



**"IT BOMBED.
THEY WERE ALL BORED TO
TEARS WAITING TO HEAR
SOMETHING THEY KNEW"**

- JIMMY PAGE, LED ZEPPELIN

**EVERY GOOD IDEA STARTS
AS A NEW IDEA.**



WHY KELP?

- ➔ **KELP ISN'T JUST A TREND - IT'S PART OF THE SOLUTION**
- ➔ **IMPROVES OCEAN HEALTH, FIGHTS CLIMATE CHANGE + SUPPORTS U.S. COASTAL ECONOMY**
- ➔ **A ZERO-INPUT, RENEWABLE SUPERFOOD THAT REQUIRES NO LAND, FRESH WATER, OR FERTILIZER TO GROW**



WHY NOW?

- ➔ **OUR FOOD SYSTEM IS HUNGRY FOR YOUR CHEF LEADERSHIP**
- ➔ **KELP ALIGNS WITH STUDENT VALUES: ECO-AWARE AND FUTURE-FOCUSED**
- ➔ **TRULY UNIQUE - THE ONLY PRODUCTS OF THEIR KIND IN THE WORLD**



WHY YOU?

- YOU'RE NOT JUST FEEDING PEOPLE, YOU'RE SHAPING THE FUTURE!
- YOU'RE ON THE FRONTLINES OF HEALTH, SUSTAINABILITY, AND INNOVATION
- AS FOODSERVICE LEADERS, YOU HAVE THE POWER TO LEAD THE CHANGE!





**"THE GREATEST THREAT
TO OUR PLANET IS THE
BELIEF THAT SOMEONE
ELSE WILL SAVE IT."**