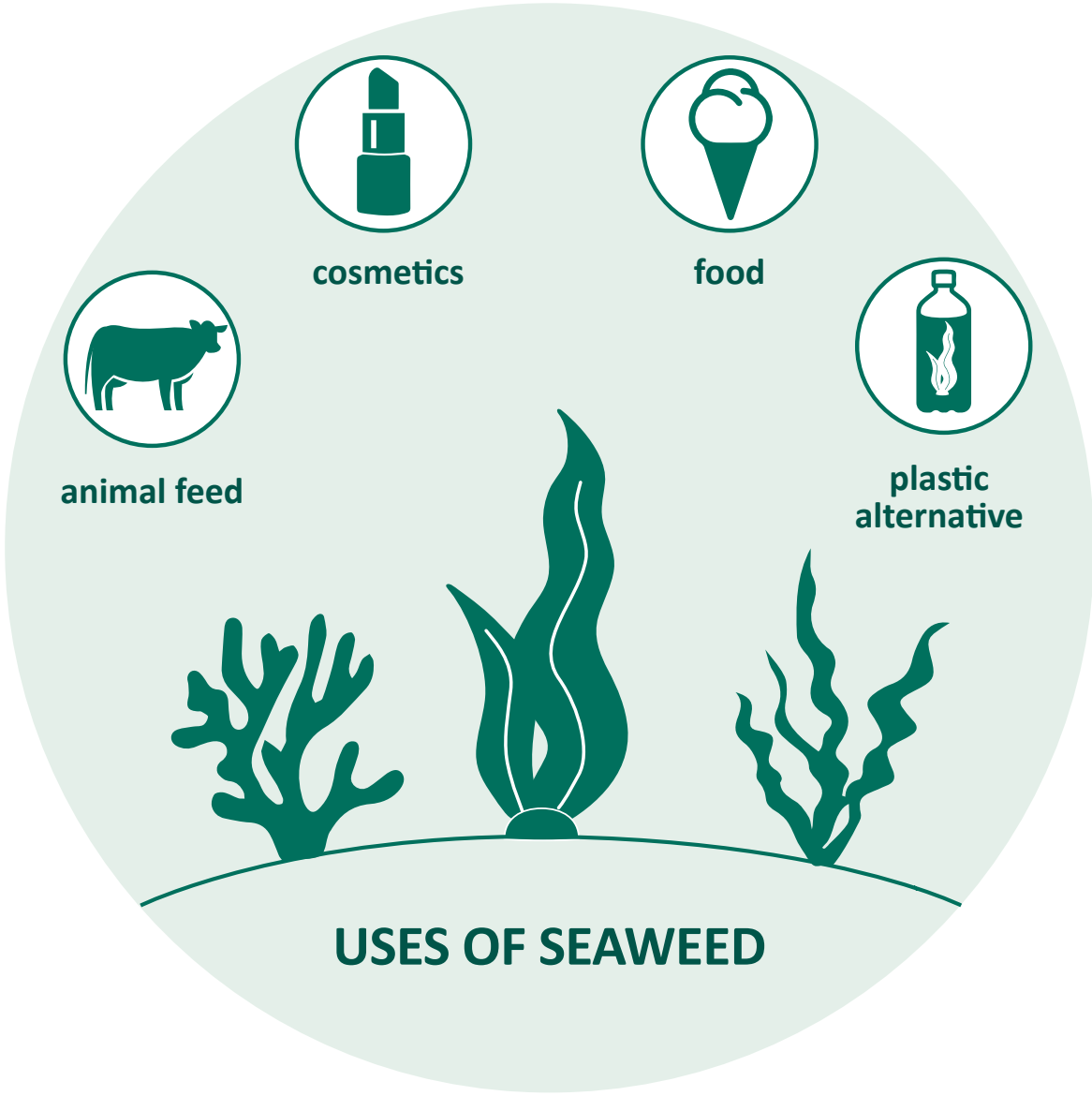


# SEAWEED

In 2020 the global seaweed market was worth approximately \$14 bn. It is projected to increase to over \$24 bn by 2028.

Increasing demand for seaweed extracts is partly driven by consumer interest in plant-based foods and cosmetics. Alongside new developments using seaweed for animal feed and as alternatives to plastics and textiles.

It is important to ensure efforts to scale the seaweed sector to meet rising global demand do not impact marine biodiversity and displace smallholder farmers.



## EMPOWER PRODUCERS

Seaweed is mostly grown by small-scale producers as a supplement to fishing. it can provide an important source of income for low and middle income coastal communities in the Global South.

Provide training, coaching and tools for smallholders on farming and harvesting practices to help improve their yields and react to climate change related challenges.

## COMMUNITY PROSPERITY

Support communities in embedding gender equality through the industry, so that women have the same access to seaweed production and markets.

Improving living conditions for farmers and their communities and support efforts to improve the income farmers receive from seaweed production, which may encourage them to invest in more environmentally-friendly practices.

## MARINE CONSERVATION

Seaweed stores carbon, releases oxygen and can help to clean up polluted coastal environments.

Implement regenerative/restorative aquaculture practices, good marine conservation and promote genetic diversity of seaweed species to ensure seaweed production can adapt to rising ocean temperatures, damage to ecosystems and extreme weather events.

**proforest**

Proforest supports companies to establish and implement responsible sourcing commitments for red seaweed.