



INNOVATING WITH KELP: FROM OCEAN TO RETAIL SHELF

A CPG Perspective on Bringing Kelp to Market



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ABOUT

JENN BROWN, FOUNDER & CEO

- Global marketing in Tech & Entertainment
- Sabbatical and yacht chef in Alaska
- Experimenting with wild foraged materials
- Founding Foraged & Found



FORAGED & FOUND

- Kelp-infused pantry staples
- Mission: Integrate kelp into familiar Western foods
- Products: Kelp Pickles, Kelp Pasta Sauce, Kelp Salsa



CHALLENGES AND SOLUTIONS FOR KEMP IN THE CPG WORLD



PROCESSING



GO-TO-MARKET

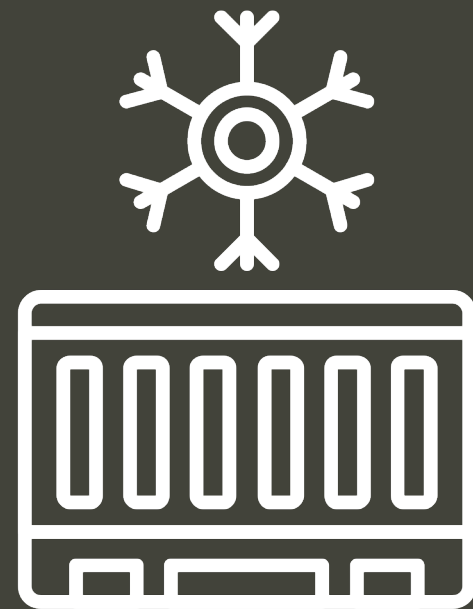


RETAIL

CHALLENGES IN KELP PROCESSING FOR CPG



Distance



Perishable



Costly

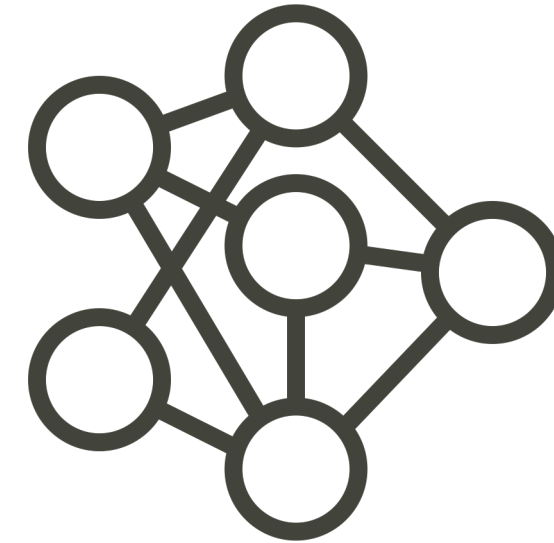
SOLUTIONS IN KELP PROCESSING FOR CPG



**Proximity
Processing**

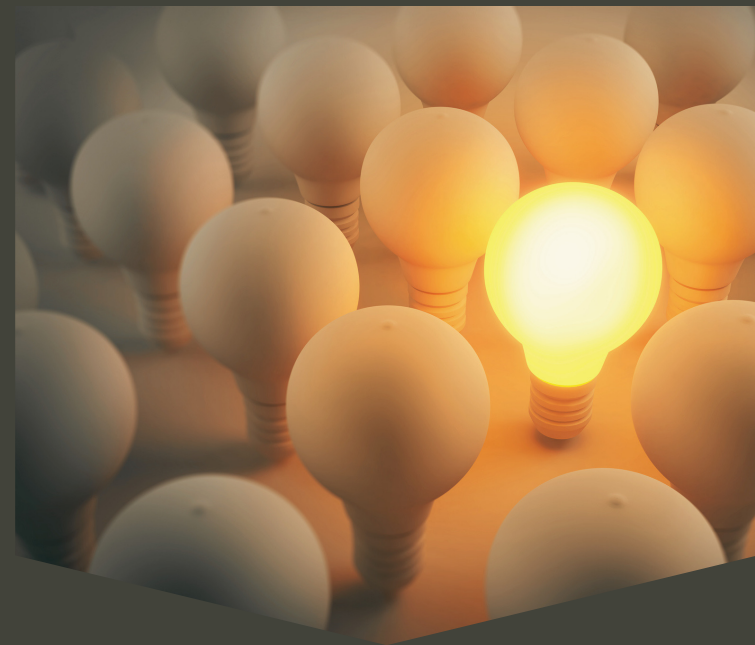


Stabilization



**Existing
Networks**

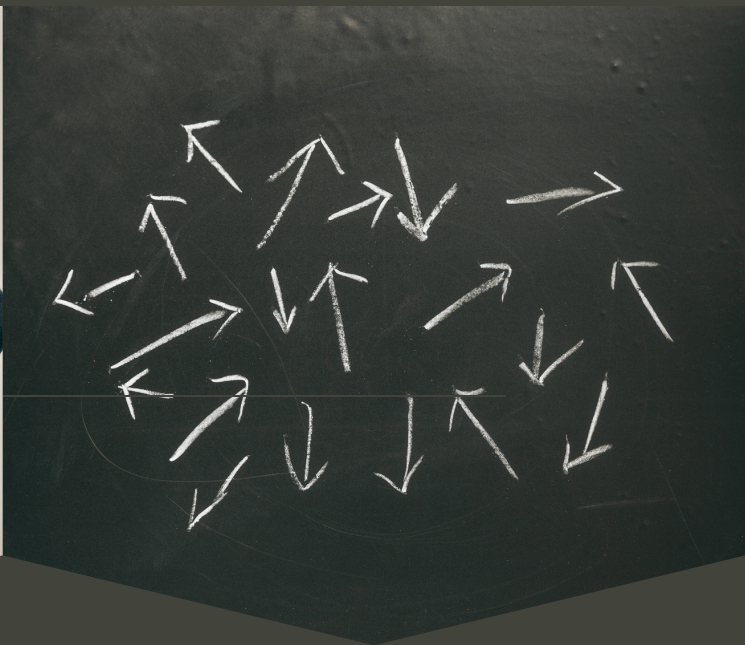
GO TO MARKET CHALLENGES WITH KELP FOR CPG



**LACK OF
AWARENESS**



**CONSUMER
PERCEPTIONS**



**FORMAT
INCONSISTENCIES**



**AVAILABILITY
ISSUES**



**COST
COMPETITIVENESS**

GO TO MARKET SOLUTIONS WITH KELP FOR CPG



**CONSUMER
EDUCATION**



**STANDARDIZING
FORMATS FOR CPG**



**INCREASING
VISIBILITY IN CPG**



**MARKETING TO
ESTABLISHED CPG
BRANDS**



**PRODUCT
DEVELOPMENT**

RETAIL CHALLENGES FOR KELP- INCLUDED PRODUCTS

- Category placement issues
 - Consumer hesitation due to unfamiliarity
 - Price sensitivity
 - Margin pressures from brokers, distributors, and retailers
 - Price of U.S.-produced kelp
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RETAIL SOLUTIONS FOR KEMP- INCLUDED PRODUCTS

- Get Off Shelf!
 - Periphery placement
 - Paid high-visibility placements
 - Demo, Demo, Demo
 - Leverage customers as proof points
 - Cost management strategies:
 - Pairing with low-cost ingredients
 - Optimizing supply chain
 - Increasing throughput
-



LOOKING TO THE FUTURE: KELP IN THE US FOOD SYSTEM

KEY TASKS:

1. Collaborating on consumer education campaigns to increase awareness and acceptance of kelp
2. Sharing best practices in sustainable harvesting and efficient processing
3. Working with regulators to establish clear standards for kelp products
4. Partnering with established food manufacturers to accelerate product innovation
5. Investing in research to reduce production costs and expand kelp applications

THANK YOU!

FORAGED & FOUND
WILD ALASKAN PROVISIONS

QUESTIONS?

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