



Consumers and how they like algae

ValgOrize Project

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Plan

- Communication objective of ValgOrize
- What is the state of play?
- What are the barriers?
- What are the motivations?
- How to change consumption habits?

Communication objective of ValgOrize

Increase consumer acceptance of algae products as attractive, sustainable and innovative food

Algae tastings

Communication about algae



What is the state of play?

➤ Survey: IdeAlg, France, 2014, 825 people

3 consumer types:

- Consumer
- Non-consumer
- Unaware consumer (people unaware of their algae consumption)

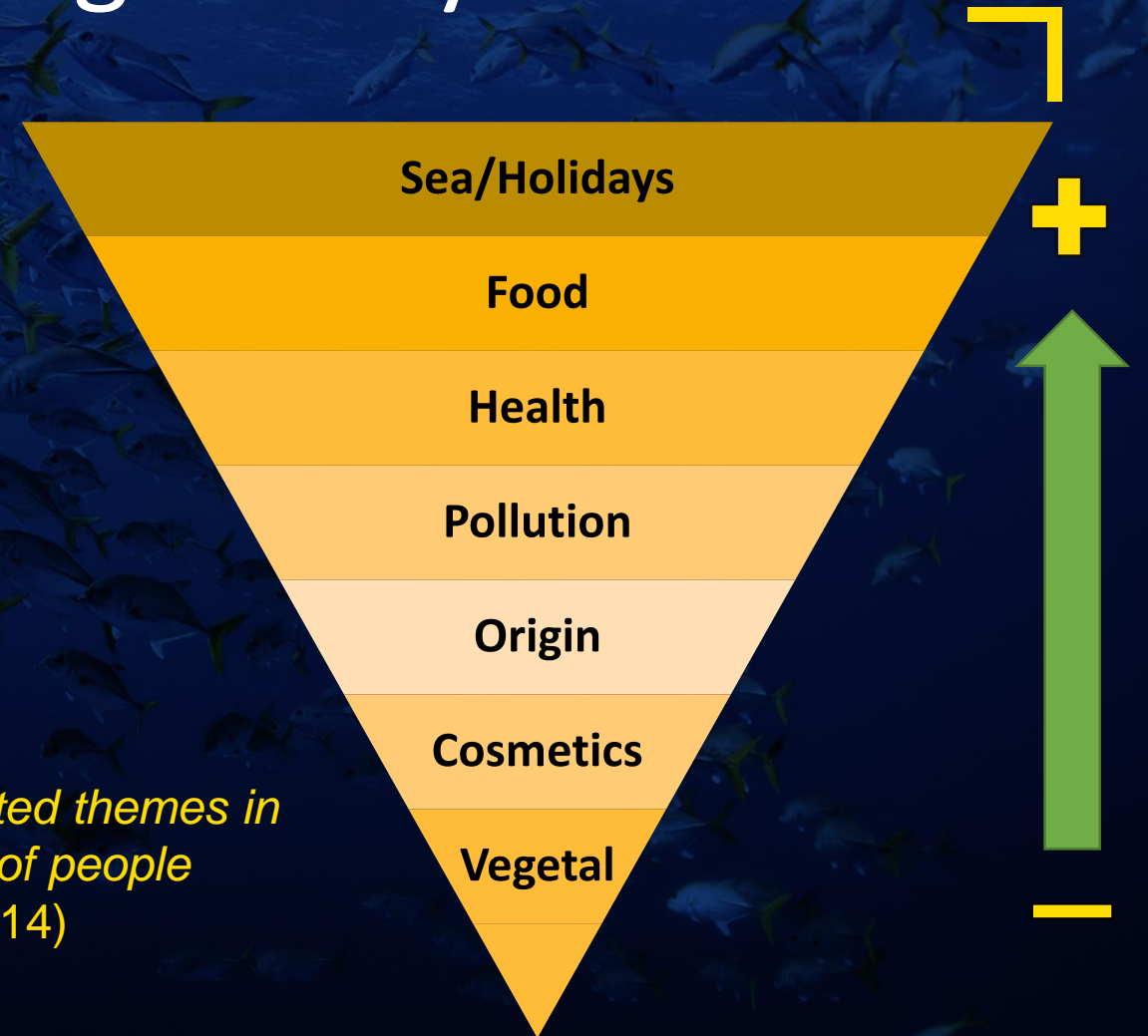
➤ Survey: Nausicaa, National Sea Center, France, 2019, 60 people

What is the state of play? IdeAlg Survey

2 main types of consumption:

- **Food:** sushi, spirulina, agar-agar
- **Health:** a positive image because of the association with the sea (Mesnildrey and al., 2009)

*Algae-related themes in
the minds of people
(Idealg, 2014)*



What is the state of play? Survey in Nausicaa

Are you algivorous? – **A survey about consumer knowledge and perception**

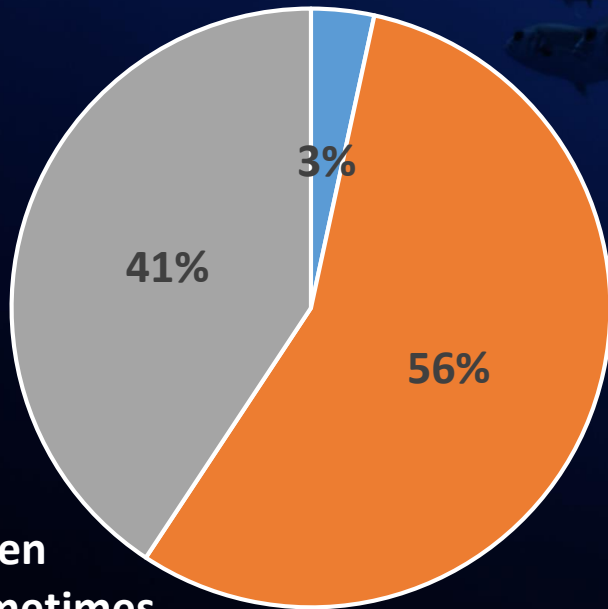
1. How often do you eat algae?
2. Are you tempted by an algae salad?
3. In which products do we find algae?
4. All these substances are essential to our health, which ones are found in algae?
5. What would make you want to eat more algae?



What is the state of play? Survey in Nausicaa

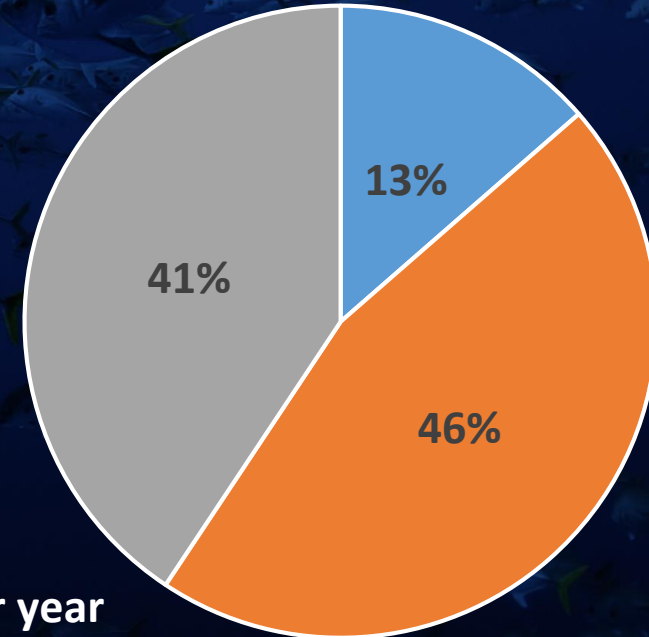
Are you algivorous?

➤ How often do you eat algae?



■ Often
■ Sometimes
■ Never

➤ Are you tempted by an algae salad?

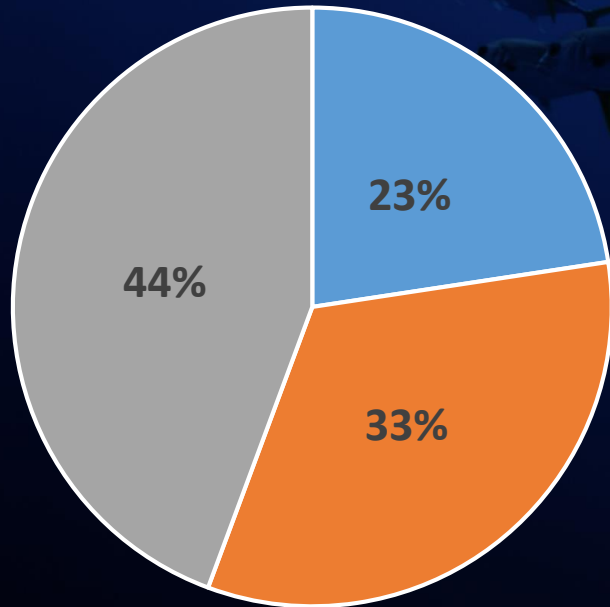


■ Eek !
■ Why not, twice per year
■ Yummy, every week

What is the state of play? Survey in Nausicaa

Are you algivorous?

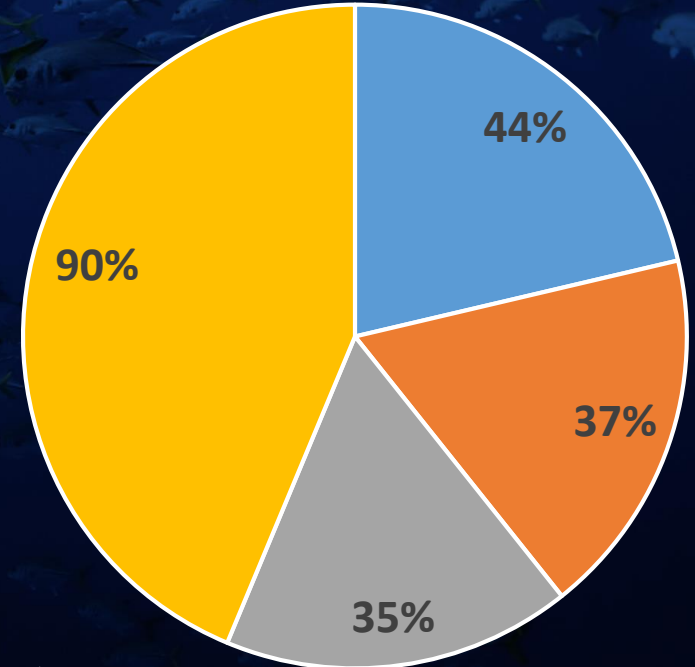
➤ In which products do we find algae?



■ Flan
■ Jelly dairy products
■ Sushis

➤ All these substances are essential to our health, which ones are found in algae?

■ Vitamins A
■ Vitamins B
■ Vitamins C
■ Trace element

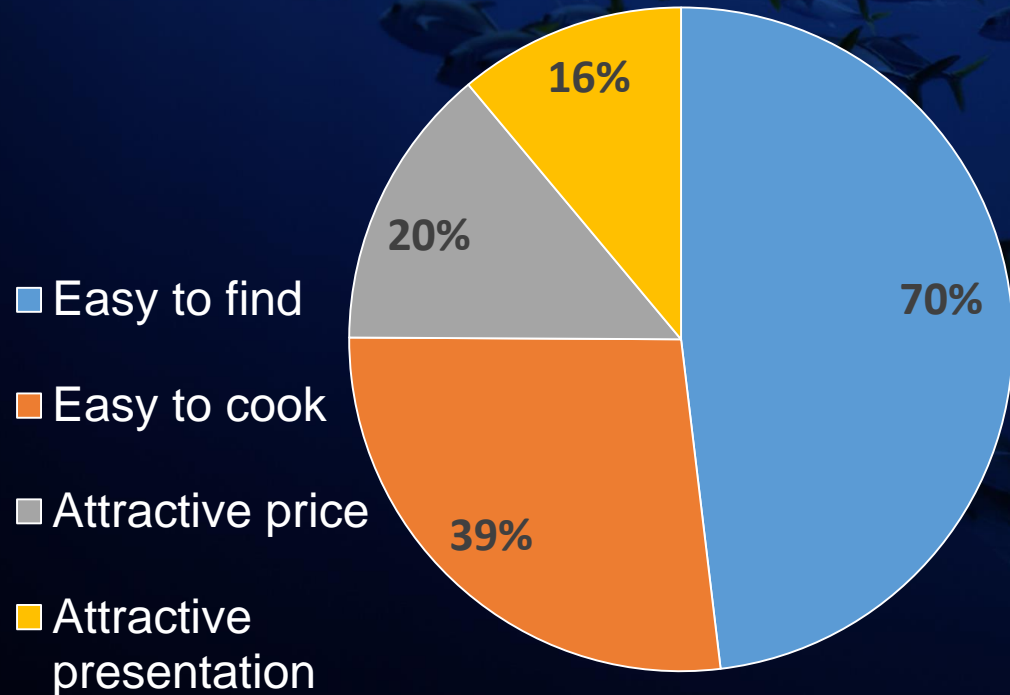


What are the barriers?

- Cultural: Algae production in EU: only 0,1 tons with 9% for food (compared to 90% globally)
- Lack of knowledge about algae: their vitamin and mineral content, how to cook them, etc.
- Production quality (pollution, zones, etc.)
- Unavailability of the products in stores
- Poor image: prejudice about taste and smell, association with beach debris

What are the motivations?

Why will I eat more algae?



Nausicaa, 2019



IdeAlg, 2014

How to change consumption habits?

Public events

- World Ocean Day
- Tasting events
- Sea Festivals and Food Festivals

Communication tools: posters, website, videos, newsletters, social media, contests, recipes, cartoons, surveys, etc.

Mr. Goodfish program



Thank you for your attention



Nausicaá

BOULOGNE-SUR-MER

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