



## National Algae Association's 2018 Algae Year in Review

The general public, taxpayers, and the business and investment communities continue to ask about the algae product claims made by university algae researchers, lobbyists, DOE Algae Biomass/BETO and market research studies. They have been promoting potential algae products since the first algae study conducted by Carnegie Mellon 75 years ago, and we're now asking, with no response, where the algae products are, and when and how can we buy them?

The good news today is that commercial algae producers using existing and off-the-shelf technologies are producing many different algae products. Private industry with private investment is moving the algae industry forward, not promoting its research or its latest and greatest technology. Algae research grant recipients stated years ago that 'all of the technology hurdles have been met. It's all engineering and scale-up going forward.' Private industry listened. Private industry is doing it, not talking about it!

NAA wants to thank all the algae conference promoters around the world, university algae researchers working on research grants and their lobbyists for promoting the *future* of algae, but NAA is working in the state of the algae production industry, markets and supply channels **today**. Existing algae research and proven technologies are apparently operating well enough to convert algae as a feedstock into sought-after products with virtually no fanfare, media or hype. As they say in Texas, they're getting it done! The current claims of the research community that 'it is too expensive' and 'more research [and taxpayer funding to pay for it] is needed' are obviously no longer valid when commercial algae production is scaling-up and tonnage of algae biomass is available for sale with products generating revenue.

The National Algae Association created its Algae Biomass Exchange as a mechanism for legitimate qualified algae producers who provide samples and verifiable Certificates of Analysis and potential off-takers who have businesses to run, grow and expand the opportunity to develop relationships that will help meet their business needs, specs and goals without the never-ending claims that more research is needed. This platform for commercial algae producers, product developers and potential off-takers has generated market intelligence and marketable products world-wide.

Open collaborations between commercially-minded algae researchers, commercial algae producers and equipment companies throughout the world addressing commercial production enhancements is encouraged and facilitated among algaepreneurs who realize that nobody has all of the answers and are willing to take egos out of the mix, listen to the needs and issues, and share lessons learned.

Algae has huge potential for nutraceutical Omega 3 EPA/DHA, cosmetics, skin care, food, beverages, feeds, biofertilizer and bioplastics markets and commercial production to serve those markets. New algae markets and uses are being created every day. NAA's website, [www.nationalalgaeassociation.com](http://www.nationalalgaeassociation.com), is updated regularly.

Algae for jet fuel was proven in pilot tests in commercial airlines and automobile years ago. Trust us, there are algae to fuel initiatives going on privately. The companies do not want the publicity, they don't want the restrictions on the intellectual properties inherent in working with universities and government, and they don't need the federal funds or the strings attached. They are doing it themselves and NAA not only applauds the efforts, but understands and commends the strategy.

University algae researchers, lobbyists, algae conference promoters and pay-to-play media have no experience in scale-up, commercial deployment or distribution with different specs and requirements. Algae producers have shareholders and investors to account to; shareholders and investors hold the principals far more accountable than the government has ever done in this emerging industry. Corporate officers, in **our** experience, are never given 75+ years to prove a concept and show a profit, and there are consequences to the people who make unsubstantiated claims in order to raise money. **And algae was not intended to be a never-ending research project!**

NAA has also focused on identifying new markets and supply channels for commercial algae producers, biomass and products and will continue to do so while some researchers and lobbyists are spinning their wheels in the labs, knowing full well that there is a huge learning curve between what takes place in a lab and the reality of commercial scale-up while attending conferences at resorts. That may be why the DOE Algae Biomass Program/BETO finally admitted that there were problems in their due diligence process on algae research grants and technologies, that milestones were not being met and that none of the grant recipients had anything that could be scaled outside the lab. For 13 long years, NAA has told all university algae researchers "if you have algae technologies that can be proven outside the lab, are scalable with a low CAPEX, we welcome them for potential opportunities in the commercial algae production industry." To date none of them have responded. Now that the DoE algae research funding is virtually non-existent, these same researchers and lobbyists have gone to the Department of Agriculture (USDA) to see if they will fund the next round. Some of the same algae researcher grant recipients are coming to NAA asking for recommendation letters to accompany funding applications, for funding, and for employment opportunities.

If you are a commercially-minded algae researcher (not looking for your next research grant), algae producer or equipment company interested in bringing enhancements or proven technologies to the commercial algae production industry, please feel free to join us for open discussions and networking opportunities. NAA's Algae Production Workshops are held at various locations throughout the year, and NAA is always available to arrange collaborative meetings if you have a particular need. Watch our website for information.

NAA's only mission is to continue building the commercial algae production industry, opening new markets and supply channels and supporting all algae-based/seaweed products in the US and throughout the world.

NAA would like to welcome its latest new member, Green Wave Energy, a new commercial algae producer.

To all Algaepreneurs: Happy Holidays and have a Happy, healthy, prosperous Algae New Year!

For further information contact: [barry@nationalalgaeassociation.com](mailto:barry@nationalalgaeassociation.com).