

# Seaweed Products for New Markets

---



Peter Piconi – Marine Business Specialist





# Primary Aquaculture Species in Maine

---

# Primary Species of Seaweed in Maine

***Alaria esculenta***



**Winged Kelp**

***Saccharina latissima***



**Sugar Kelp**

***Laminaria digitata***



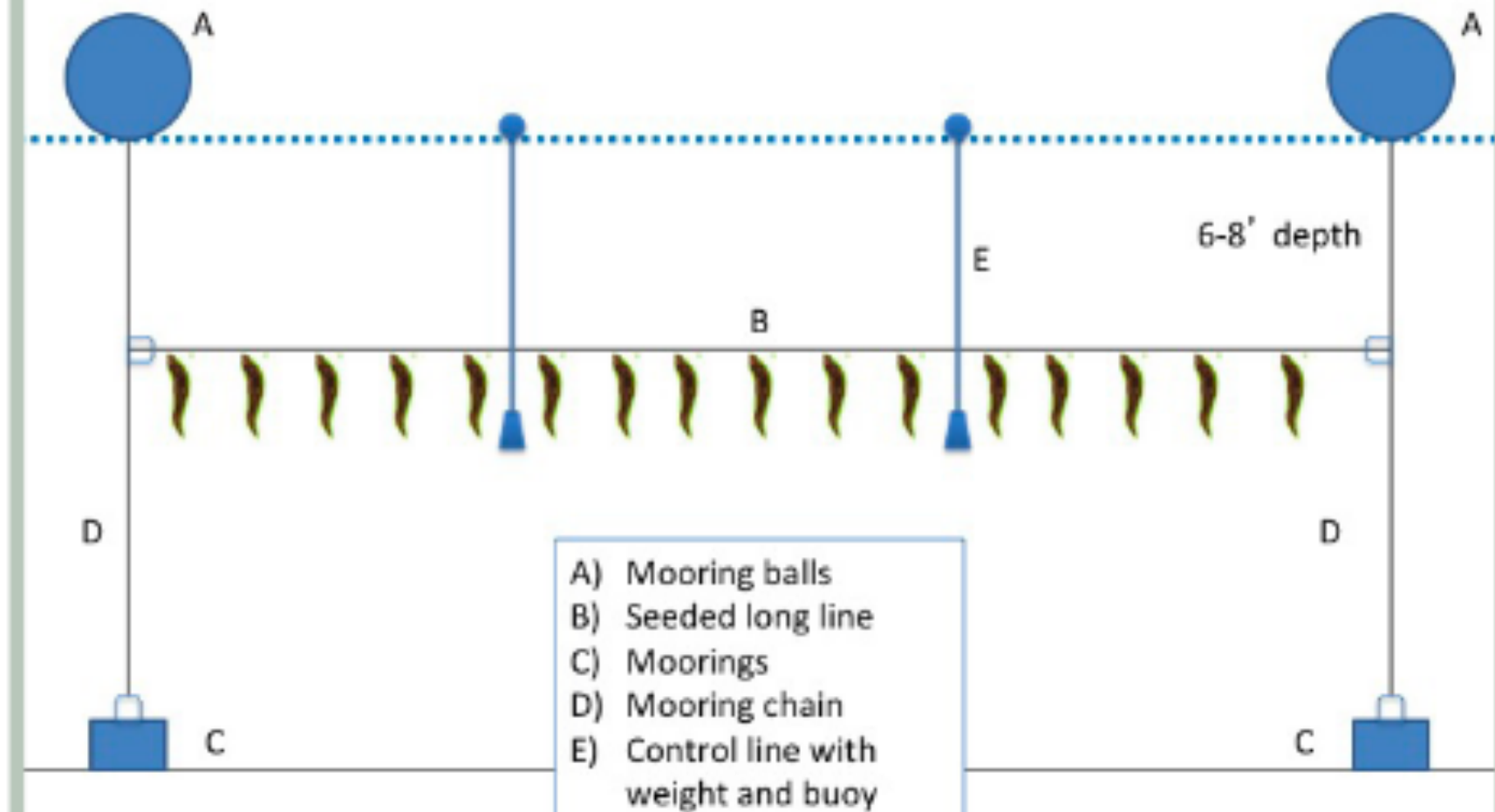
**Horsetail Kelp**



# Seaweed Farming Process

- Order your seed early June
- Seeding in October / November
- Monitor thru winter weekly
- Harvest in April / May
- Provides a consistent model for lobsterman to diversify their income during the off season
- Low start up costs
- Good “winter crop”

### Basic Kelp Longline System Design

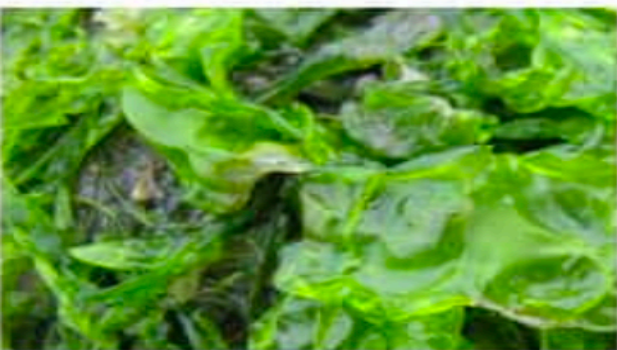


# SEAWEED

## What is seaweed?

Seaweed, or algae, belongs to a group of plant-like organisms that grow in the sea.  
Seaweed is part of a healthy diet and as herbal medicines in many traditional cultures.

## TYPES OF SEAWEED



**GREEN ALGAE**  
sea lettuce, ulva



**BROWN ALGAE**  
kombu, kelp, wakame



**RED ALGAE**  
dulce, laver, nori



**BLUE-GREEN ALGAE**  
spirulina, chlorella

# What are the benefits of eating seaweed?

- Rich in Vitamins & Minerals
- DHA and EPA Omega-3 Fatty Acids
- Aids in Digestion
- Contains Antioxidants
- Rich in Fiber & Probiotics



**SNACKING**



**SALADS**



**SOUPS**



**GARNISHES**

What's the  
number one  
question in  
any business?



Who is going to buy my  
product ?



What format do they  
prefer?

# Who's eating seaweed?



Survey of Consumers in North East at  
Farmers Markets / Seafood Festivals



55% are Female



63% are higher income  
(\$50,000 to \$100,000 plus)



63% are 25 – 54 years of age



Two – thirds ate seafood weekly



- Farmers Markets
- Specialty Restaurants
- Specialty Retailers
- Asian Market Centers
- Organic Food Fairs

Early Entry Local Seaweed  
Markets



How do  
consumers  
access edible  
seaweed?



**Primary Channels:**

Asian ethnic markets  
Specialty Stores (health  
/ natural foods)  
Asian-menu restaurants  
Grocery chain sushi  
franchises



**Secondary Channels:**

Fine dining restaurants  
Food service operations  
at colleges / universities  
Select seafood  
restaurants  
Farmers Markets

# Opportunities for New Markets

- Food Service Operations at Colleges
  - Volume
  - Sustainable / Ecology Message
- Fine Dining
  - Low volume
  - Good drivers / educators
  - Early adopters
- Farmers Markets
  - Local
  - Farm Raised / Sustainable message



# Seaweed Product Categories

- Wet Products (Fresh)
  - Whole Blade / Small Blade
  - Seaweed Salad
  - Wet Frozen
- Dried Products
  - Specialty Condiments
  - Snacks
  - Shelf Stable
- Beverages
  - Beer
  - Tea
- Fertilizer

# Raw Seaweed

---



Whole Piece Kelp



Seaweed Salad

# Dried Seaweed

---

Whole Leaf



Dulse



Nori

# Dried Seaweed

## Seasonings





# Dried Seaweed - Sprinkles

# Frozen Seaweed





# Shelf Stable Seaweed Products

---

# Shelf Stable Seaweed Products

---



- Smoothies
- Soups
- Stews
- Sauces
- Casseroles
- Spreads
- Dips

# Seaweed Snacks

---



Kelp Jerky



# Seaweed Snacks

# Seaweed Fertilizer



## All Purpose Fertilizer

Fruits  
Flowers  
Vegetables  
Leafy Vegetables





# Seaweed Beers

- Kelp Stout
- Seaweed Cidrah
- Kelpie – Scottish ale



Kelp Stout



Seaweed Cidah



# Kelpie Scottish Ale

# Heritage Seaweed Tea Retail Store

- Started as Seaweed Tea – Online only
- Retail Store Front
  - Education – informational Posters
  - Other Local Seaweed Products
    - Bath Salts
    - Lotions
    - Kelp Art
    - Seaweed Literature
    - Other Coast based products





# Start Small Tea to Store Front

THE MAINE CENTER PRESENTS: **ENTREPRENEURSHIP IN THE BLUE ECONOMY**

# WHY SEAWEED MATTERS

NOW AT MAINE CRAFT DISTILLING

A NETWORKING AND  
PANEL SESSION FEATURING:

**HERITAGE SEAWEED**  
**OCEAN APPROVED**  
**FORK FOOD LAB**  
**EVENTIDE OYSTER CO.**

TUESDAY MARCH 26  
AT MAINE CRAFT DISTILLING  
DOORS AT 4:30, PANEL AT 5:30

Event collaborators:



# Food for thought

- Getting your seaweed dried?
- Food Safety protocols
- Future possibilities
  - Coast to cow





---

Questions: [ppiconi@islandinstitute.org](mailto:ppiconi@islandinstitute.org)

[www.islandinstitute.org](http://www.islandinstitute.org)