

Press release

30.07.2025

Vattenfall and Samuel L. Jackson present Wind Farmed Seaweed Snacks, a delicacy grown at a wind farm

Together with the iconic actor Samuel L. Jackson, Vattenfall is now presenting a sea-farmed delicacy – Wind Farmed Seaweed Snacks, snacks made from seaweed grown at an offshore wind farm. The collaboration aims to show the potential of offshore wind farms to not only generate fossil free electricity but also support food production that can help regenerate the marine environment.

Vattenfall is continuously working to explore how power generation facilities can serve beneficial purposes in addition to the production of fossil-free electricity. One such initiative is WIN@sea, a project in which Vattenfall, together with various partners, is investigating how offshore wind farms can also be used for food production and environmental monitoring.

The seaweed used to produce Wind Farmed Seaweed Snacks is harvested from Vattenfall's Danish wind farm Vesterhav Syd, where seaweed is grown on lines between the wind turbines. While the wind turbines generate fossil-free electricity, the seaweed that grows there can help regenerate the surrounding marine environment, while absorbing carbon dioxide and excess nutrients. After harvesting, the seaweed can be processed for various uses, one being food.

To deliver the message broadly, Vattenfall has chosen to collaborate with actor Samuel L. Jackson, known for his roles in films such as Pulp Fiction, Star Wars and the Marvel Cinematic Universe. As someone who once studied marine biology, Samuel L. Jackson has a passion for marine life and would like to be involved in challenging people's perceptions of what a wind farm can also represent.

"For me, it's about the world we're leaving behind for the next generation. That's why I wanted to be part of this collaboration with Vattenfall. These offshore wind farms aren't just producing fossil free electricity, they also create a habitat for sea life to grow. For example seaweed, food that can help regenerate the marine environment. That's next-level thinking," says Samuel L. Jackson.

Although Wind Farmed Seaweed Snacks are not intended as a commercial product for sale, a limited quantity has been produced and will be shared with a number of select recipients.

"For Vattenfall, this initiative is about taking a broader approach, working with partners to find innovative ways to use our fossil free electricity infrastructure in coexistence with nature. The Wind Farmed Seaweed Snacks demonstrate that this is possible. And with an advocate like Samuel L. Jackson, we had the opportunity to share that message with more people," says Helle Herk-Hansen, Head of Environment at Vattenfall.

So, what does wind farmed food taste like?



“They’re salty and tasty, but the snacks are actually more than their taste. This project is about rethinking how our energy infrastructure can coexist with nature. That’s a game-changer. That’s something worth spreading and getting people behind,” says Samuel L. Jackson.

For more information about Wind Farmed Seaweed Snacks and the collaboration with Samuel L. Jackson, please visit vattenfall.com/windfarmed

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