



SUPPORTED BY THE EFF (European Fisheries Fund)

INNOVATION IN PROCESSING AND MARKETING OF SEAWEED

Porto-Muiños works with 32 different kinds of seaweed, and adds value through the production and sale of innovative products. Company activities began with processing and selling dried and canned seaweed, and have expanded to include powdered, salted, and fresh products. Using EFF funding, the company constructed a new algae processing plant to develop different algae products to respond to increasing market demand for seaweed products due to their health benefits.

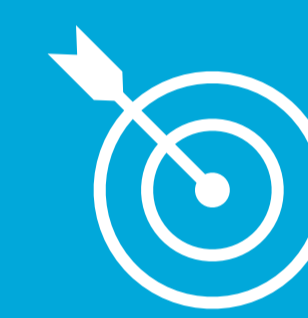
Products are marketed through wholesale distributors and retailers (gourmet shops and restaurant chains) domestically and overseas. The company also sells products online, and runs a digital cooking classroom.

More information here: <http://www.portomuinos.com/>



processing

CERCEDA, A CORUÑA, SPAIN



RESULTS (2008 - 2010):

- Development of new products (242 products now on the market)
- Full time employment for 29 employees as well as additional seasonal and occasional workers
- Increase in manufacturing efficiency due to automation
- Improvement in the quality of products
- Increase in international and national product distribution



LESSONS LEARNED:

Previously discarded or 'non-priority' marine resources can be utilised for human consumption and marketed successfully, especially when supported by innovative and diverse marketing methods (e.g. social media).



TOTAL OPERATION COST:

Total budget: 2 140 874 €
Union contribution: 1 284 873 €



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