

 Invest In Halland

BLUE & GREEN FOOD

The new black



HALLAND A GOOD PLACE TO **GROW**



WHAT WE WANT

Halland – The most vibrant food county in Sweden





WHAT WE HAVE

Halland – an emerging ecosystem on the verge of established

WHAT WE OFFER

- 477 kilometers of coastal line with shifting character
- Archieplago
- Vibrant food culture and entrepreneurial tradition
- Strong innovation clusters
- International research environments
- Established collaborations between academia, business and public sector
- Halmstad University with 12 000+ students, 50 programmes & research projects
- Greater Copenhagen Region



WHAT'S PROVEN

- In the lake of Bolmen – the largest lake in Southern Sweden supporting 1 million citizens – Salmon trout is farmed for the best restaurants in Halland including the nearby Tiraholm.
- L:a Bruket (the little mill) is an international producer of organic skincare that is produced from natural ingredients such as seaweed.

WHAT'S NEW

- Kaira Nordic, the first seaweed farm in Halland, outside Kungsbacka
- Kobb, is ramping up outside Falkenberg with sugar kelp, and is now going from pilot to established product. ...
- Blue Fields, also newly established and ramping up outside Falkenberg





- Founded in 2021 by Magnus Månsson (Semrén & Månsson)
- Headquartered in Gothenburg
- Pilot farm established fall 2022 in Glommen, Falkenberg. Most southern farm in Sweden
- Challenging conditions, open waters with Baltic current
- Currently farming sea lettuce (*Ulva fenestrata*), additional species will follow
- Currently planning farm expansion and new sites along the Swedish west coast
- Looking for industrial partners and potential investors

“Inspired by the love for our oceans, KAIRA NORDIC was founded to give back to our world.

We are on a mission to contribute to a greener planet where we can grow sustainable agri-foods in a way that will nurture our oceans. This is a new way of farming that will boost the health of the oceans by locking away CO₂, reduce ocean acidification, sustain a healthy marine ecosystem and enhance ocean biodiversity, without requiring any land and freshwater.

We strongly believe seaweed farming will play a crucial role in counteracting and mitigating climate change in the future.”

K A I R A

NORDIC





- **Environmentally positive raw material**
 - Reduces eutrophication in the sea with 16 kg N and 2,4 kg P/ton seaweed (dw)
 - No arable land, no fertilization or irrigation
 - Absorbs 1 ton of CO₂/ha and year
- **Unique preparation of seaweed for industrial application**
 - Drying enables the use of seaweed in several categories at a higher value
 - Unique fractions open up for replacement of imported extracts
- **Scaleable modular cultivation technology**
 - Provides cost efficiency during ramp-up
 - Co-cultivation with wind farms provides the opportunity for diverse biomass
 - Sea farmer concept, mussels and seaweed

THE ECOYSTEM

- In Halland we care for the whole value chain, combining the blue and the green
- Farmed and wild food together and served on the plate of top restaurants and grocery stores
- Local businesses put a pride in the heritage
- Circularity and industrial symbiosis – at the pulp & paper mills there are potential for a symbiosis between the bioeconomy and the future food, for a sustainable growth
- Possibilities both within sea and fresh water

INCUBATION – ACCELERATION – GROWTH

- Envolve is a non-profit organization supported by the city of Falkenberg and region Halland to assist local entrepreneurs. Envolve is well established within the green businesses and now they dive into the sea
- Incubators like High Five and Potential VBG.
- Capital is essential and with FBG Invest experienced business angels are devoted to the green and blue businesses and investors like ALMI Invest & Halland Invest investing in all industries.

INNOVATION – TESTBED

- For a sustainable future, the freshwater research station Bolmen has coexisted for a long time with Tiraholm fish farm
- The companies are aligned with the national research stations at Sven Lovén Centre for Marine Infrastructure





SUPPORT

- For service, maintenance, supply and harvest, harbours exist in Kungsbacka (Lerkil), Varberg (Bua & Lejet) Falkenberg & Glommen and Halmstad
- To prepare the harvest industries exist in Bua as well as Lejet and Glommen.

NETWORK

- The companies are members of the industry association:
<https://vattenbrukochsjomat.se/>
- Hallands Matgille is a non-profit hub for food in Halland. They offer support and development to make local food-entrepreneurs more sustainable and competitive





ANCHOR AT THE SWEDISH WEST COAST

Dive into Halland - an emerging ecosystem on the verge of established, and meet our “blue entrepreneurs”.

Surf into:

www.investinhalland.com

We are here to help!



Invest in Halland is a regional investment promotion agency located on the west coast of Sweden. Our purpose is to attract international investments to our region and to develop Halland as a business destination.

At Invest in Halland we help international companies invest and expand in our region by offering free and confidential guidance throughout the entire establishment process.



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