



OCEANIUM unveils clean-label methylcellulose replacement from seaweed

Oban, Scotland, 17 November 2022

OCEANIUM®, pioneering biorefinery processors of seaweed, have announced the launch of their first product, a clean-label one-to-one replacement for methylcellulose: OCEAN HEALTH® Fiber.

Methylcellulose is a synthetic ingredient modified from cellulose, widely used in plant-based meats as a binder and emulsifier, that is commonly identified as an ingredient to replace for its synthetic composition.

OCEAN HEALTH Fiber delivers improved moisture retention and water binding ability, as well as texture, viscosity, and gelling capabilities to finished products. It delivers equivalent functional properties and enhanced organoleptic characteristics that may reduce the need for added salt. OCEANIUM's in-house food scientists and B2B collaborators have already tested and proved its versatility in plant-based meats as well as several additional applications, including gluten-free breads and beverages.

OCEAN HEALTH Fiber contains 69% dietary fiber, made up of both soluble and insoluble fibers, and a mixture of proteins and minerals. OCEAN HEALTH Fiber has a unique umami taste which can provide interesting flavor dimensions to the finished product.

OCEAN HEALTH Fiber will be commercially available Q1 2023 and samples are now available for mission-aligned brands seeking to integrate more sustainable and functional ingredients into their products.

Social and environmental sustainability

OCEANIUM is on a mission to create products for people and planet health and to drive systemic change by making the market for sustainably farmed seaweed.

OCEANIUM's business model is based on proprietary biorefinery technology which extracts maximum value from sustainably farmed seaweed; a regenerative, resilient, and nutrient-rich marine plant and the ultimate sustainable biomass for plant-based food, nutraceuticals and materials markets.

Sustainably farmed seaweed provides jobs along rural coastal regions, mitigates eutrophication by absorbing nitrogen and phosphorous, increases biodiversity by protecting nursery grounds and seabeds. Seaweed farms do not need cleared land, fresh water, insecticide or fertilizer.

By enabling the seaweed farming industry, OCEANIUM's biorefinery model ensures that infrastructure is in place for seaweed to play an important role in future food security and supply. Seaweed can support improved nutrition and diets as a source of fiber, plant-based protein and nutrients such as zinc, magnesium, and Vitamins A, B12, and K.

Consumer demand

The global dietary fiber market is projected to increase at a CAGR of over 11.1% to reach USD 21.6bn in 2030¹ and with consumer demand for sustainable products increasing, more than 82% of consumers said they would be willing to pay more for a food product containing sustainably produced ingredients.²

Comment

Dr. Iain Moore, Food Scientist, OCEANIUM said:

“OCEAN HEALTH Fiber is a unique product with great functionality due to its natural combination of insoluble and soluble polysaccharides. This gives it a significant thickening effect at both low and high temperatures, similar to methylcellulose. It is also a very effective water binder which can increase the moistness of breads, particularly in gluten-free recipes.”

Karen Scofield Seal, CEO and Co-Founder, OCEANIUM said:

“We are thrilled to be launching one of our first products - OCEAN HEALTH Fiber. This is a very exciting step for OCEANIUM, as it provides an excellent opportunity to partner with companies on a novel ingredient. We look forward to working closely with the seaweed farming community and mission-aligned end users to build a sustainable value chain that benefits people health and planet health.”

About OCEANIUM

Founded in 2018 by Karen Scofield Seal (CEO) and Dr. Charles Bavington, (CTO), OCEANIUM’s mission is to enable and support the sustainable seaweed farming industry. OCEANIUM has developed an innovative, highly technical biorefinery process that maximises the value of the whole plant, creating products that in are high demand. OCEANIUM’s technological developments allow it to purchase and process seaweed efficiently, working with sustainable farmers to stimulate both supply and demand, unlocking a pinch point in the emerging seaweed farming industry and generating significant market returns while contributing to six of the UN’s Sustainable Development Goals.

<https://oceanium.world/>

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¹ [Dietary Fibers Market, 2021](#)

² https://www.palsgaard.com/en/knowledge-innovation/sustainability/sustainability-matters-new-consumer-insights-from-palsgaard_us