

# NOTES overall

## Workshop:

### Pitching: Blue Bio Product Developments

**Date:** Tuesday, November 14th, 2023

**Theme:** Business

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The workshop delved into the realm of Blue Bio Products, with a focus on their significance in making the blue economy carbon neutral and circular. The workshop was organized as a pitching event highlighting current products and producers in the market. Workshop concluded with an interactive session pondering the actions needed to better their market stance and future.

The session commenced with an exploration of the critical role of the private sector in leading the development of Blue Bio Products to achieve the goals of a sustainable and circular Baltic and North Sea. Emphasis was placed on the need for private sector engagement to drive product development and discussion of supporting functions needed or in. the development.

Discussions unfolded on making Blue Products not only environmentally sound but also available, attractive, and accessible to consumers. The market, particularly in food and feed, was recognized as a pivotal avenue for Blue Products.

Notably, there was a commitment to ushering Blue Bio Products into high-value markets and making them a regular presence on our tables. Challenges were identified, particularly in increasing the familiarity of these lesser-known alternative food sources among the broader public.

The market for Blue Bio Products holds promise for growth, but it was acknowledged as underdeveloped. Design and marketing strategies were highlighted as tools to enhance the appeal of low-tropic aquaculture products to consumers. The vast variety of Blue Bio Products, spanning from feed to health applications, was recognized as having immense potential.

### Concluding remarks:

The importance of synchronizing value chains was underscored, emphasizing the need for accessible information, solutions, and suppliers. Attention was drawn to the necessity for the development of cost-effective production systems and the alignment of standards, particularly in cosmetics.

As the workshop concluded, it was evident that while promises and potential in the Blue Bio Products sector are significant, challenges such as market penetration, consumer acceptance, and the need for comprehensive support systems must be addressed collaboratively. The workshop served as a starting point, prompting reflections on the industry's current status and the path forward.