

# AXFOUNDATION

- Underutilized fish species
- Swedish bream from lake to plate



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# Act to Inspire & Inspire to Act

Axfoundation is a do tank, accelerating practical solutions for a sustainable world, with business as a driving force for change.



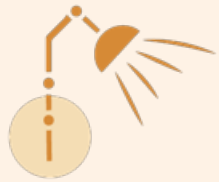
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# Future Food

Developing practical solutions for sustainable food systems



- Perennial grains
- **Underutilized Blue food**
- Regenerative agriculture
- Agriculture as carbon sink
- Sustainable poultry
- Press residues
- Biodiversity on farm
- Antibiotic resistance
- **Future feed for fish, pigs & poultry**
- Pulses
- Swedish legume mince
- Bioavailability in grains
- Nordic vegetables all year around
- **SensAlg**
- **Sidestreams as fertilizer**



## 1. Identify the challenge

Recommendation: 300–450 g seafood per week from sustainably managed fish stocks (NNR 2023). Difficulties finding fish from sustainably managed stocks at affordable prices for e.g. school canteines.

- Stocks below safe limit e.g. in the Baltic Sea
- Inability of fishing nations to agree on quota sharing in line with scientific advice
- Fish suitable for direct consumption ends up as feed
- Russia large part of worlds fishery quotas
- Lack of infrastructure and logistics
- Skepticism toward unfamiliar species





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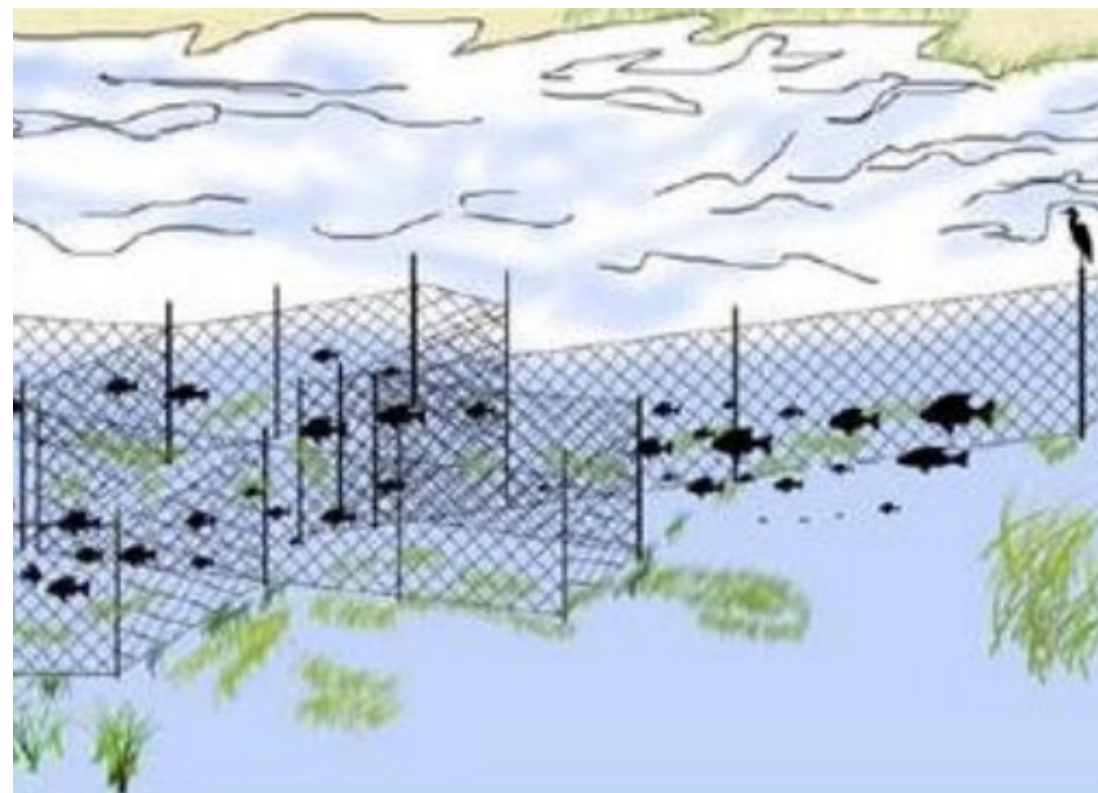
## 2. Situational analysis

### Scientific state of art

Seawin Sustainable Seafood research consortia "Nyare produkter för svensk konsumtion idag, som karpfiskar och alger producerade i Sverige, ser lovande ut miljömässigt och kan med fördel integreras mer".

*(Seawin Policy brief)*

### Which species are underutilized?





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3. Develop and  
test the solution

Develop new solution



Test within existing infrastructure





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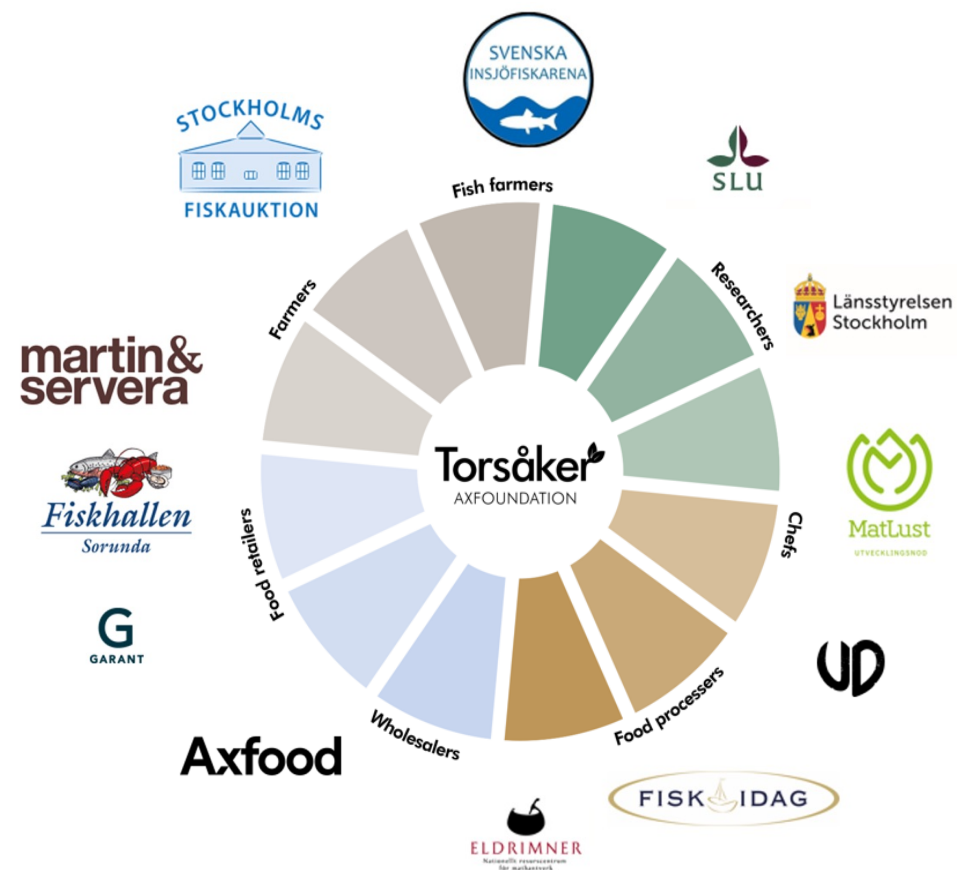


#### 4. Follow up and evaluate

### How to scale up

- Sustainability Certification
- Ensuring Long-Term Sustainability of Stocks
- Analysis of Toxic substances
- Innovative Product Development
- Inspiration and Outreach

### With whom to scale up





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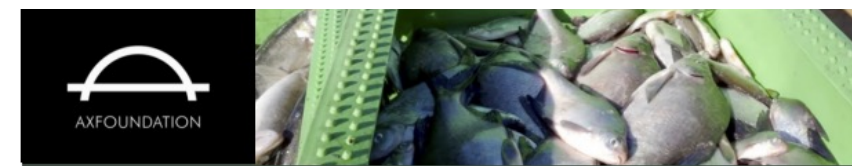


## 5. Scale up and spread

## Scale up to consumers and food service



## Spreading the solution and fails



**CASE EXAMPLE: Developing fish products from species that have previously not been of commercial interest to Swedish fisheries**

In Sweden, fishing focuses mainly on a few large predatory fish species which creates an imbalance in the ecosystem. To contribute to more balanced fishing and efficient use of resources, the non-profit organization Axfoundation, together with partners such as research institutes, professional fishermen, and fish product producers, have been investigating new innovative fish products made from species that have previously not been of commercial interest. As a result, a viable business model for bringing such products to the consumer markets has been created.

Axfoundation was responsible for creating the business model, conducting product development, and setting up a supply chain together with external stakeholders. As a starting point, to confirm consumer interest, Axfoundation aimed to create an environmentally sustainable, great tasting, and reasonably priced product. The project resulted in a practical, scalable, and biodiversity enhancing minced bream product called Braxenfärs that has now been introduced to the Swedish markets. It has gained popularity – especially among younger consumers – and is currently sold both in restaurants and as fish cakes in retail.

Through the project, Axfoundation has been able to gather stakeholders across the value chain and show that the business model works in real life. Having created a proof of concept, Axfoundation is hoping other actors will develop products and scale the business model even further. <sup>118, 119</sup>

Reference: WWF (2023) Swedish businesses & the biodiversity crisis





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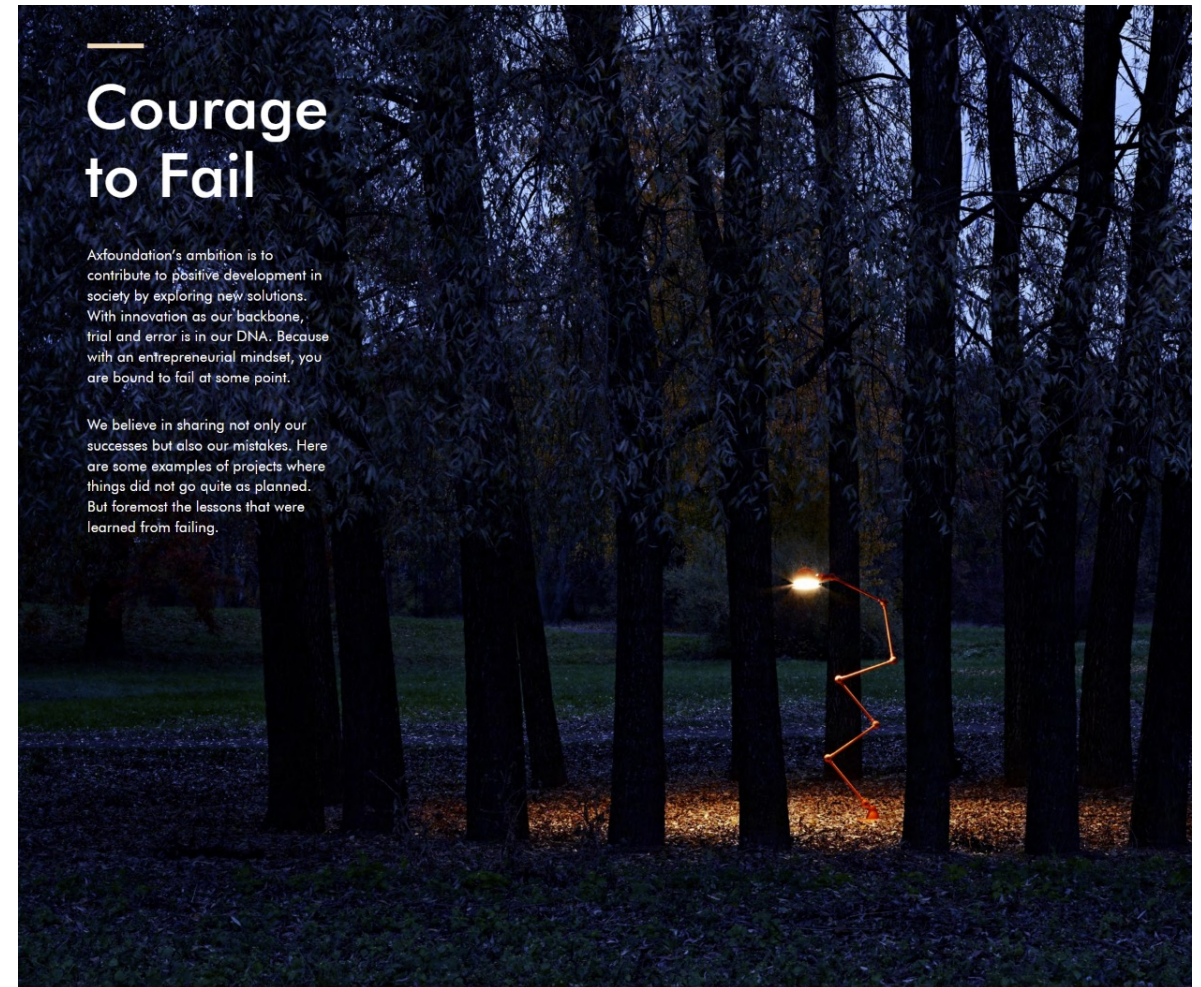
# Fails

- Communicated price to early
- Underestimated the reluctance throughout the value chain
- Underestimated the willingness to pay for sustainable foods

## Courage to Fail

Axfoundation's ambition is to contribute to positive development in society by exploring new solutions. With innovation as our backbone, trial and error is in our DNA. Because with an entrepreneurial mindset, you are bound to fail at some point.

We believe in sharing not only our successes but also our mistakes. Here are some examples of projects where things did not go quite as planned. But foremost the lessons that were learned from failing.





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# Future work

- Continue work with underutilized species and upcycling from feed or biogas to food.



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