

What opportunities of collaboration between Brittany and Japanese Partners on edible seaweed market ?

By Marc Danjon, Managing Director of CEVA, and Olivier Bourtourault, Chairman of ALEOR,
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Dear members of the Japan Seaweed Association,

It is with a very big pleasure, following the trip of the President of Regional Council of Brittany in Japan in July 2011 and our own trip in October 2011, that we answer at the invitation of your president, professor Fujita, to present you the Brittany opportunities in seaweed for foodstuffs.



First of all, note that Brittany is a well known area in North West Europe for high quality seaweed and seafood. This region is also a major French producer of vegetables, milk and meat (beef, pork, and poultry). The result is that it has a very strong food processing industry.

Cosmetics based on Brittany marine assets are also well known products in Japan.

Convergent events (need for diversification for shellfish producers facing production and market decrease, recurrent lack of local seaweed for processing due to the witness of culture, increasing interest of the western consumers for seaweed as food, and a regular and increasing demand of the Asian markets) incited public and private Brittany actors to collaborate together since beginning of 2010 to set up the Breizh'Alg¹ program to develop the culture and the processing of edible seaweeds in Brittany.

This program, supported by the Brittany Council, also received a warm welcome from the French authorities. It aims at :

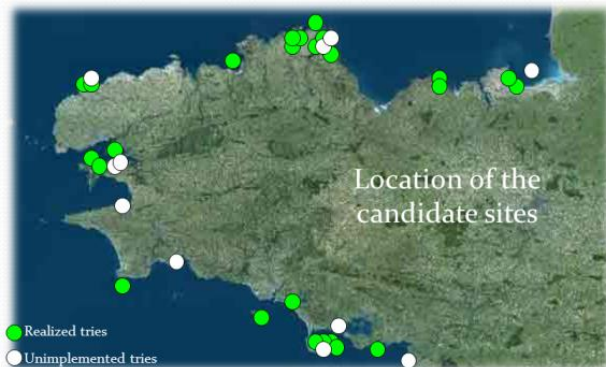
- Developing the culture of edible seaweed on at least 1 000 hectares among the 10 000 hectares of mussel and oyster farms that exist in Brittany.
- Stimulating the processing industry and the manufacturing of foodstuffs based on seaweed for the western and Asian markets.
- Becoming the leading area for seaweed processing in North West Europe

¹ Breizh means Brittany in Celtic language

To achieve these objectives, the program has been organized around five major axes. More than 35 partners are already involved, by building and running projects designed to be led in a highly collaborative way. Each axis also opens opportunities for collaboration with Japanese companies or organizations, willing to develop win-win partnerships with French producers, processors, technical or research centers.

Breizh'alg development axis and opportunities of collaboration offered to Japanese actors :

Breizh'Alg Program axes	Opportunities of collaboration
1. Sustainable Seaweed Management	<ul style="list-style-type: none"> • Evaluation of sustainable culture capacity of Brittany • ...
2. Seaweed Culture	<ul style="list-style-type: none"> • Knowledge, know-how, technologies and equipment for culture and harvesting • Joint venture with oyster / seaweed farming companies • ...
3. Seaweed Processing	<ul style="list-style-type: none"> • Knowledge, know-how, technologies and equipment for processing • Joint venture with Brittany Food Industrial Companies • ...
4. R&D, Quality, Innovation	<ul style="list-style-type: none"> • Knowledge and know-how to respect the Japan standards of quality • ...
5. Market Access	<ul style="list-style-type: none"> • Marketing collaboration with importers and traders to deliver accurate products for the different markets • ..



Breizh'Alg already led to very promising results. Tests have been led in more than 12 bays, located in 6 major "marine local". Each local has his own specificities, in terms of species, current and weather conditions, and is organized around an island.

The first tries realized between autumn 2010 and summer 2011 allowed to validate the interest of the shellfish farmers and supplied with promising results.



Bréhat island marine local and his multiple small islands, where Undaria pinnatifida and Laminaria saccharina have already been cultivated in medium scale and harvested in spring 2011



Axis n°2 aims to develop new species production each year. It began with *Undaria pinnatifida* and *Laminaria saccharina*, tested in 2011 and cultivated in larger scale from 2012, *Chorda fillum*, *Alaria esculenta* will be tested in 2012 in order to be widely produced from 2013, work already began on *Palmaria palmata*, *Porphyra sp.*, and others, and the partners are more than willing to develop the species new partners would be interested in. Biodiversity is huge around Brittany, and represents a great potential for new cultures of red, brown or green edible seaweeds.

The partners of the Breizh'Alg program feel at your disposal to answer your questions and would be happy to welcome you in Brittany to develop fruitful collaborations.

Partner	Contact	Remark
CEVA – Seaweed Technical Center	Marc Danjon (managing director) marc.danjon@ceva.fr	CEVA is the entry point for all the technical and collaboration aspects. Information in Japanese is available at http://www.ceva.fr/jpn and http://www.ceva.fr/jpn/node_173/node_175
Les Légumiers de la Mer (LDLM) – Seaweed Farmers Association	Olivier Bourtourault (president of the LDLM association) contact@ldlm.fr	LDLM is the entry point for seaweed buyers. Olivier Bourtourault is also the chairman of ALEOR, the biggest seaweed hatchery in France (www.aleor.eu)
Vegemer cluster – Processing companies association	Chantal Deschamps (cluster representative) c.deschamps@bdi.fr	VEGEMER is the entry point for final products buyers.
Bretagne Développement Innovation (BDI) - Agency of economic development of Brittany	Chantal Deschamps c.deschamps@bdi.fr	BDI is the entry point for institutional aspects. http://www.bdi.fr/