

## The dining room of the Sea

**FLAG: North Jutland**  
Strandby, Denmark

### Project overview

This project is an example of market driven innovation which has led to the creation of a successful SME that employs 4 people and, after just two years, is generating a turnover of over €1.5 million. This is in a region, North Jutland, faced by population loss and a higher unemployment rate than the national average.



The project was developed by Jesper Pedersen, son of a fisherman who saw an opportunity in using seaweed as a base for the development of a new product range.

He created a new business called "Havets spisekammer", literally the "dining room of the sea" which develops and sells different food products that all use seaweed as an ingredient. Products such as a seaweed spread, seaweed salad and seaweed flavoured salt were developed. Seaweed was also successfully used as condiment in meat dishes, pasta, bread and ham.

Jesper's company outsources the manufacture of the various products to local producers specialized in the base of the product such as local bread, pasta or ham companies. He then sells the different final products under the "Havets spisekammer" common brand through 3 food store chains in Denmark and has also started exports to Germany. On top of the 4 new jobs directly generated in the new "Havets spisekammer" venture, this new range of products has also contributed to an increase in the activity of the local producers manufacturing the final products.



## Key lessons

- › **Relevance to FARNET themes:** Increasing the added value produced locally and job creation.
- › **Effectiveness/efficiency:** The new range of products has successfully been introduced in several Danish retailers and led to the development of local businesses. The seaweed used in the various products is currently imported from Ireland but future prospects are to try to use the more than 200 species of seaweeds present in Denmark. Jesper is currently trying to motivate Danish fishermen to go after the local seaweed, the use of which is still pending further testing for their health and safety properties.
- › **Transferability:** Markets for seaweed are growing throughout Europe as they are increasingly recognized as a tasty and healthy food.
- › **Final Comment:** The seaweed used in the dishes is not locally produced yet. There is a great opportunity here to integrate the whole chain by starting domestic production of seaweed. Linkages should be made with projects by other Danish FLAGs which are currently developing domestic seaweed production.

## Total cost and EFF contribution

Total Project cost: €100 000

FLAG contribution: €40 000

Other/ Private: €60 000

### Project information

**Title:** Havets spisekammer", the "dining room of the Sea"

**Duration:** 2 years (2009-2011)

**Case study date:** February 2011

#### Project promoter

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