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Euro-MedHackathon ECO-EFFICIENCY IN THE AGRO-FOOD CHAIN

14-15 December 2016 | AMMAN, JORDAN



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Why don't we use **algae** although they have so benefits in many areas?

Especially **food** and **agriculture!!**

Different techniques and energy are spent for producing food. Also artificial fertilizer are used although creates water and soil pollution. Whereas all of these treatments can be done by using algae, as well as cheaper and easier because of **algal biotechnology.**

Let's start!

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Algae are rich source of pharmacologically active **natural products.**

Algae contain valuable protein, vitamin, lipid, fatty acids, amino acids, pigments etc.

Also they can product **secondary metabolites** that are **antiaging, anticancer, antimicrobial** such as **beta-carotene, astaxanthin, xantofil, phycoerythrin, phycocyanin, phycoeritrin, alkaloids...**

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DESCRIPTION OF THE IDEA

Malnutrition is waiting for the humanity because of increasing human population and decreasing farm land.

Some algae can be used for **animal** and **human nutrition** without polluting environment and spending much more money.

Also **bio-fertilizer** and **bio-stimulant** can be produced by using algae.



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TARGET IDENTIFICATION

1. Decreasing the **malnutrition risk**.

2. Creating **new food** that contain valuable nutrient protein, oil, vitamin etc.) for animals and humans.

3. Preserving **farm land** and also **aquatic habitat** and so the **ecosystem** with bio-fertilizer.

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EVALUATION OF IMPACTS

This idea has great impacts about malnutrition risks and prevention of environmental pollution.

The animal can be feed by more **valuable provender** and it means that the humans that eat these will be **healthier**.

And also the human can be resumed **algae food products**, directly. Then **food insufficiency** that waits for us in next years, will be avoided.



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RELEVANCE FOR THE CHALLENGE

Many academic papers say that food famine is coming soon.

Researchers must **find a solution!!**

Because the **life is going on.**

And the solution must be more **applicable, cheap** and **fast.**

This solution is this idea.



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Bridging Science and Business

INNOVATIVENESS

The number of algal researches decrease in a few decades. But a real big product is absent in market.

MARKETABILITY

Food products can be sold in market or pharmacy. If production conditions and nutritional content of these are shared to target group, it may be sale much more.

The benefits of bio-fertilizer are acceptable without discussing, so if someone rejects to use this product, she is really enemy of environment.



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If you vote for my idea,
you will not be hungry and unhealthy.

SO;

YOU WILL BE HAPPY!!

Life will be your life,

Body will be your body.

DO NOT FORGET;

YOU ARE WHAT YOU EAT!!

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Thank you very much

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