

NSGO Seaweed Hub: Processing Workgroup Meeting #2

December 10, 2020 2:00-3:15pm EST Zoom

Facilitators: Melissa Good, Alaska Sea Grant; Antoinette Clemetson, New York Sea Grant; Anoushka Concepcion, Connecticut Sea Grant

Participants: David Berg, Lazy Point Farms; Perry Raso Matunuck, Oyster Farm; Tom Shields; Kate Alfano, researcher in midcoast ME; Christian "Chrissy" Petitpas, MA Division of Marine Fisheries; Beatrice Mills, Matunuck Oyster Farm; Gabe Lundgren, Massachusetts Division of Marine Fisheries Shellfish Aquaculture Program; Aaron Milstein, Troutlodge Incorporated; Wendy Moore, Lazy Point Farms

Agenda and Minutes

Welcome & Orientation — Melissa, Antoinette, Anoushka (5 min)

- Record for our internal purposes and we will be writing minutes
- Features of the Zoom - raising hands and or unmute, you can communicate privately with us and others but chat to everyone
- Length of meeting 1:15 hrs
- Use computer if you can

Round-the-Room Chat Box— All (2 min) Antoinette

- Write in the chat box: your name and who you represent.

Review Work Group Priorities — Melissa (5 min)

- Review of Processing Work Group focus areas and potential early actions identified at the Symposium and clarified at the 1st meeting.
- *Review*
 - *Goal 1: Educated producers and consumers (education)*
 - *Goal 2: Ensure innovations in processing are readily available to the industry (technology)*
 - *Goal 3: Establish economically sustainable industry for processing seaweed (operations)*
 - *Education*
 - *Task 1: Education program targeting the general public and culinary professionals about the variety and seaweed (sea vegetable) preparations (recipes)*
 - *Outcome: Fact sheets, webinar, podcasts, etc.*
 - *Technology*
 - *Task 1: Research cultivation technology for new species*
 - *Task 2: Research product innovation by identifying existing and new processing technology*

- Outcome: TBA
 - Operations
 - Task 1: Conduct research and development into using sea vegetables as mixed ingredients products e.g., seaweed pasta, salt and pepper 'flavoring', etc.
 - Task 2: Invest in feasibility study to recommend a framework to establish a Regional Processing Model that can be adapted by different states
 - Outcomes: TBA

Breakout Groups Discuss and Prioritize Tasks — All (20 min)

- Pick a facilitator and note taker.
- Discuss each of the goals and identified tasks.
- Prioritize the top two tasks for this group to tackle.
- Come back to the large group and report out.

Break Out Group Summary

Group 1:

- **Education program targeting the general public and culinary professionals about the variety and seaweed (sea vegetable) preparations (recipes)**
 - Public education key to build demand and establish market; Demand dictates appropriate type/degree of processing facility
 - Recommendations about processing methods to encourage repeat demand of products
 - Chart of cultivated species and potential uses as educational tool (**SHORT TERM ACTION**)
- **Research cultivation technology for new species**
 - Research new uses for existing species and possible uses for new species
- **Research product innovation by identifying existing and new processing technology**
 - Using existing knowledge to find the optimal species and cultivation techniques in new locations; could be a matrix illustration (**SHORT TERM ACTION**)
- **Conduct research and development into using sea vegetables as mixed ingredients products e.g., seaweed pasta, salt and pepper 'flavoring', etc.**
 - Seaweed is a common additive in Asia; research why this model works in Asia and not in USA (marketing study not product development)
 - More work to expand variety of value added products
- **Invest in feasibility study to recommend a framework to establish a Regional Processing Model that can be adapted by different states**
 - Interim step is to develop coops contract with processing facilities
 - Consider other agricultural crops using similar technology so that seaweed doesn't reinvent the wheel i.e., use technology that's already being applied
 - Sharing processing technology
 - Seasonality allows for mixed use processing facilities

Group 2:

- **Education program targeting the general public and culinary professionals about the variety and seaweed (sea vegetable) preparations (recipes)**
 - Need readily available product before education and culinary/market outreach feasible
- **Research cultivation technology for new species**
- **Research product innovation by identifying existing and new processing technology**
- **Conduct research and development into using sea vegetables as mixed ingredients products e.g., seaweed pasta, salt and pepper ‘flavoring’, etc.**
 - Ranked #2 priority in Group 2
- **Invest in feasibility study to recommend a framework to establish a Regional Processing Model that can be adapted by different states**
 - Need processing facilities capable of servicing a diversity of products since seaweed production is very seasonal/not year-round
 - Post-harvest need to identify challenges of processing regionally
 - Permitting challenges/time-of-year user challenges
 - **Ranked #1 priority in Group 2**

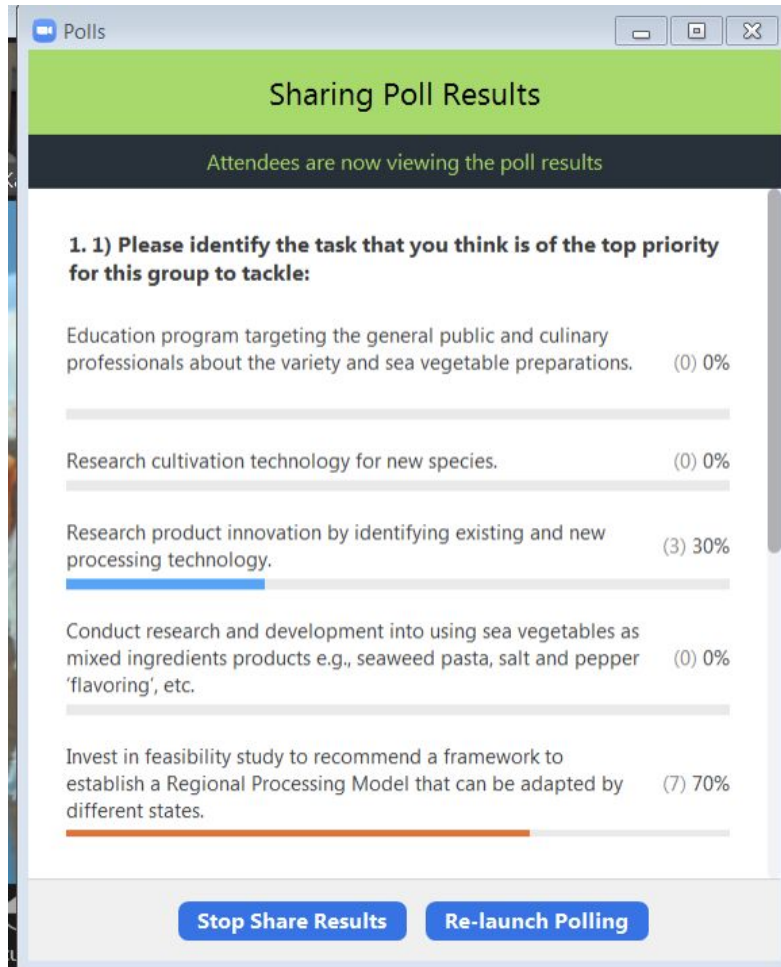
Group 3:

- **Education program targeting the general public and culinary professionals about the variety and seaweed (sea vegetable) preparations (recipes)**
 - **OUTCOME:** Increase demand for kelp from general public and culinary professionals
 - Considerations: State boundaries and differing markets
- **Research cultivation technology for new species**
 - **OUTCOME:** Open sourced info on species, technology, and processing. Understand the potential of other sea veg than kelp. What are benefits/ uses for different species of seaweed? Considerations: What is meant by "new species"?
 - **OUTCOME:** Determine where growing kelp/ sea veg is successful, unsuccessful and why. Clear regulations per state. Ex: Kelp alcohol -- new product, new market, how do we get there
- **Research product innovation by identifying existing and new processing technology**
- **Conduct research and development into using sea vegetables as mixed ingredients products e.g., seaweed pasta, salt and pepper ‘flavoring’, etc.**
 - **OUTCOME:** Investment in culinary uses of seaweed
- **Invest in feasibility study to recommend a framework to establish a Regional Processing Model that can be adapted by different states**
 - **OUTCOME:** Clear framework for national seaweed industry including recognition, rules, and regulations

Notes: 20 minutes was not nearly enough time, so groups broke back out for an additional 15 minutes of discussion.

Whole Group Discussion on Prioritized Tasks - All (10 min)

1. Discussion
2. Poll Results: **1) Invest in feasibility study to recommend a framework to establish a Regional Processing Model that can be adapted by different states. 2) Research product innovation by identifying existing and new processing technologies.**



Tasks for Next Meeting - All (10 min) -

- *How do we accomplish this task?*

Post meeting -- Antoinette and Melissa (5 min)

- Next meeting date/time - April 2021
- Google Drive - shared drive for resource drops
- Contact others additional meetings

Original Agenda

Welcome & Orientation — Melissa, Antoinette, Anoushka (5 min)

- Record for our internal purposes and we will be writing minutes
- Features of the Zoom - raising hands and or unmute, you can communicate privately with us and others but chat to everyone
- Length of meeting 1:15 hrs
- Use computer if you can

Round-the-Room Chat Box— All (2 min) Antoinette

- Write in the chat box: your name and who you represent.

Review Work Group Priorities — Melissa (5 min)

- Review of Processing Work Group focus areas and potential early actions identified at the Symposium and clarified at the 1st meeting.

Breakout Groups Discuss and Prioritize Tasks — All (20 min)

- Pick a facilitator and note taker.
- Discuss each of the goals and identified tasks.
- Prioritize the top two tasks for this group to tackle.
- Come back to the large group and report out.

Whole Group Discussion on Prioritized Tasks - All (20 min)

3. Discussion
4. Poll to finalize

Tasks for Next Meeting - All (10 min)

- Top Task: How do we accomplish this task?

Post meeting -- Antoinette and Melissa (5 min)

- Next meeting date/time
- Google Drive - shared drive for resource drops
- Contact others additional meetings