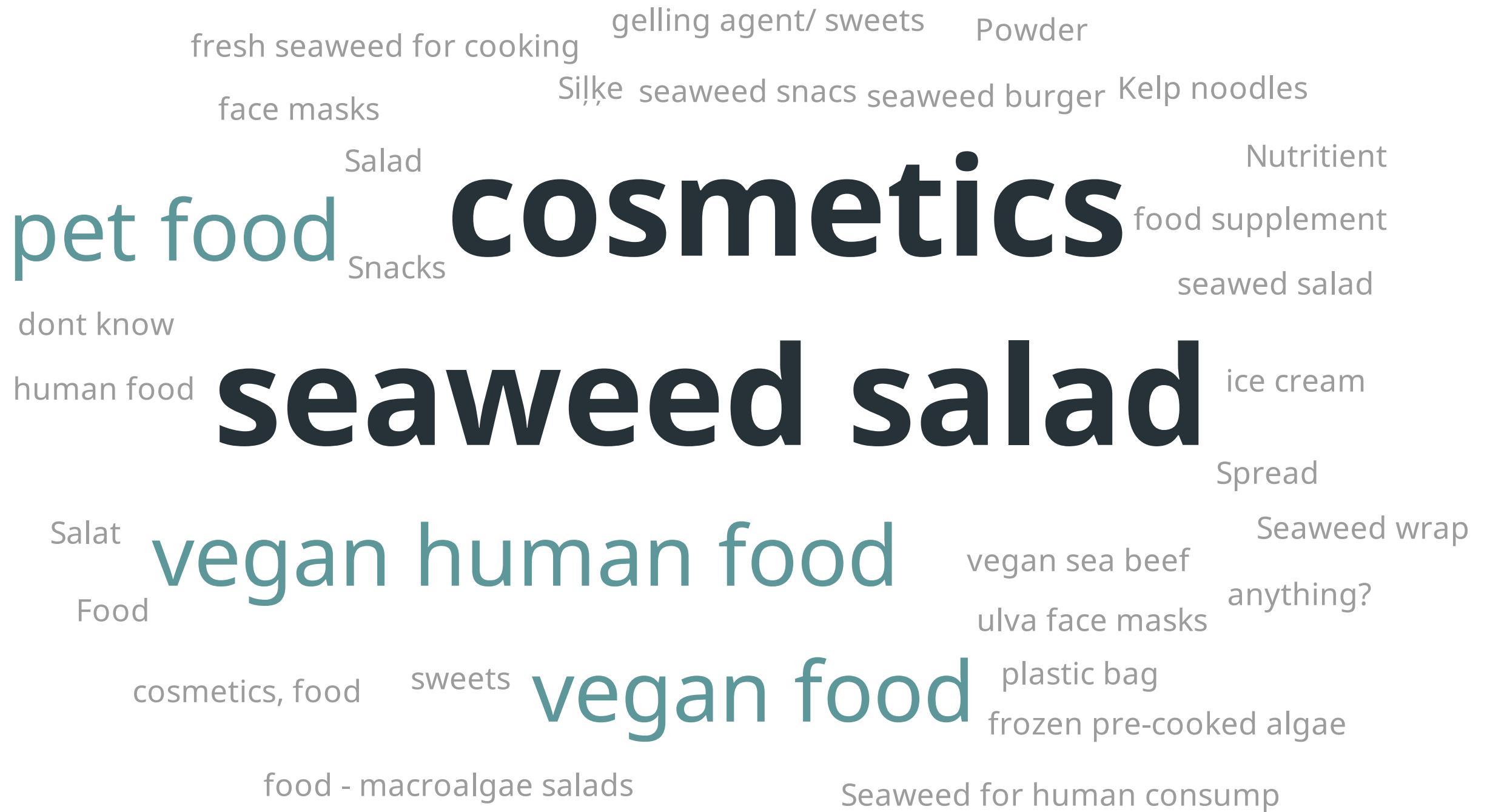
 39 %

Wordcloud poll

GRASS conference audience survey (7/9)

064

What kind of Baltic macroalgae-based products can you imagine buying for yourself? Give one example e.g. "vegan pet food" or "ulva face masks"



GRASS conference audience survey (8/9)

0 6 3

**How will you contribute to kickstarting the macroalgae industry in the Baltic Sea? e.g. "I will buy local products / become a farmer / petition my local authority!"**

(1/5)

- I'll do what it takes
- Buy products
- buy products
- Will buy local products, will spread the word on the new products
- buy local products
- Bringing these products - fresh and manufactured - to the traditional markets, stores and supermarkets. Disseminating marine culture and new cooking ways
- We will make products from algae
- I will be making metabolomics profiling of Fucus species of the Baltic Sea.
- Creating new products
- promote as authority
- Help others become farmers, buy

GRASS conference audience survey (8/9)

0 6 3

**How will you contribute to kickstarting the macroalgae industry in the Baltic Sea? e.g. "I will buy local products / become a farmer / petition my local authority!"**

(2/5)

- local products, spread the word
- keep spreading the word EVERYWHERE!
- Buying local seaweeds
- Conducting same research on Turkish species and making collaborations
- Researcher (cultivation)
- buy local products
- Research
- Petition
- I will buy local product. I will encourage to use macroalgae products by spreading information.
- I will buy local products
- I will buy local products
- I will continue my research and
- Buy local products, research on algae farms

GRASS conference audience survey (8/9)

0 6 3

**How will you contribute to kickstarting the macroalgae industry in the Baltic Sea? e.g. "I will buy local products / become a farmer / petition my local authority!"**

(3/5)

- Become a farmer
- Could buy local products
- The 3rd
- Buying and promoting local products
- Buy products marketed as seaweed based
- buy local - if the price is right!
- I become a local producer
- I will buy local products
- Buy local products and
- share info on the opportunities of sustainable seaweed cultivation.
- I will buy local product
- As a researcher, I will contribute by investigating and raising awareness of the food and nutritional quality of Baltic sea macroalgae
- R&D
- Buy local product
- I will try offered products

GRASS conference audience survey (8/9)

0 6 3

**How will you contribute to kickstarting the macroalgae industry in the Baltic Sea? e.g. "I will buy local products / become a farmer / petition my local authority!"**

(4/5)

- Help to develop algae sector in my region
- I will buy local products
- I will buy local products
- I will buy local seaweed products e.g. in sushi
- I will buy local products and help to develop them.
- I will buy local products
- Stop using syntetic fertilizer
- Develop new products.
- involve in research related to macroalgae farming
- do research on the topic
- I will support farmers by scouting tech and innovations that can improve their business
- Plan to become a farmer.
- We have implemented a marine "kolonilott" that will try a small farming practice.
- I am a Algae and Mussel farmer :-)



GRASS conference audience survey (8/9)

0 6 3

**How will you contribute to kickstarting the macroalgae industry in the Baltic Sea? e.g. "I will buy local products / become a farmer / petition my local authority!"**

(5/5)

- Introduce organisations from UK and Ireland to your network
- Buying local products
- Buy local products, new projects
- Providing research to ensure environmentally sustainable harvesting/growing practices.
- research
- become a farmer
- I will buy local or regional algae products
- Make knowledge easily available for whole value chain in local area
- research about growing characteristics
- I will buy local product
- buy products
- become a farmer

## From what you've heard so far, what is the main takeaway message from the GRASS project? (1/5)

- Macroalgae are good
- there is a future for the sector
- Promising sector
- Seaweeds is really the next step in human nutrition. Efforts should be shared with other new food sectors as the bugs one. THANKS FOR THE AMAZING WORK DONE BY THE GRASS COMMUNITY, OLÉ!!
- We co-operate with Submariner network and get newsletters
- There is a huge potential in Macroalgae aquaculture
- and industrialization in the Baltic Sea region:
- Big potential, small market so far
- That it will be interesting to test more production in Baltic Sea.
- Spread awareness and help making it easier to produce and harvest macroalgae
- There is a promising future in seaweed market in the Baltic
- seaweed good
- The need for clear legislation
- Expiring ideas

**From what you've heard so far, what is the main takeaway message from the GRASS project?**  
(2/5)

- Seaweed is the future.
- The Market pull needs to grow
- We need to cooperate and share results!
- Hopefully blue bioeconomy sector will soon be more acknowledged by policymakers and that the products would be more available and affordable for the consumers. Also more new products (innovation) would enter the market.
- Algae have potential
- From Latvian team manager
- algae can and will be a big part of our future and towards feeding the growing world-population
- Cooperation
- Still much more research could be done to investigate new / little known algal species
- Improving alternatives from the algae-based capacities
- There is a high interest and demand, but

## From what you've heard so far, what is the main takeaway message from the GRASS project? (3/5)

- too few local suppliers and products themselves.
- The effects of upscaling cultivation of seaweed is still unclear
- That consumer trends supports an increased amount of macroalgae on european plates.
- Seaweed - a healthy, sustainable source of food!
- We are at the begining of the journey
- There is a potential for seaweed market in BSR
- Raise awareness, connect stakeholders and develop capacities in macroalgae cultivation in the Baltic Sea.
- Improvement of macroalgae economy in Baltic Region
- Seaweed is the future
- Algae can be great source for everyting
- It will be not easy, but let's work together to promote Blue bioeconomy in Baltic!

GRASS conference audience survey (9/9)

055

## From what you've heard so far, what is the main takeaway message from the GRASS project? (4/5)

- Promising...
- That seaweed is on the way.
- To use macroalgae as sustainable source gives many options for sustainable products
- Local/Baltic origin of seaweed
- Marine permaculture
- It is feasible and profitable to cultivate macroalgae in BSR
- Seaweed has a big potential
- Big potential for seaweed from the Baltic's across many industries!
- Seaweed can be produced in Baltics.
- Farming in the Baltic Sea - it's possible
- Great Initiative, The start of new algae Production and cooperation, launch of the algae working group
- Lots happening - very exciting
- Colleagues
- It is possible.
- act
- not sure

GRASS conference audience survey (9/9)

055

**From what you've heard so far, what is the main takeaway message from the GRASS project?**  
(5/5)

- There is strong future growth for macroalgae industry!
- That in future macro algae could be cultivated sustainably
- macroalgae in the Baltic
- project member
- closer look to algae.