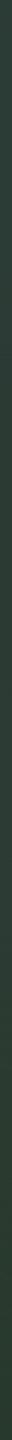




Sea Grant Seaweed Hub

Needs Assessment Results



Needs Assessment Goal

- Objectives of the survey:
 - Describe overarching challenges for the industry
 - Document the breadth and depth of stakeholders
 - Identify opportunities for the Seaweed Hub

Survey Design

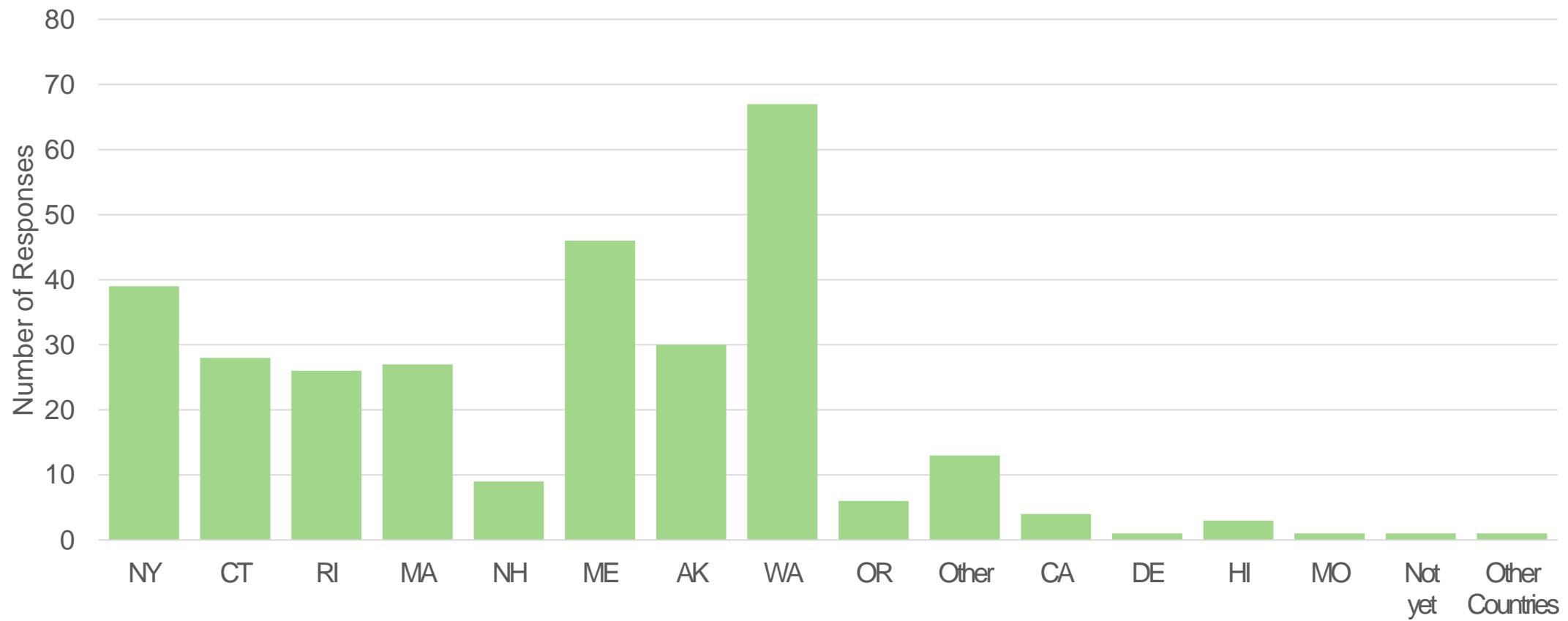
- Survey effort was reviewed and approved by the URI Institutional Review Board (IRB1920-121) for Human Subjects Research.
- Questions designed collaboratively with SG Hub membership
- Focus on identifying challenges and needs across geographies and industry roles
- Differing lines of questions based on role(s) in industry
 - Some parallel questions

Survey Administration

- Qualtrics XM platform via anonymous link
- Rollout via recruitment email from 11 Sea Grant representatives to their respective contacts
 - Follow up/reminder email sent
- Responses covering January 6, 2019 to February 18, 2020
- Total respondents = 259

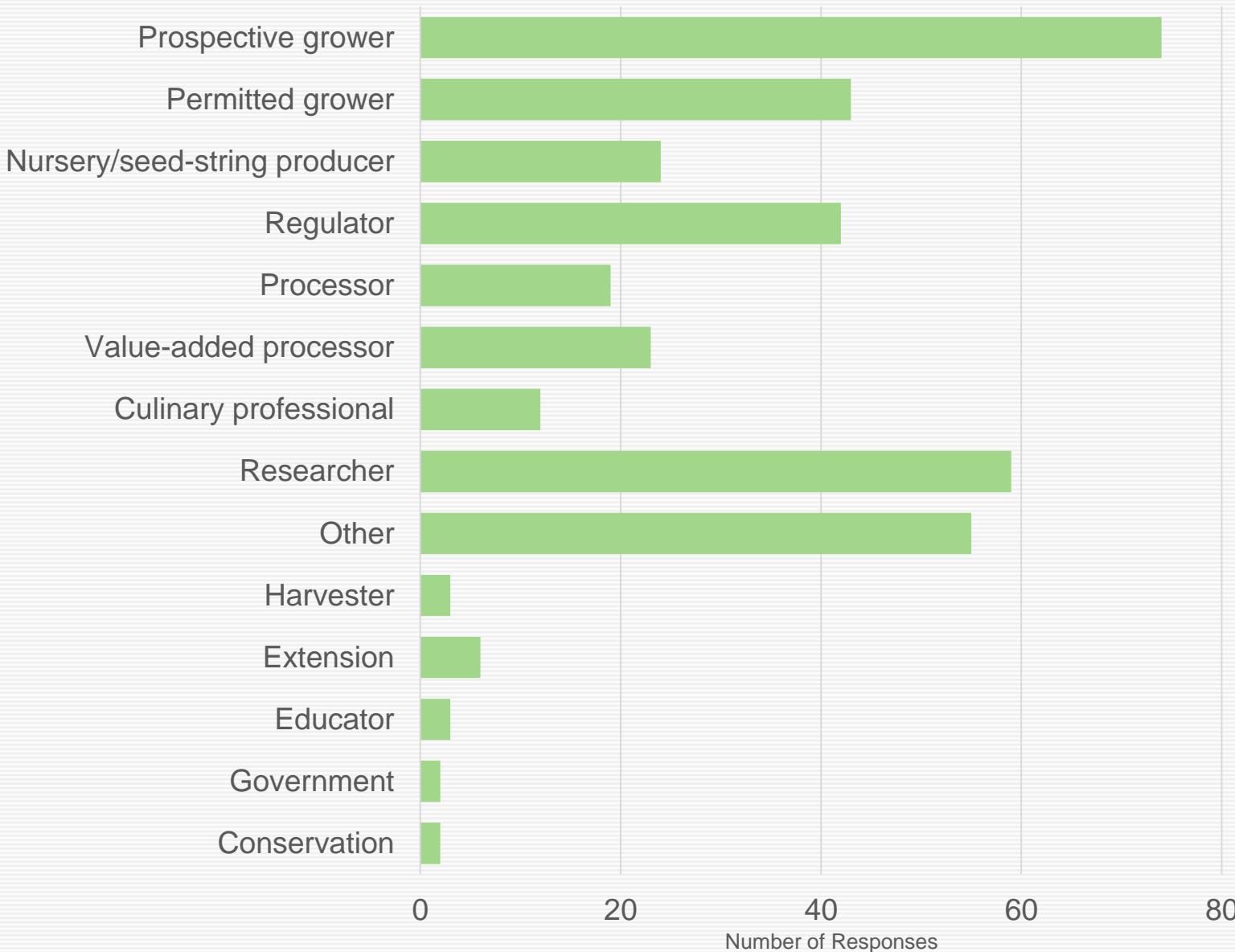
States Represented

In what state(s) do you engage in the seaweed industry?
(N = 291)

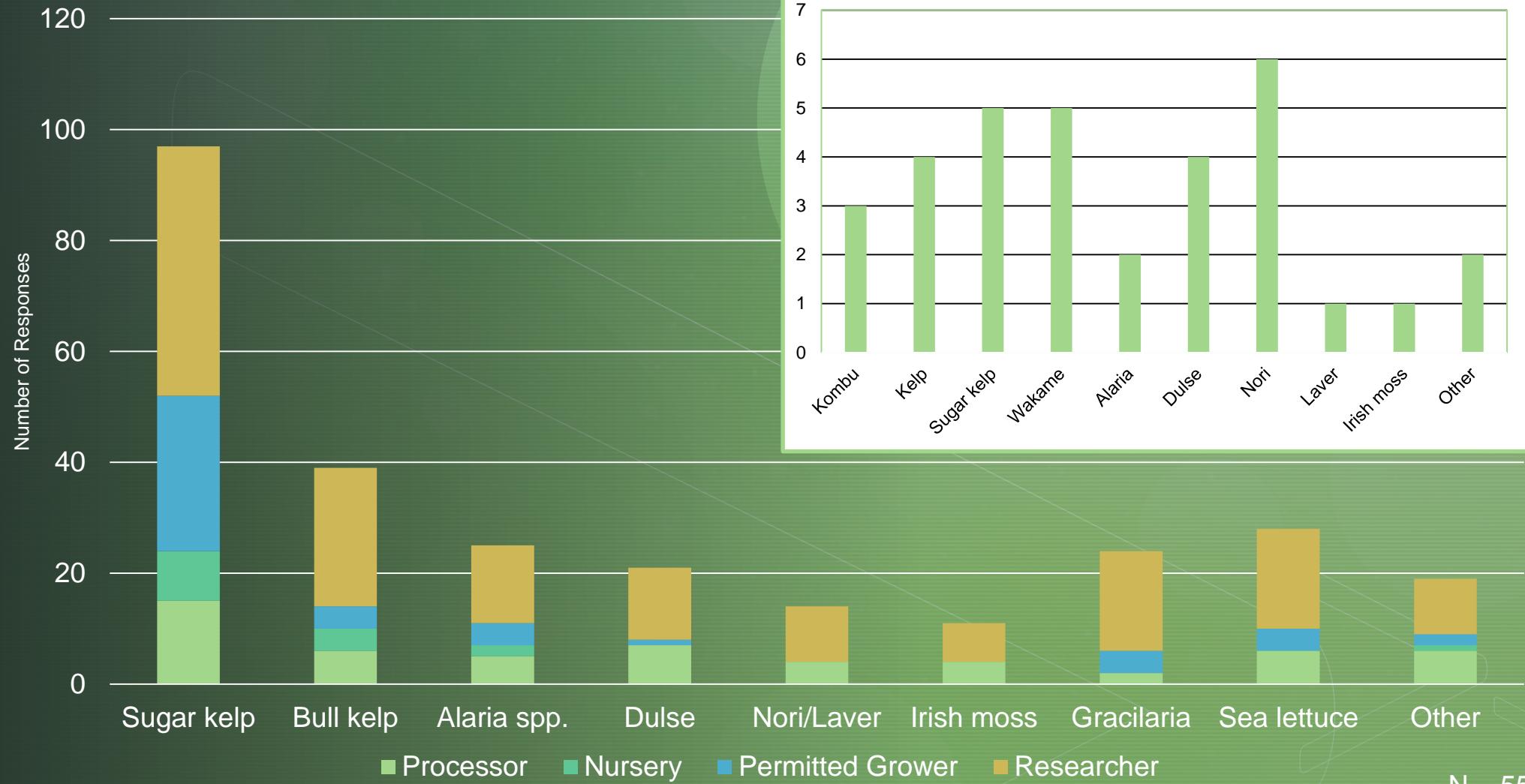


Roles in the industry

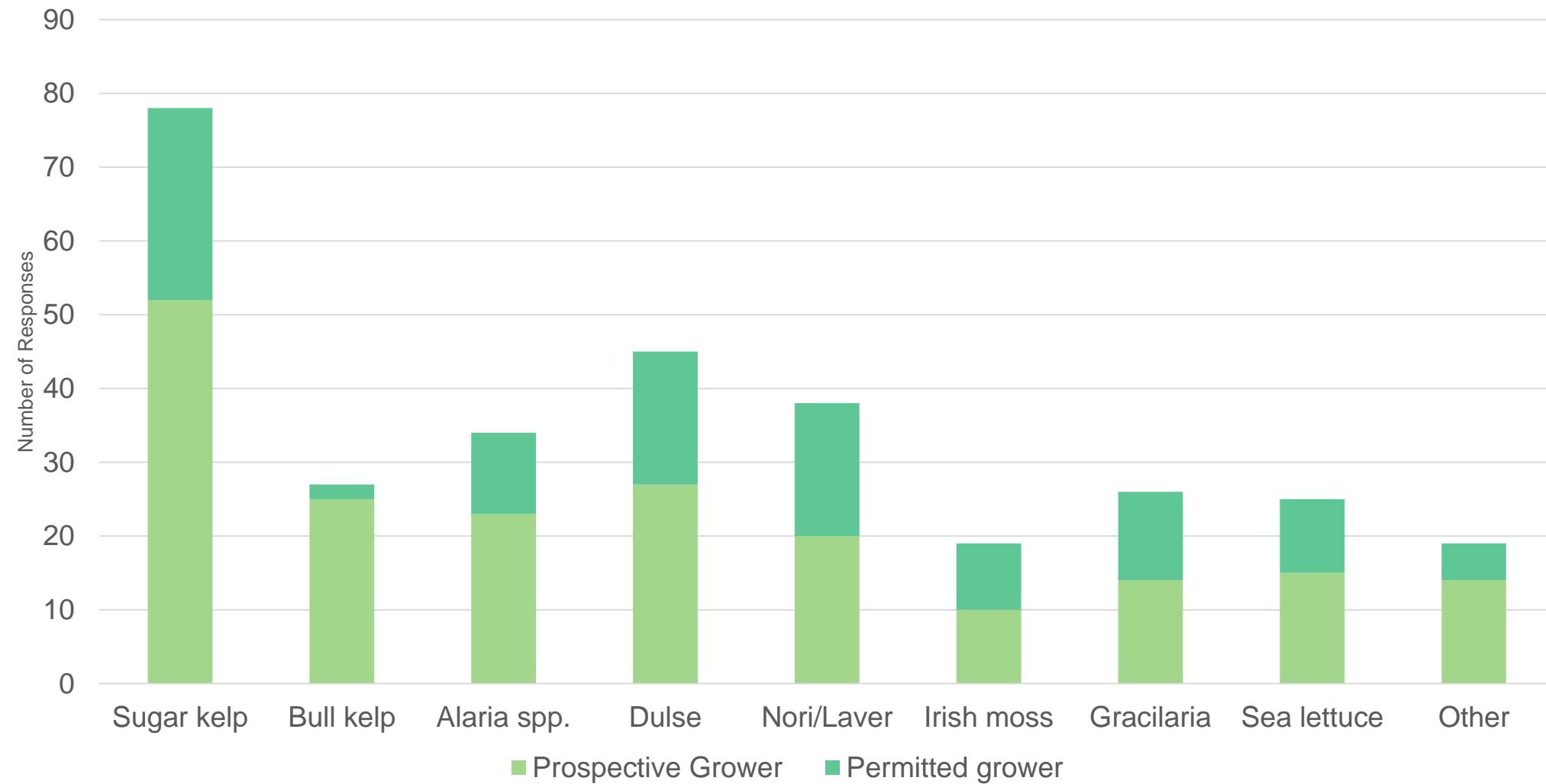
How would you describe your role in the seaweed industry? (N = 351)



Species



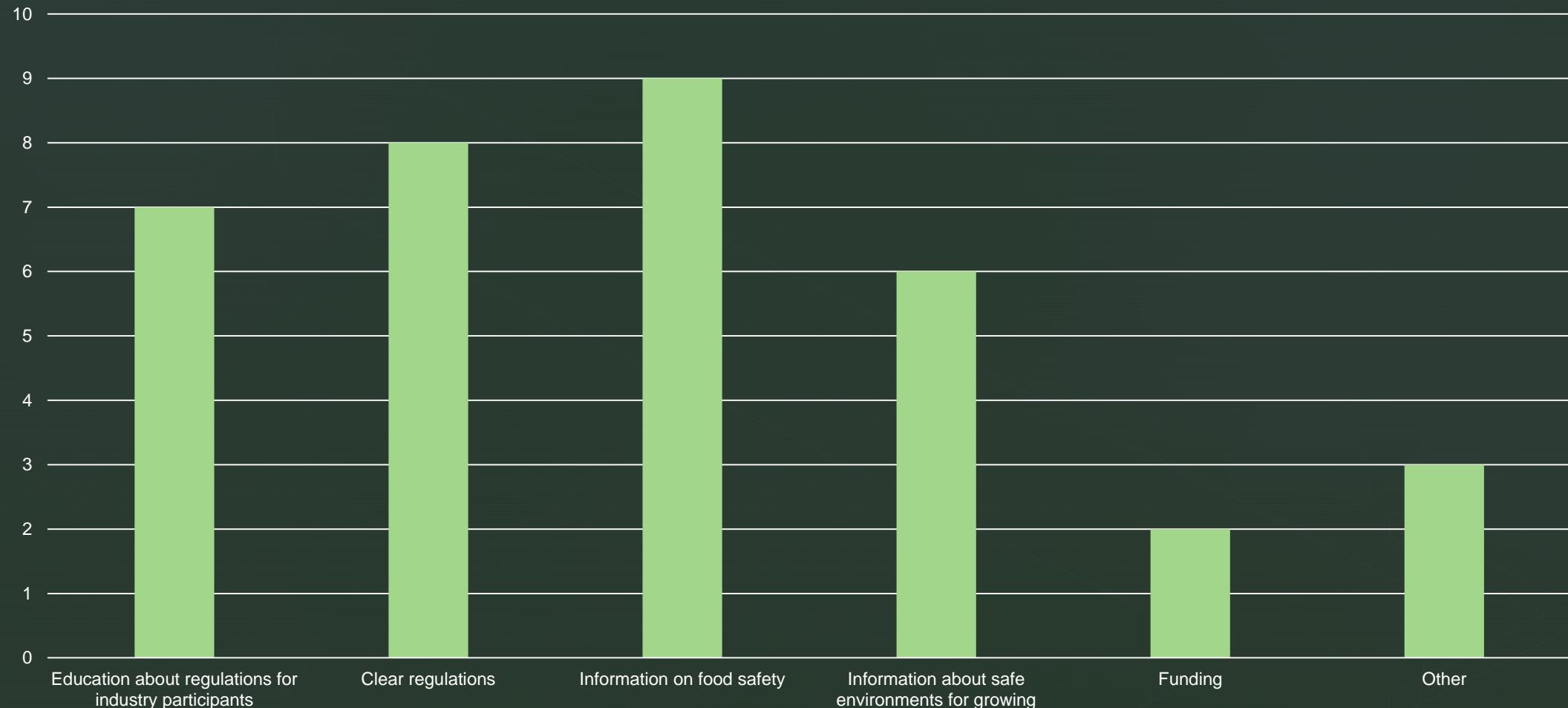
Species of Interest for Growers



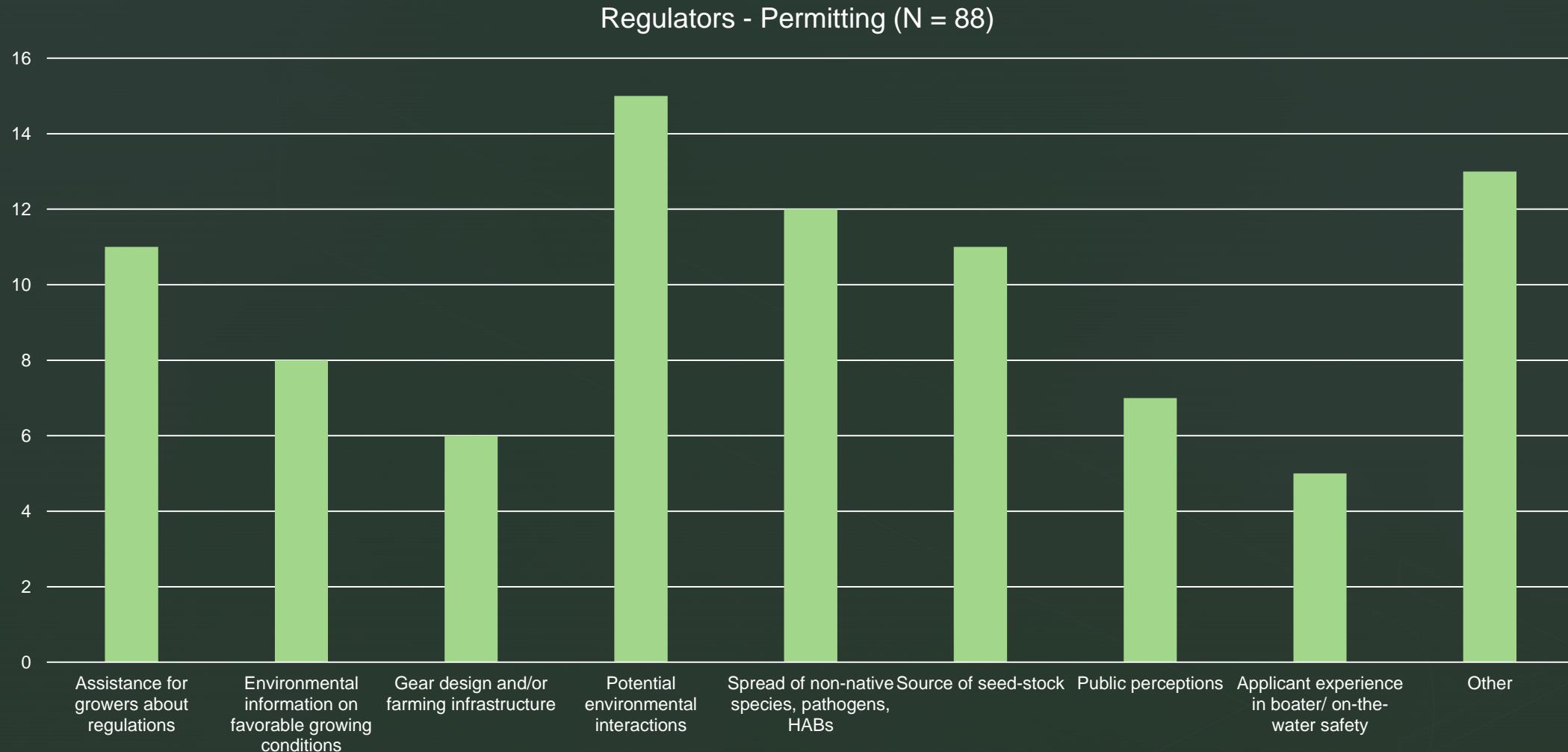
N = 55

Challenges Identified - Regulators

Regulators - Public Health (N = 35)



Challenges Identified - Regulators

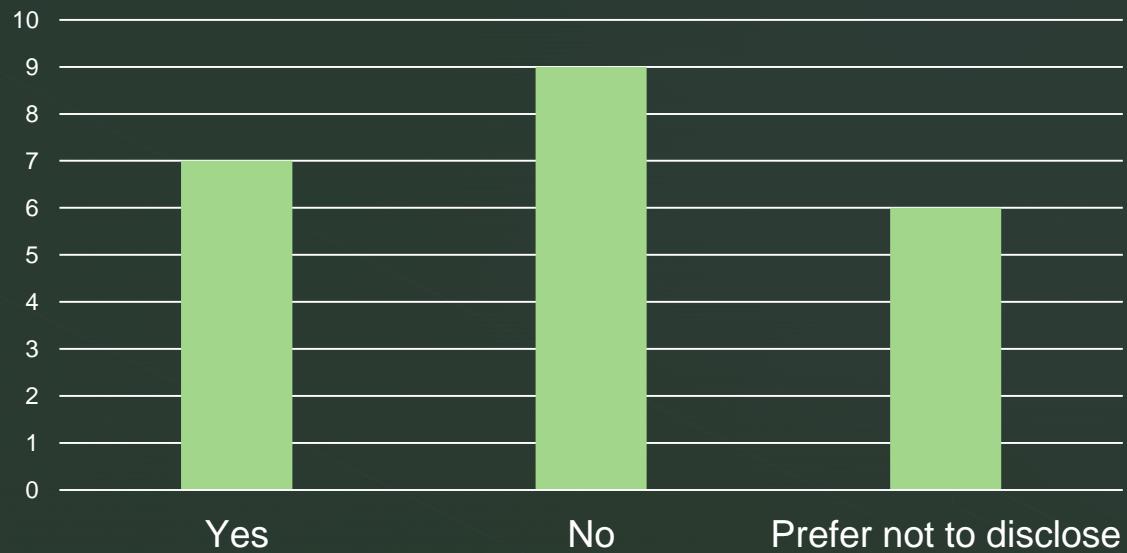


Prices – Processors & Growers

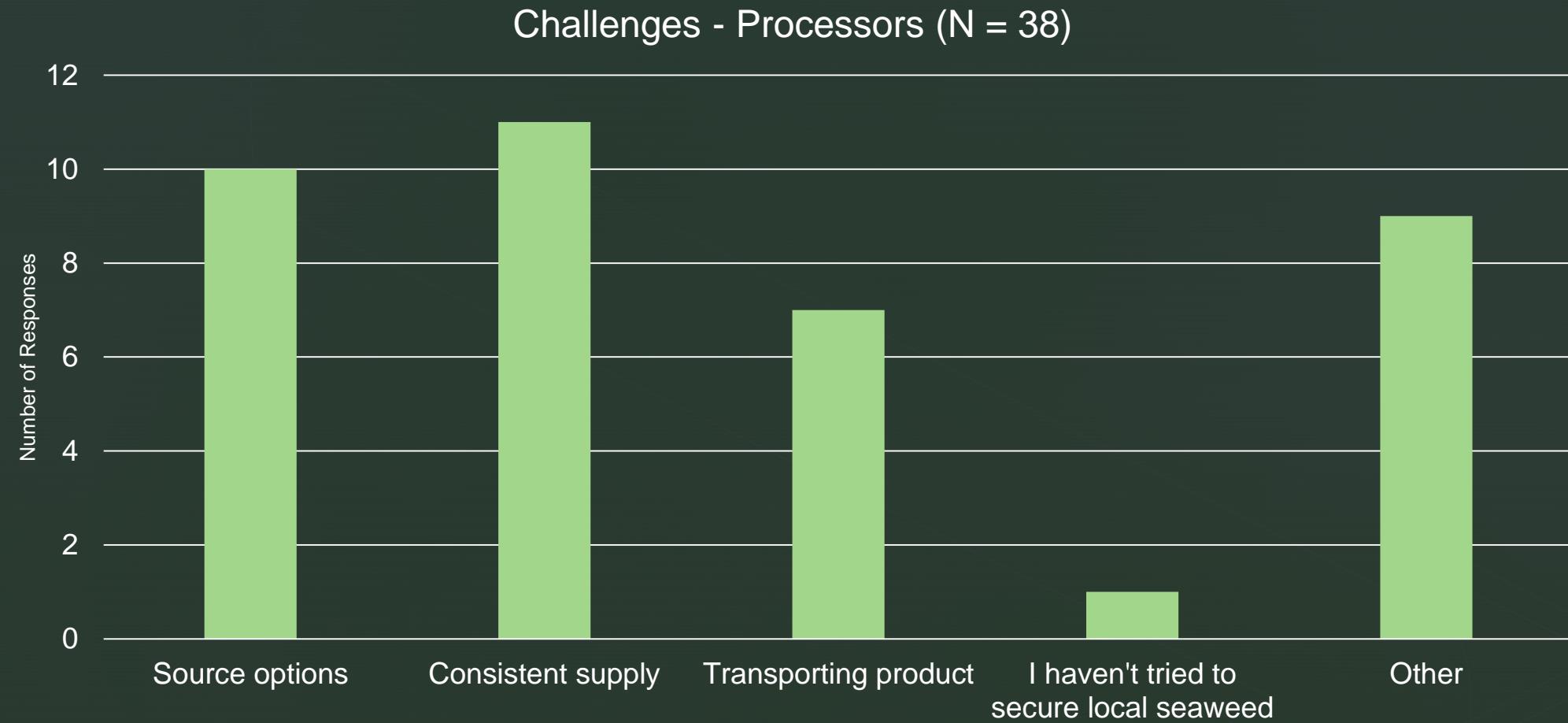
Please note: The small sample size represented here are NOT representative of the market as a whole.

- Processor range of all reported prices = \$0.50 – \$22.00/lb (N = 5)
- Grower range of all reported prices = \$0.55 - \$20.00 (N = 14)

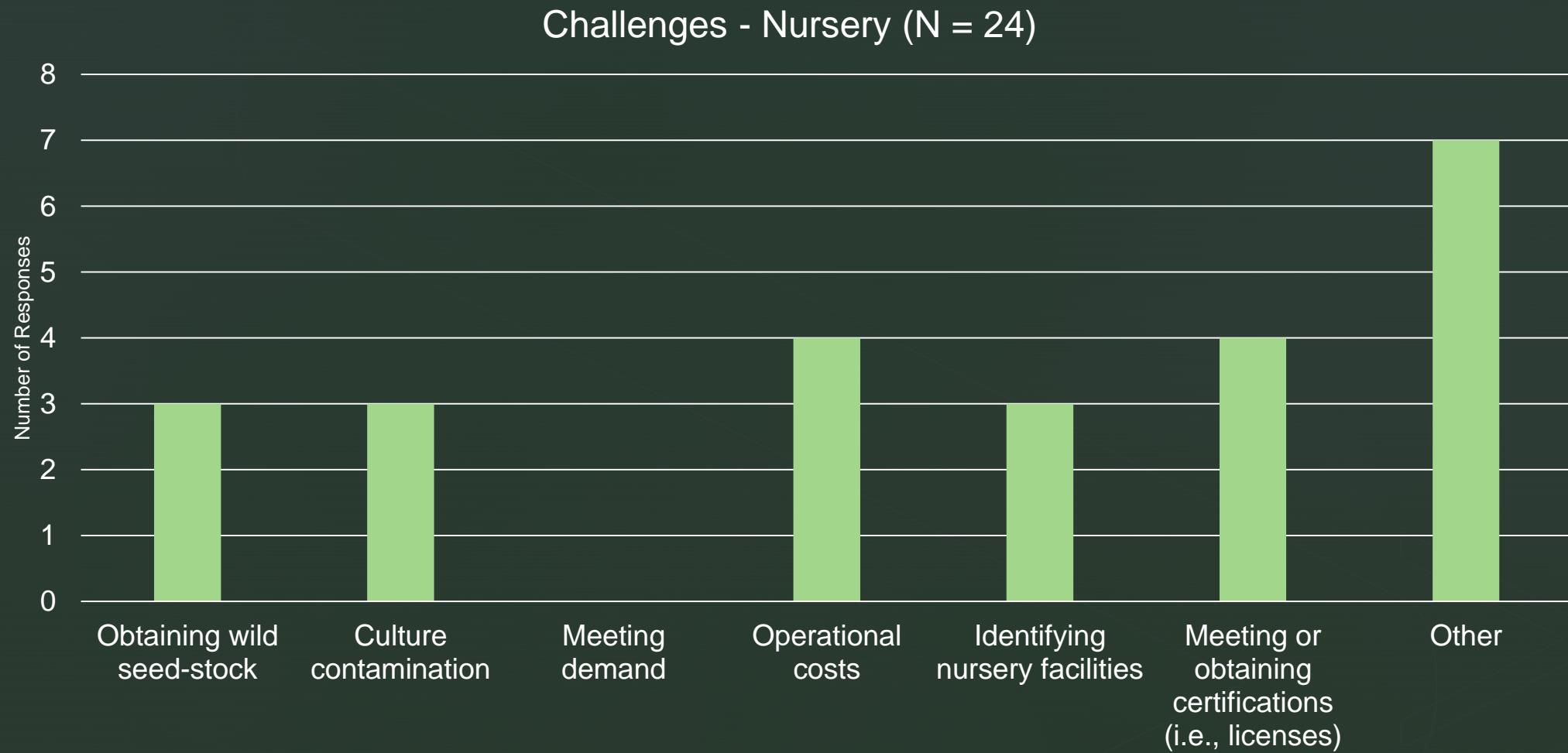
In the last year, did you purchase seaweed at a guaranteed or set price?
(Processors - N = 22)



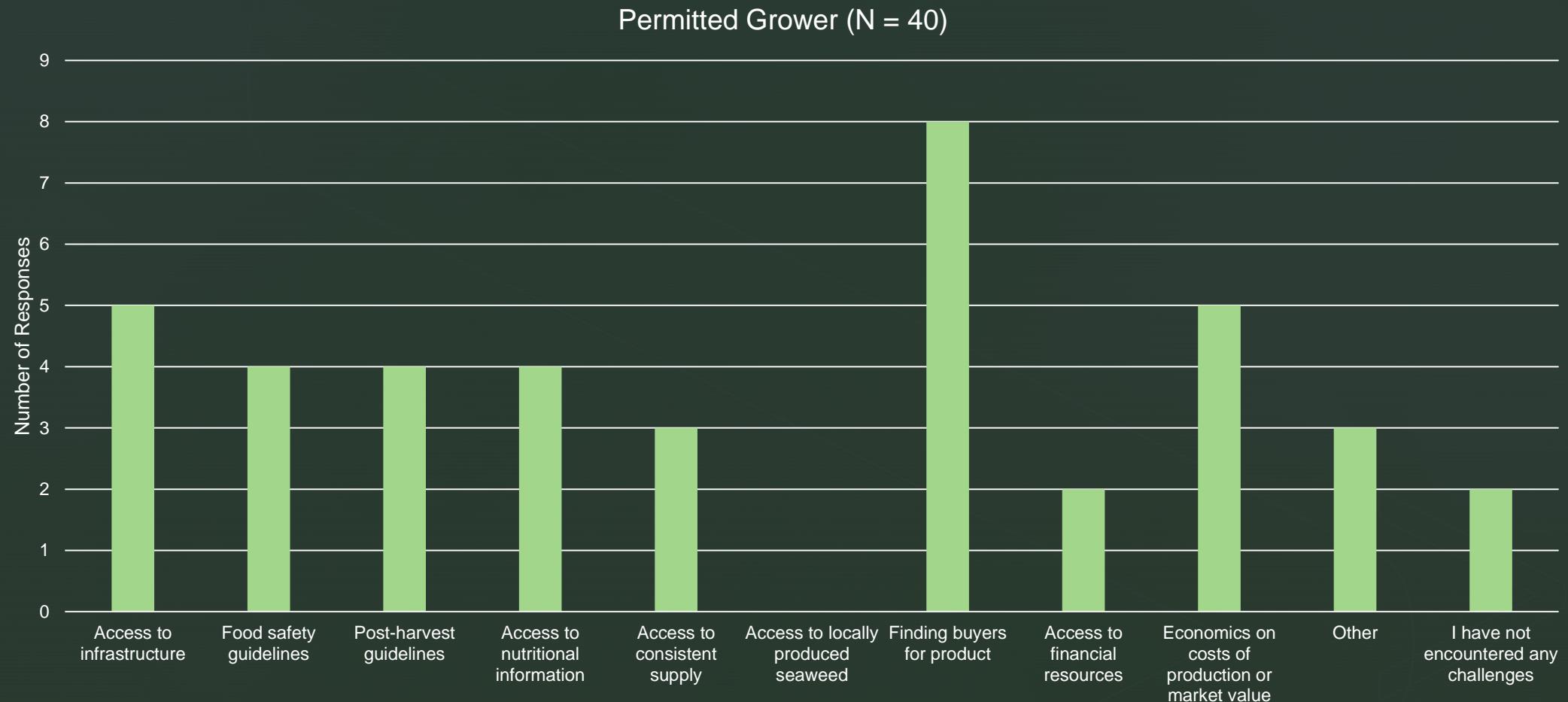
Challenges Identified - Processors



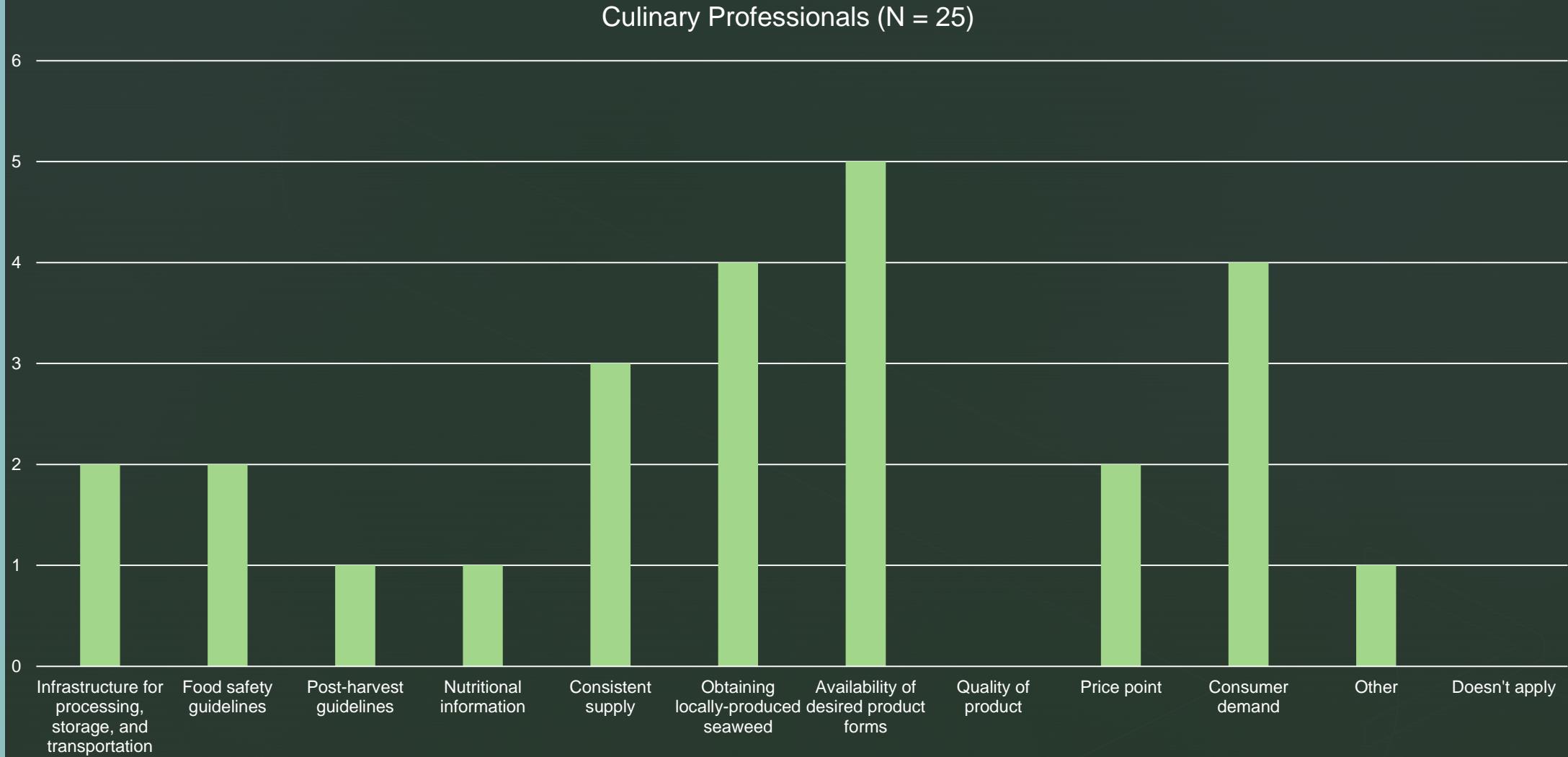
Challenges Identified - Nursery



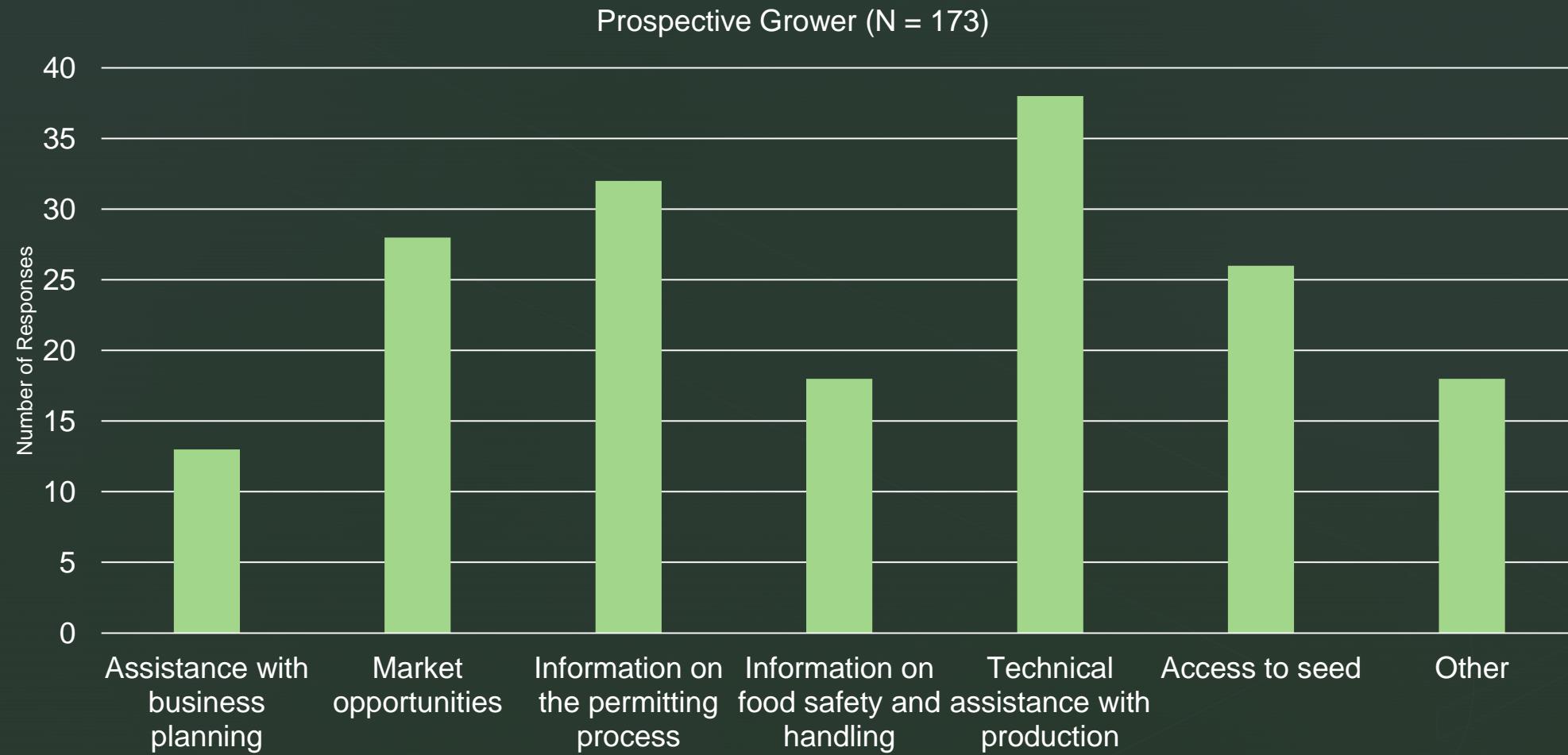
Challenges Identified – Permitted Grower



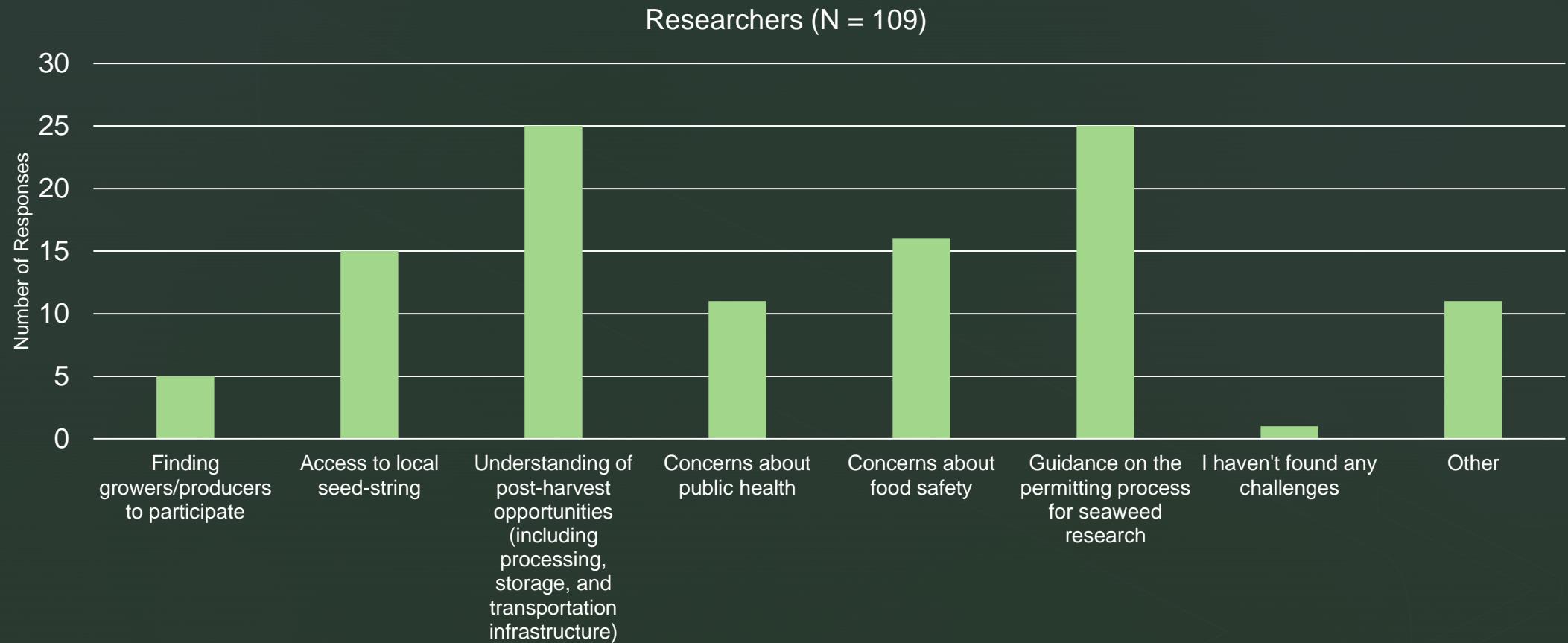
Challenges Identified - Culinary Professionals



Challenges Identified – Prospective Grower



Challenges - Researchers



Challenges by Work Group

Challenges - Categorized by Work Group (N = 397)

