

BLUE AND GREEN FOOD

The new black

 Invest In Halland



HALLAND
A GOOD
PLACE
TO GROW



Centre Of Amazing
Geography



Bustling Business
Community



Top Quality Living
Conditions



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



svensk tång

KOBB

Det nya *gröna* växer i det *blå*

- **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.



CONTACT

Valerie Scheib

Strateg

+46 720 84 02 52

valerie.scheib@regionhalland.se [linkedin.com/
in/valeriescheib](https://www.linkedin.com/in/valeriescheib)

Erik-Wilhelm Graef Behm Etableringsstrateg

+46 790 98 32 68

erik.behm@regionhalland.se [linkedin.com/in/
erikbehm](https://www.linkedin.com/in/erikbehm)

Skype: erik.behm

Sophie Holmqvist

Kommunikationsstrateg

+46 790 98 21 36

sophie.holmqvist@regionhalland.se
[linkedin.com/in/sophieholmqvist](https://www.linkedin.com/in/sophieholmqvist)

Sara Holmqvist

Kommunikationsstrateg

+46 702 10 38 83

sara.holmqvist-gotander@regionhalland.se
[linkedin.com/in/saraholmqvist](https://www.linkedin.com/in/saraholmqvist)

Invest in Halland

Södra vägen 9, SE- 302 38 Halmstad, Sweden

www.investinhalland.com