

A NEW REASON TO

BOAST ABOUT YOUR COAST

KELP-THE UNDERWATER “NEIGHBOR” PROTECTING YOUR COASTLINE AND THE WORLD’S CLIMATE

Coastal communities have so many benefits to brag about. They’re great places to work, recreate, and raise families, and their beautiful ocean vistas have even been shown to reduce stress and stimulate dopamine. But did you know that your community also has another bragworthy hidden benefit that adds to those already great things? Let’s take a dive under the surface of your “blue front yard” to discover more about how kelp cultivation is benefiting your community and the planet.



A CLEANER OCEAN

Seaweed mitigates runoff, keeping excess nutrients such as phosphorous and nitrogen from reaching deeper waters.

A PROTECTED COAST

Healthy seaweed farms can reduce the impacts of ocean waves, helping to prevent coastal erosion.

RECREATION FRIENDLY

Kelp farms grow in late fall and winter and are harvested in early spring, so farming doesn’t interfere with warm-weather recreational activities like kayaking, paddleboarding, swimming, and recreational fishing.

COMPATIBLE WITH COMMERCIAL FISHING

Kelp farms are designed to be grown in locations that don’t hinder commercial fishing and that use already existing waterfront infrastructure.

A BEAUTIFUL VIEW

Seaweed is grown in water shallow enough for sunlight to sustain marine vegetation but deep enough that oceanfront views are relatively unchanged.

A THRIVING WATERFRONT ECONOMY

Seaweed farming offers local communities new jobs and livelihoods, and is a great opportunity for women entrepreneurs.

CO₂

O₂

Sunlight

HEALTHY OCEAN LIFE

Many species, including fish, crabs, and other marine wildlife, rely on the safety of seaweed “forests” as a nursery and food source.

A SAFER CLIMATE

Kelp is photosynthetic—like plants, it stores carbon as it grows. So, it plays a central role in the planet’s carbon cycle, capturing carbon dioxide from ocean water.

IMPROVED FISH STOCKS

Because they are nurseries for marine wildlife, kelp farms can lead to improved fish populations, helping reduce the effects of overfishing.