

# The Emergence of Kelp Farming in the US

*Saccharina latissima*  
From Spore to Plate

**Ocean**  
APPROVED



# U.S. Awareness and Market Growing



Consumption of seaweed food products in North America is growing

Phrases such as **“Kelp is the new Kale”** and **“Kelp, the superfood you should be eating”** are appearing with increasing frequency in publications and media.

A nutritious superfood packed with essential vitamins, minerals and iodine

US market size estimated at \$300M



# Global Production

- All Continents
- Largest Marine Aquaculture Crop
- US Demand Filled by Imports









# Three Families of Seaweed

Red

Green

Brown





# Two Species of Kelp

Additional Species and Products in Development

Sugar Kelp  
*Saccharina latissima*



Horse Tail  
*Laminaria digitata*



Horse Tail  
*Laminaria digitata*

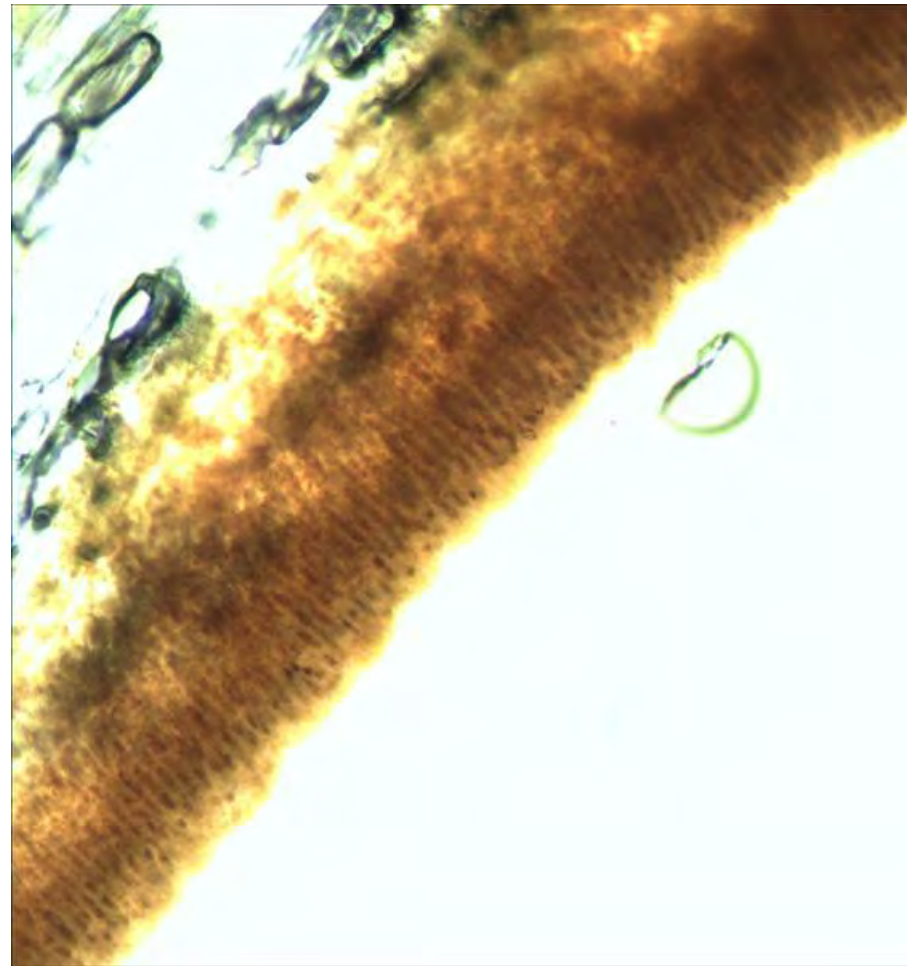


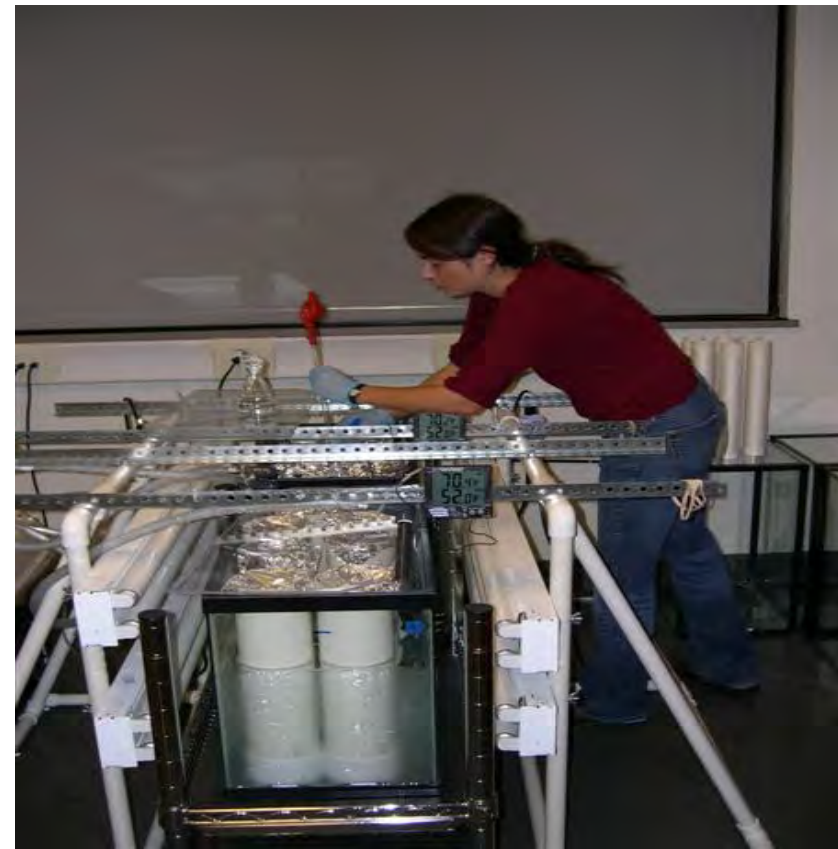
maine's own  
*Seaweed Salad*  
100% natural





# Farming - Day 1

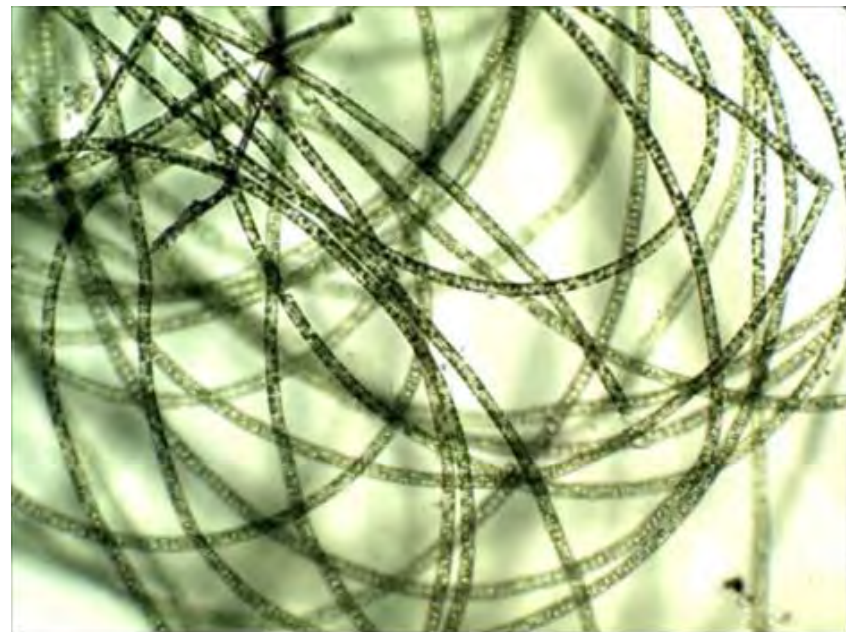




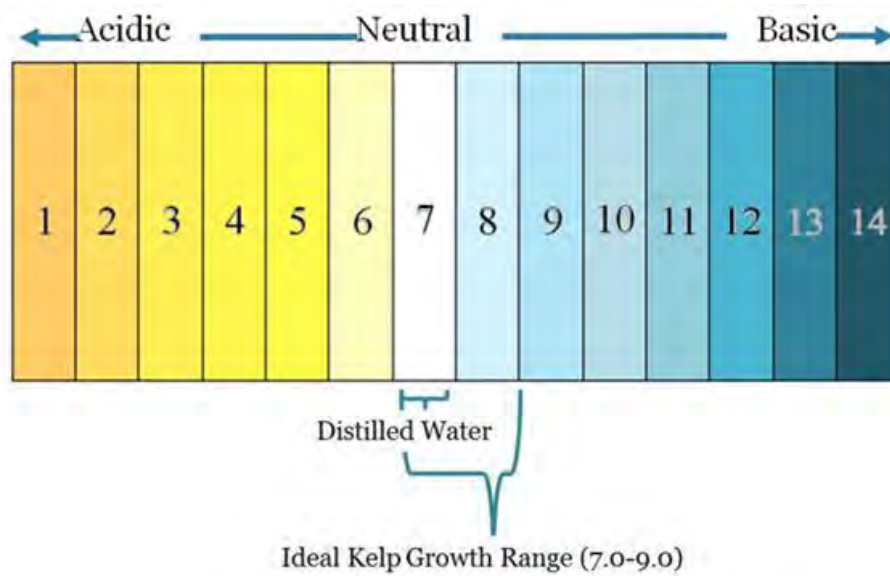








Green Algae from the Genus *Ulothrix* in tank





















30,000lbs per acre

No-

- Arable land
- Fresh Water
- Fertilizers
- Pesticides



*Kelp, the “Virtuous Vegetable” is the New Kale*



# Growing is Easy Some Hard Questions

- Sell to processor or produce my own products?
- If I produce my own, who are the customers?
- Food service/institution or retail?
- What type of product are they looking for?
- Who is my competition?
- How do I market?
- How do I get to market?





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The Domestic Alternative to Imported Seaweed Products  
Made With Ocean Sustainable and Restorative Maine Kelp





Imported  
(Blue & Yellow Dyes)



Imported  
(No Dyes)



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The Hermit  
Kelp Smoothie

Detox Delivery  
Blueberry Kelp Smoothie

Peachy Green  
Kelp Smoothie

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maine's own  
**Kelp Cubes**<sup>™</sup>  
supercharge your smoothie

Three dark green, rectangular Kelp Cubes.





maine's own  
*Seaweed  
Salad*  
100% natural

