



# Oceans of Innovation

**Jean-Paul Deveau, President & CEO**  
**Acadian Seaplants Limited**



# The Early Days

- 1981
- One Product
- One Customer
- No value-added  
baled Irish Moss



# Who is Acadian Seaplants?

- Fully-integrated company
- Harvests & processes seaweeds from the ocean
- Grows & processes seaweeds on land
- Value-added products for people, animals and plants



# Who is Acadian Seaplants?

- **World Leader in Marine Plant Biotechnology**
- **50 Years Experience in the Global Seaweed Industry**
- **400 employees in 12 countries**
- **600 harvesters globally**
- **Created a global seaweed industry in Canada**





# Processing / Harvesting Operations, Head Office & Research Center





# Acadian Plant Health™ Division

**Seaweed  
Extract  
Products  
for Agricultural  
& Horticultural  
Markets**



**Stimplex**  
CROP BIOSTIMULANT

**acadian**  
NUTRITIONAL PRODUCTS FOR QUALITY CROPS





# The Deveau Center

— Seaweed Extraction Plant, Cornwallis, NS







LOADING

TANK  
T-302

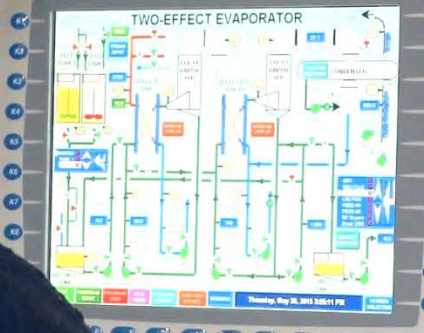
SEAWEED LOADING TANK





Allen-Bradley

PanelView Plus 1250



EIGHT  
GLASS  
INSERT

Monday, May 20, 2013 2:01 PM

P1 P2 P3 P4 P5 P6 P7 P8 P9 P10 P11 P12 P13 P14 P15 P16 P17 P18 P19 P20





**Drying Equipment**



# Liquid Packaging





# Finished Packaging





## Cultivated Seaweeds for the Japanese Food Market







**Charlottesville, NS**

**World's largest on-land  
commercial seaweed  
cultivation site**

**53 cultivation ponds  
8 Acres**





# Specialty Ingredients Department

## Seaweed Products for Health, Beauty and Brewery Markets







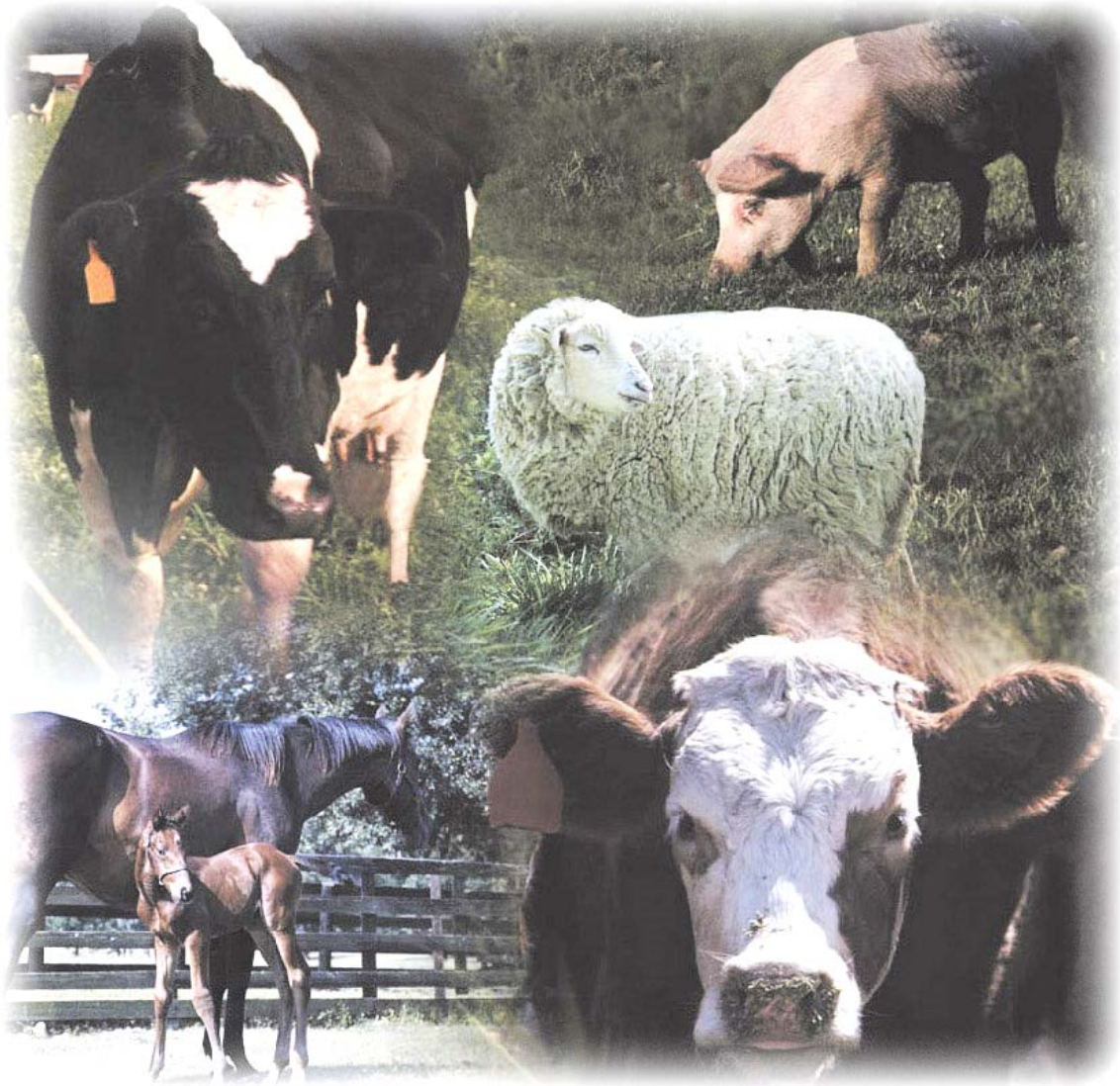
# Yarmouth, NS







## Products for Global Animal Feed Markets







# Pennfield, NB



# 4 Pillars

- 1. Investment in Research**
- 2. Investment in International Market Development**
- 3. Investment in Sustainability**
- 4. Investment in People**





- **5 - 8% of Annual Revenues Invested in R&D:**
  - Resource Management
  - Product Applications
  - Product Development
  - Process Development
  - Equipment Development



# Dr. James S. Craigie Research Center



**Focus on Applied Research  
21,000 sq. ft. Research Center**



- A globally-recognized biotechnology company
- A world-leader in applied seaweed research
- 35 researchers:
  - 23 with Master's and Bachelor's Degrees
  - 12 Ph.D.s
  - All with an applied research focus



# Partnerships with Scientific Communities

- **National Research Council, Canada**
- **Universities: Dalhousie, Acadia, UNBSJ**
- **Dalhousie Faculty of Agriculture**
- **Agriculture, Agri-food Canada – Kentville**
- **International Research Agencies and Universities**





## Strategic Alliances for R&D

Advancing the understanding of our products through worldwide partnership and communication





# **International Sales & Marketing**





# International Market Development

- **In 1986:**
  - 1 Sales and Marketing Person
- **Today:**
  - 96 Technical Sales and Marketing Representatives
    - Located In 12 countries and NS personnel travel the world to support our customers



# Global Exports To Over 80 Countries







# **Sustainable Resource Management**

***Sustainable & Scientific Management of the  
Seaweed Resource***



# “Best Managed Marine Resource in Canada”

- **Environmentally Responsible**
  - A 16-member, International Resource Management Department
  - An 8-member International Resource Science Department
  - 2 PhDs and 1 PhD candidate

**Dr. Jean-Sebastien Lauzon-Guay**



**Dr. Raul Ugarte**





# **“Best Managed Marine Resource in Canada”**

## **Resource Management**

- **Assessment**
- **Harvest Plan**
- **Monitoring / Control**
- **Harvest Report**
- **Scientific Monitoring**





# **The Diversity of Our People**

***Our Company's Greatest Asset***





# Employees Who Came From Other Countries

**Chile**

**China**

**Ecuador**

**England**

**India**

**Ivory Coast**

**Morocco**

**Peru**

**Poland**

**United States**

**Venezuela**

**Wales**



# 12 Spoken Languages

**Bengali**  
**English**  
**French**  
**Gaelic**  
**Hindi**  
**Irish**

**Japanese**  
**Korean**  
**Mandarin**  
**Polish**  
**Portuguese**  
**Spanish**





# Employees in 12 Countries

**Brazil**

**Canada**

**Chile**

**China**

**Colombia**

**Ireland**

**India**

**Japan**

**Mexico**

**Scotland**

**South Korea**

**United States**



# Early Stage Financing

- **SRED Tax Credit**
  - We would not have made it without the SRED program
- **ACOA**
  - We would have made it but we would be a lot smaller







**Thank you**

