



A HUBER COMPANY

Unlocking Nature-Powered Success®

## THE COMMUNITY THAT CARRAGEENAN BUILT

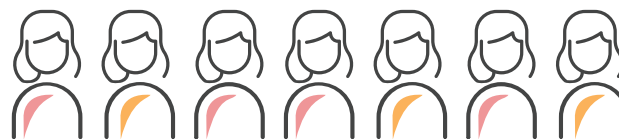


It's a mild and sunny day on the island state of Zanzibar, just off the coast of Tanzania. A group of women are gathered in front of ZANEA Seaweed Company to say hello, pick up supplies and start work at the seaweed farms that dot the shores. Known in Swahili as *mwani*, seaweed cultivation involves tying seedlings onto ropes that are submerged in the water enough for it to be covered at low tide. Some of the crops are ready to be harvested and laid on screens to dry in the sun before being packed in sacks and exported to CP Kelco's plant in Skensved, Denmark. The red seaweed tended by these women will soon become GENU®, GENUGEL®, GENULACTA®, GENU® Texturizer, GENUTINE® and GENUVISCO® Carrageenans.



## A BETTER WAY OF LIFE

For centuries, coastal communities have relied on the sea to support their way of life. However, aquaculture or aquatic farming is only decades old. CP Kelco began farming seaweed in Zanzibar in 1990 and helped to establish the ZANEA Seaweed Company soon afterwards for a local support base. It has played an important role in improving the standard of living here



especially for women, who make up around  
**70%** of the workforce and obtain a meaningful cash income for their skills.

Their success can be seen in the increase in bank accounts in the area, improved homes and infrastructure, and, most importantly, the number of children receiving an education. This year, a new hospital will open on land donated by CP Kelco and ZANEA Seaweed Company. Its location was specifically chosen to support women in more remote areas of the community, where having nearby maternity care is critical to avoid complications. Through grants from its nonprofit Huber Helps™ program,



CP Kelco recently purchased a solar water pump for one of the villages, providing clean water for up to

**2,000 people.**



In addition to training in sustainable farming methods, all material, including ropes and seed stocks, are provided to farmers free of charge. On a yearly basis, CP Kelco supplies and distributes materials valued at over **\$150,000 USD**. Over **300 new boats** as well as planting structures, drying facilities and new shelters were donated in 2023.

CP Kelco is securing a sustainable seaweed aquaculture in Zanzibar so it can remain a source of livelihood for generations to come. The seaweed itself acts as a bioremediator and filter. A fast-growing algae, seaweed is one of nature's most effective ways to fight carbon emissions, absorbing nitrogen and carbon dioxide. It utilizes energy from sunlight and takes up excess nutrients from the water to assist the ocean's ability to [fight harmful algae blooms](#) that lead to fish kill.





To help the entire community take advantage of the economic opportunities provided by seaweed farming, CP Kelco works to prevent negative impact to the ecosystem, especially deforestation. Protection of the mangroves is essential to maintain the natural flow of the water and provide feeding grounds for native species so



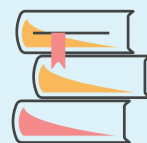
CP Kelco plants a minimum of  
**20,000** trees  
per year.

One-third is used to preserve mangrove forest lands, one third supports the construction of homes and one-third is used to replenish the stakes, fish fences and other lumber supplies needed in seaweed farming.



## IMPROVING EDUCATION OPPORTUNITIES

Prioritizing resources to improve education in Zanzibar is also a big part of CP Kelco's commitment to the community. In the early '90s, only 62% of school-age children in Zanzibar were enrolled in primary schools according to the [Zanzibar Ministry of Education](#). Through the Huber Helps™ program, CP Kelco has built classrooms, provided yearly donations of school supplies to the children, sponsored equipment and tools, and renovated school buildings for more conducive learning environments. The transformation in the community over the years has been significant.



A 2021 UNICEF report on the children of [Zanzibar](#) estimates that

**85%** of boys and girls are now  
**enrolled**  
in primary schools.

The travel distance to school can often be a key factor in school attendance, with children in rural areas often facing the longest travel times. When one of the employees at ZANEA Seaweed Co. shared how far his children had to walk to the nearest school in his district, we took action. We collaborated with the Huber Helps™ program and SOS Children's Villages to raise **\$135,000 USD** to support the construction of a new school, Chamboni Primary School.



## B CORP CERTIFICATION

In spring 2024, ZANEA Seaweed Co. achieved B Corp Certification from the nonprofit B Lab. It's one of the most well-respected and challenging certifications that a company can earn. The "B" stands for "benefit for all," and recognizes that a corporate sustainability strategy should balance the protection and caring of people and planet equally with profit. The rigorous certification process measures a company against very high standards of social and environmental performance, transparency and legal accountability. It looks at operations covering day-to-day activities and the business model, considering overall impact on employees, customers, community and the environment — all are viewed as company stakeholders. ZANEA Seaweed Co. was measured across a range of responsibilities as varied as employee benefits and training to community support and environmental programs to delivering a high-quality product that empowers customers.







## A PRODUCT YOU CAN FEEL GOOD ABOUT

Extracted from warm water red seaweed, GENU® Carrageenan is renowned for its thickening, gelling and stabilizing properties as well as its clarity in foods and beverages, personal care , pharmaceutical and home care products. It may be used as a vegan, nature-based alternative to synthetic texturizers.

**Find out how carrageenan can  
become part of your story too.**

**[cpkelco.com/contact](https://cpkelco.com/contact)**

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