

Kodiak Archipelago Leadership Institute  
Alaska Ocean Farms and Alaska Sea Grant  
**Joint Innovation Project:**  
**PILOT SCALE FORCED-AIR DRYING AND MILLING OF  
FARMED KELP**

**PRODUCT DEVELOPMENT**

**By Lexa Meyer**



# What Type of Product?



- Human Food
- Health Supplements
- Animal Food
- Fertilizer
- Cosmetics
- Other?



# Human Food

- Issues with Iodine, Heavy Metals, and Allergens
- May need certifications: International Featured Standard (IFS), Good Manufacturing Practice (GMP), USDA Organic, Safe Quality Food (SQF) Certification
- Lots of competition from foreign and wild harvested kelp

\$4.76/oz



\$5.00/oz



\$15.00/oz

# Health Supplements

- Issues with Iodine, Heavy Metals, and Allergens
- May need certifications: International Featured Standard (IFS), Good Manufacturing Practice (GMP), USDA Organic, Safe Quality Food (SQF) Certification
- Lots of competition from foreign and wild harvested kelp
- Can make your own (extra equipment, supplies, packaging, and distribution costs ) or sell in bulk



## Seaweed Superfood.

Give Your Thyroid Some Love

Let's face it, when it comes to high-density superfoods, kelp is king. High in minerals, this nutrient-packed seaweed from Iceland seawater is particularly rich in iodine, a nutrient vital to thyroid function.

\$0.027/pill

41mg=0.0015/oz



\$0.03/pill

# Animal Food

- Issues with Iodine and Heavy Metals
- May need certifications, not as many as for human food
- Lots of competition from foreign and wild harvested kelp



\$15.90/lb.



\$3.92/lb.



\$15.40/lb.

# Fertilizer

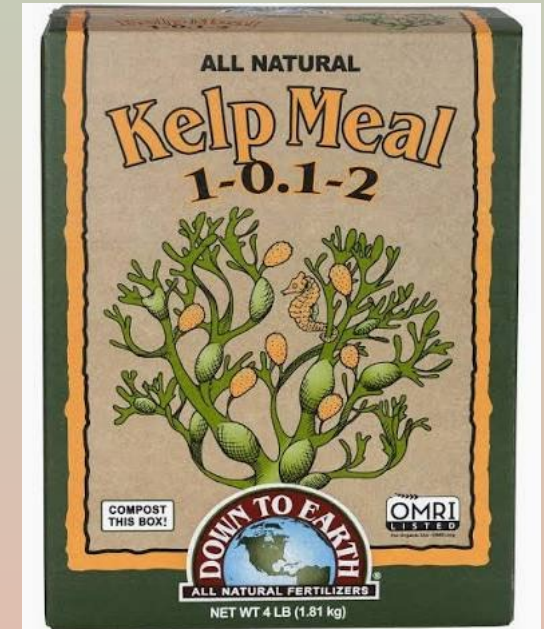
- Issues with Heavy Metals
- Very low Price
- Lots of competition from foreign and wild harvested kelp
- Low quality standards



\$1.92/lb.



\$2.80/lb.



\$7.00/lb.



\$28.38/gallon

# Cosmetics

- Issues with Iodine, Heavy Metals, and Allergens
- May need certifications: International Featured Standard (IFS), Good Manufacturing Practice (GMP), USDA Organic, Safe Quality Food (SQF) Certification
- Lots of competition from foreign and wild harvested kelp
- Higher price

\$4.50/oz



\$1.70/oz



Mixed product low inclusion ~\$8.00/oz

# *Developing Markets*

- Have samples to send to potential buyers
- Know what is in your kelp- this can help steer product development
- Alutiiq Grown, Alaska Grown, USDA Organic – use in marketing and sales
- Conduct market research- what products are already available? Price?
- Start Small- Barnacle and Foraged and Found Models
- Use product development services, Alaska Sea Grant does this or there are companies you can pay for this service.

