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SimpliiGood, Haifa Group co-pioneer spirulina production

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Israelâ??s International plant nutrition leader, Haifa Group and food-tech innovator, SimpliiGood by AlgaeCore Technologies have joined forces to optimise the SimpliiGood spirulina supply chain while promoting their net zero goals. This partnership delivers benefits to both companies' products and bottom lines in the short term. It also positions them to create a sustainable circular carbon economy within the next several years.

SimpliiGood grows and markets, fresh and frozen spirulina, cultivating this nutrient-rich microalga under ideal controlled conditions. This start-up is culturing concentrated functional ingredients and producing a range of nutritious foods that are breaking new ground in the plant-based protein sector. Under development is the first smoked salmon alternative made nearly entirely from a single ingredient: whole fresh spirulina.

The companies have signed a multi-faceted long-term collaboration agreement destined to transform the entire spirulina market. The alliance will enhance sustainability and reduce the environmental footprint of both partners. A cornerstone objective of this partnership is to optimise upstream spirulina operations â?? perfecting production input for enriched output.

"This important milestone demonstrates the maturity and potential of the entire sector, not just of our company," says Baruch Dach, SimpliiGood founder and CTO. "It will boost our supply chain efficiency, reliability and scalability, making our spirulina an even more affordable, resilient and trustworthy food source for the future of food.