



Native kelp : Farming and processing of seaweed

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AGHAMM * MMAFMA

Association de gestion halieutique autochtone Mi'kmaq et Malécite
Mi'kmaq Maliseet Aboriginal Fisheries Management Association

Who are we?

- Non profit organization since April 2012
- Aboriginal Aquatic Resource and Oceans Management Program (AAROM)
- 3 communities
 - Micmacs of Gesgapegiag
 - Micmacs of Gespeg
 - Viger Maliseet First Nation
- Board of directors : fisheries directors from 3 communities



Mission

Promote the sustainable management and conservation of aquatic and oceanic ecosystems on the territories and activity zones of our member communities while protecting their interests and encouraging their participation in co-management processes.





Management and stewardship of aquatic resources

- News Bulletin : Mi'k-Mali Pêche News
- Advisory committees, stock assessment
- Support during consultations
- Mi'kmaq and Maliseet TK documentation
- Awareness and Educational activities
- (...)

Economic opportunities

- Experimental fisheries : whelk, urchin and kelp
- Impact study of a sea cucumber dredging fishery
- Seal hunting and valuation
- Native Kelp : farming and food product development
- (...)



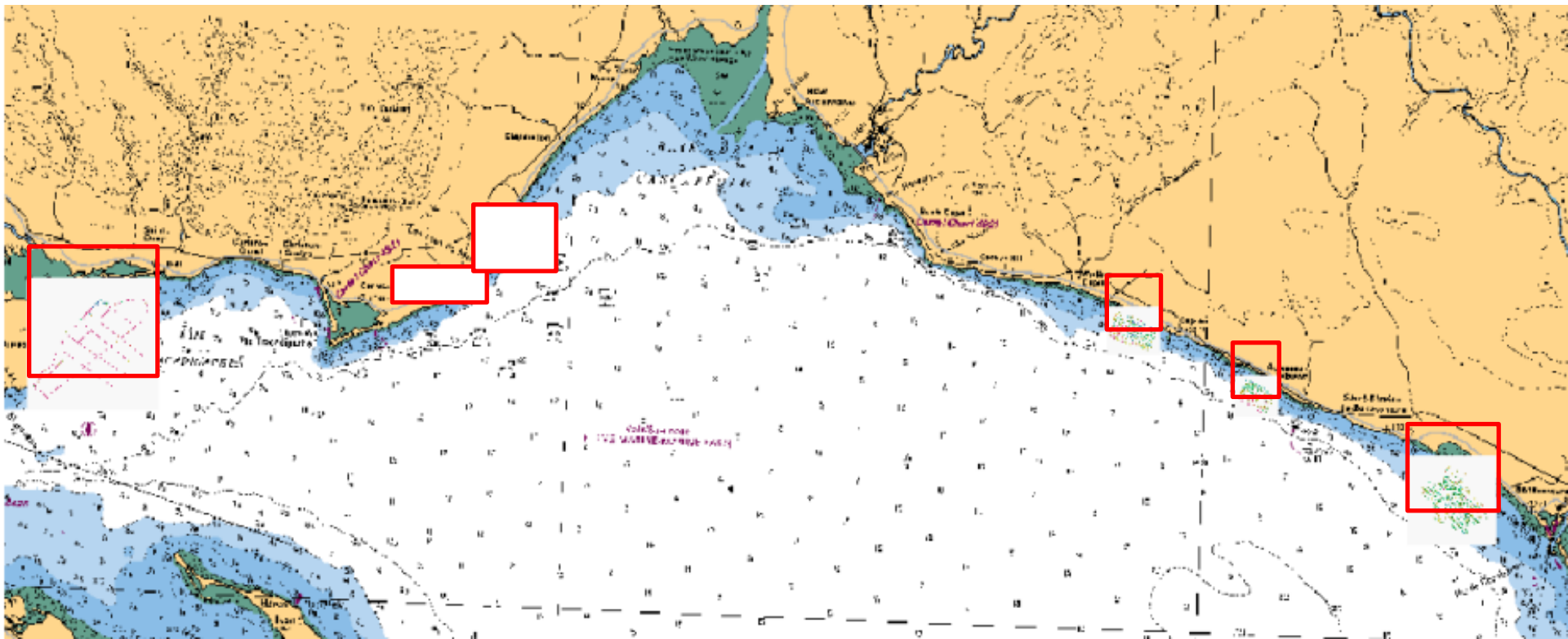
Context

Since 2012, MMAFMA is interested in harvest, aquaculture and valuation of seaweed in order to diversify the activities of it's member communities and, in the longer term, to generate income.



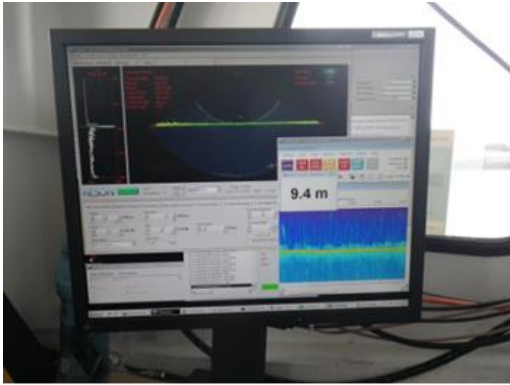
Steps

1. Review of scientific literature and technical reports
2. Kelp inventory in Summer 2013 (collaboration with UQAR, CIDCO and Merinov)



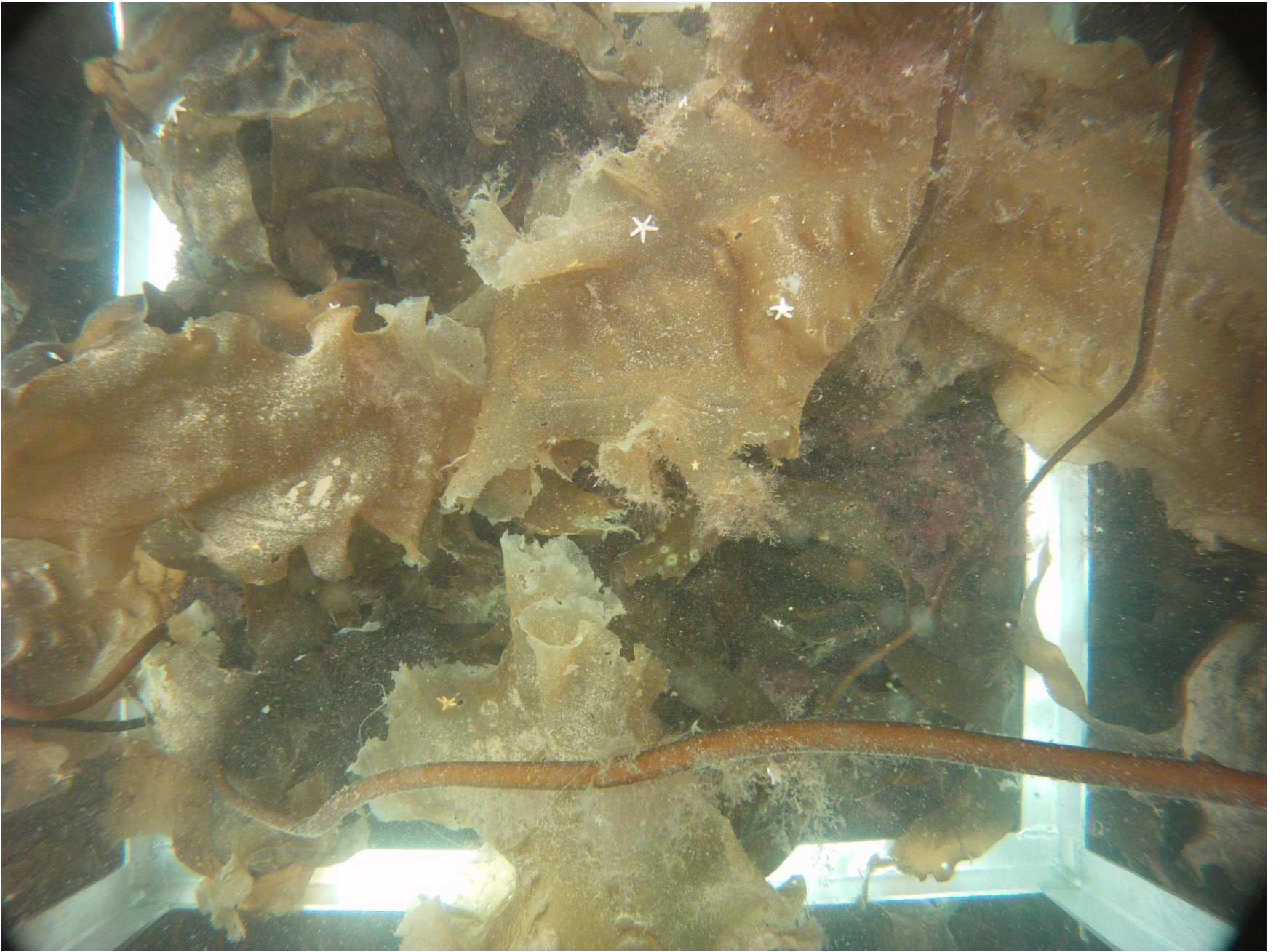
- Acoustics
 - MBES - Seabat 8125
 - SBES - BioSonics MX

- Ground truthing
 - Underwater imagery
 - Gathering



3. First small-scale recipe trials





4. Hiring of a bio-food marketing consultant to do a market potential study



papilles 
créatives. efficaces. curieuses.



5. TRENDS : Summer Fancy Food Show, Maine Seaweed Festival
6. Commissioned Merinov to help us choose the appropriate site for kelp farming and also started a collaboration in kelp processing

- Partnership with a mussel grower to support our sweet kelp farming trials that will start October 2015 (2 sites)





Steps (cont'd)

8. Purchase of seedlings from a local hatchery (Fermes Marines du Québec)



9. Scaling up our product development with the help of a professional Chef from l'École hôtelière La Capitale (sugar kelp, atlantic wakame)



Kelp discovery dinner

École hôtelière La
Capitale (Québec)

Chef : Christophe
Alary







Our future steps

10. Expert panel for product testing
11. Marketing strategy
12. Food safety
13. Standardization



In conclusion

We are simultaneously developing two sectors :

A) Production (kelp farming)

- Secure our supply of cultivated kelp
- Encourage development of kelp farming
- Partnership is the key



B) Product development

- Develop beyond first processing
- Be creative : offer something different
- Stand out by what differentiates us : native, nordic waters, etc.
- Put considerable efforts in marketing of kelp products
- Use of wild resource since cultivated products are restricted to sweet kelp
- To effectively market these products will require great efforts
- Work with a renown chef that will integrate kelps in popular recipes

Woliwon! We'lalieg!

Thank you! Merci!

