

# Coopid



**COOP**eration of bioeconomy clusters for bio-based knowledge transfer via **Innovative D**issemination techniques in the primary production sector

## Basic info

- Moellerup showcase consist of several interacting business models.
- The hemp plant (different varieties) is the basis for biorefining.
- Hemp seeds are cultivated by local farms.
- Broad range of products have been developed, such as oils, cosmetics, beverages, meat replacements etc.

## Origin of the solution of the showcase

- Moellerup is the pioneer in the development of hemp technologies in Denmark.
- Hemp fibers for sustainable materials was the starting point.
- Hemp seed for high value products are now more important.

## Businesses in several value chains

- More than 10 farms cultivate the organic hemp seeds.
- Seeds are initially treated by Moellerup brands into:
  - Food products and
  - Food ingredients
- Collaboration with numerous food innovators for final high value products.



## Moellerup Brands



## Innovative business model description

- Multiple value chains and parallel innovations are needed to reveal the full potential.
- A business model ecosystem has developed with varying degrees of ownership or cooperation.
- Hemp fibers are converted into insulation materials, boards and furniture by joint ventures Convert and Advance Non-Woven.

## Relation of the showcase with primary producers

- Primary producers are the basis for the hemp seed production.
- Danish Agro – a large Danish agro-cooperative – has invested in the hemp business to lift the case and broaden their activities.



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Brochure designed

