



Halophytes, Algae *and more...*

Article excerpt - June 2008

Gregory O'Reilly: Plant-Derived Product and Market Development Expert

Mr. O'Reilly's work in prototyping and commercialization of halophytic crops spans several companies. As Corporate Development Manager at The Planetary Group, a technology transfer spin-off of the University of Arizona's Environmental Research Laboratory, he facilitated university and private research and development, producing product prototypes, and piloted commercial-phase programs. Through The Seawater Company, its product division, he successfully produced high-quality, shelf-ready cold-pressed oil from the world's first halophytic food crop, **Salicornia bigelovii** (SOS-10), that also fueled the company's bio-diesel car. Remaining meal cake was refined into high-nutrient flour suitable for specialty food applications, animal feed, bio-composites and fuel. High-value biopharmaceutical extracts were also synthesized from seed hulls. He further demonstrated carbon-locking harvested plant biomass in non-toxic biocomposite wallboard and lumber. The company's Mexican subsidiary, Genesis SA de CV integrated halophytic agriculture with aquaculture in a closed-loop agro-production system, demonstrated the viability of a seawater-based coastal economy.

As an executive working with the private industry, think tanks and governments, Mr. O'Reilly further influenced the strategic 'marketization' of integrated biosaline agriculture both at the global programmatic level, working with government ministries, major multinationals, and global organizations such as the United Nations, World Bank and international investment banks on advanced concepts for atmospheric carbon sequestration, water and soil remediation and coastal greening, and at the consumer retail level - getting product in the stores. Mr. O'Reilly established Coastal Harvest in 1999, dramatically advancing the market for halophytic products in Europe, the United States and Canada.

His passion for environmental innovation and coastal zone sustainability resulted in an award from Stichting Nieuwe Bedijvigheid Amsterdam and nomination for the Netherlands National Future (Toekomst) Prize for his forward-looking, innovative business initiatives and thematic investment concepts.

Mr. O'Reilly earned a Bachelor degree in from Rutgers College, New Jersey, and an Advanced Diploma in Environmental Diplomacy from the University of Geneva in cooperation with United Nations Environment Program (UNEP).

Mr. O'Reilly is Principal of **geoconsult™**, a business development and advanced communication firm offering strategic facilitation and capital-related services to clients worldwide, catalyzing innovations and advancing the incremental industrialization of the emerging algae sector.

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