



KELP

ON THE

MENU

A GUIDE FOR COLLEGE AND UNIVERSITY DINING SERVICES



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10 HADDOCK WITH ATLANTIC SEA FARMS MEDITERRANEAN SALSA VERDE & ROASTED TOMATOES:

Deliciously baked haddock fillet paired with a flavorful kelp-infused Romulade sauce, offering a tantalizing fusion of coastal flavors.



15 KOREAN PLANT BASED TACOS WITH SPICY ATLANTIC SEA FARMS KELP SLAW:

Experience a delightful fusion of Korean flavors with our Korean Kelp Slaw Tacos.



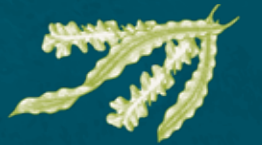
18 KELP PESTO PIZZA:

Crisp crust topped with a vibrant blend of kelp pesto, showcasing the ocean's umami flavors, offering a unique twist on a classic favorite.



16 PORTUGUESE SEAFOOD STEW W/ATLANTIC SEA FARMS KELP:

A hearty medley of fresh seafood simmered in a savory broth enhanced by the subtle brininess of kelp, creating a delightful taste in every spoonful.



Welcome to the Kelp On The Menu Handbook for College and University Dining Programs.



This handbook is part of a 2-year project to test the viability of integrating domestically sourced, sustainably grown, nutrient dense, line grown kelp from the water off the coast of Maine. This is a step-by-step guide that can be replicated in any institutional dining program and easily implemented in a manner that supports staff focused on culinary, sustainability efforts, procurement, student engagement, and communication strategies.

In this Handbook you will find:

Culinary R&D

- Methodology to test recipes.
- 20 tested recipes ready to use.
- Tips on how to use kelp in your menu.

Procurement

- Best practices to procure fresh, domestic kelp.

Student Engagement

- Multiple strategies in multiple settings that include special events, polls, and tastings.

Marketing

- Sample communications across multiple platforms.
- Coordinating branding.
- Integration into existing communications. Focusing on what is important to Gen Z



GEN Z PROFILE: DINING ON CAMPUS

Generation Z has had a vastly different dining experience from any previous generational group on a college campus.

UMass Dining has been tracking the trends and intentions of this revolutionary generation since it entered the college campus space in 2015. We have noticed they prioritize variety in both flavor and options, which allows them flexibility in their diet. They want to know where their food is coming from and how it arrived to their plate. They want to know the meat was humanely raised and their vegetables were not grown with GMO practices.

Gen Z is traditionally focused on smaller portions so they can choose

more options at mealtime and compile a diverse plate.

Much of the generation has had their college and/or high school experience disrupted by the COVID-19 pandemic and that experience has contributed to a shift in their mindset in what they want to see from the companies they choose to consume from. They want to trust that the businesses they consume from are acting on their promises to improve the environment and deliver good, healthy products to their plate.

Atlantic Sea Farms fits the criteria many Gen Z consumers are seeking. They are happy to find sustainable and eco-conscious options in their dining hall.



Santorini Tomato & Kelp Fritters with Greek Yogurt recipe on pg. 14.

WHY ATLANTIC SEA FARMS? 98% of seaweed eaten in the U.S. is imported, often grown in compromised waters and heavily processed. Atlantic Sea Farms traceable kelp is sustainably and domestically grown in clean-cold waters you can trust, by our partner farmers.



Kelp Pesto Pasta. Find full recipe on pg. 18

BY THE NUMBERS



810

Surveyed Responses



24

Dishes on Cycled Menu



07

Events Hosted



23,912

LBs of Kelp Procured



12,912

Accounts Reached Across Social



CULINARY R&D

Over the past few years, we have continued to grow and develop a great relationship with Atlantic Sea Farms. Throughout the partnership, the culinary team here has tested over four dozen recipes, with about thirty five of them currently on our menu and another handful that we rotate in and out based on seasonal menu changes and special events.

ASF has great products, and their sustainability initiatives tell a wonderful story. Their kelp is easily incorporated into a lot of world cuisines, seafood dishes, and plant-based recipes as well. It's a natural superfood that our students at UMass Dining have grown to appreciate.

Initially, it was a challenge to find ways to incorporate kelp into our menu, however after some R&D, we quickly realized that it can easily be used in a wide variety of ways. Steeped in broths for Asian style noodle bowls, made into various types of pesto with any number of different herbs or greens, or dressed lightly for a simple salad are just a few quick examples of how versatile it can be.

- Executive Chef Robert Bankert

TOTAL RECIPES TESTED
4 DOZEN

RECIPES FINALIZED
2 DOZEN

RECIPES STILL IN PROGRESS:
10-15

METHODOLOGY: KELP IN THE KITCHEN

The goal for introducing the Atlantic Sea Farm raw kelp products as part of the University of Massachusetts Healthy, Sustainable, Delicious Dining Program was to play on its versatility in global cuisine, addition of umami taste, and ability to apply to base recipes that have multiple applications.



Kelp is a common staple in a lot of world cultures.

UMass Dining will continue to showcase kelp in our global menu offerings as part of our story telling and education of our community on the benefits of kelp in our diet and we are proud to have a partner like Atlantic Sea Farms to help us in our mission.

*-Alexandar Ong
Director of Culinary Excellence,
UMass Dining*



FROM OUR CULINARY TEAM:

Kelp has always been a commonly used ingredient in our Asian recipe repertoire. ASF came along and introduced us to a fresh, nutrient dense, sustainably grown local kelp and the wonderful story about supporting the local economy by helping the lobster fishermen in Maine. Working with their products during our R&D sessions with our staff, we found ways to introduce kelp into a bigger portion of our menus.

The kelp from Atlantic Sea Farms is a convenient, easy to use product. In its raw form, it is fine to use as is, however we have found that if we are using it as a cold ingredient (in a salad or slaw), it's best to blanch it in boiling water for a few seconds as it helps tone down the ocean and vegetal taste to it- after that, it absorbs flavors much better.

Atlantic Sea Farms Kelp is an easy substitute ingredient or can be used in addition to many different herbs and greens. It works very well incorporated into healthy power bowls, seafood pastas, salads and creamy salad dressings, and smoothies.

Atlantic Sea Farm Kelp adds a more robust mouthfeel to the flavor of food. The natural "taste of the ocean" is distinct, but not overpowering and elevates everyday dishes like tempura seafood, vegetable and even America's favorite spicy mayonnaise.

We have found that our students at UMass are willing to try just about anything. Kelp may sound like a hard sell ingredient to many students, but internationally, kelp is used all over the world. Once we started incorporating kelp into recipes, students were excited to try the new recipes and really wanted to learn more about where we were sourcing it from, the sustainability efforts, and the nutrition aspect of it.

*Plant Based Crab & Kelp Cakes
with Remoulade Sauce
on pg. 12*

RECIPES: RESIDENTIAL MENUS

YIELD - About 1qt

- 8oz Italian Parsley, rough chopped
- 6oz Atlantic Sea Farms Ready-to-Eat Kelp, rough chopped
- 4oz Capers, drained
- 2 tsp Salt
- 2oz Garlic, rough chopped
- 8oz Olive Oil
- 4oz Lemon Juice
- 1oz Dijon Mustard

ATLANTIC SEA FARMS MEDITERRANEAN SALSA VERDE

1. In a food processor, combine all ingredients except for the lemon juice and olive oil and blend well.
2. Add the lemon juice, and then drizzle in the olive oil with the machine running to emulsify in the olive oil.
3. Season with additional salt or lemon juice as needed.



Approx 50, 3oz portions

- 10lb Local Haddock, 3oz portions
- 2oz Olive Oil
- 1 tbsp Salt
- 2 tsp Paprika
- 1lb Grape Tomatoes
- 2 tbsp Olive Oil
- 2 tsp Salt
- ½ tsp Pepper
- 25oz Atlantic Sea Farms Mediterranean Salsa Verde

HADDOCK WITH ATLANTIC SEA FARMS MEDITERRANEAN SALSA VERDE & ROASTED TOMATOES

1. Toss grape tomatoes with olive oil, salt, and pepper and place onto sheet pans
2. Roast in a 400F oven for 4-5 minutes or until blistered and roasted, but they still hold their shape.
3. Season the fish with olive oil, salt, and paprika and place onto sheet pans.
4. Roast in a 375F oven for 8-10 minutes or until fully cooked.
5. Transfer fish to a serving platter and top each piece with about 1 tbsp of salsa verde and a couple of roasted tomatoes.

YIELD - About 50 portions

- 6.5lb Cauliflower Florets
- 4oz Olive Oil
- 1 tbsp Salt
- 1 tsp Pepper
- 16oz Mediterranean Salsa Verde

ROASTED CAULIFLOWER WITH MEDITERRANEAN SALSA VERDE

1. Preheat a convection oven to 400F.
2. Toss the cauliflower with olive oil, salt, and pepper and place onto sheet pans
3. Roast until browned and tender, about 15-20 minutes, stirring the pan halfway through.
4. Transfer the cauliflower to a platter and top with the salsa verde.



Approx 50, 2oz cakes

- 18oz Canned Chopped Clams, strained
- 18oz Atlantic Sea Farms Ready-to-Eat Kelp
- 2 ¼lb Drum Rock Clam Flour Mix
- 14oz Buttermilk
- 14oz Clam Juice, use reserved juice and supplement with more if needed
- 2oz Chives, minced
- 2oz Parsley, chopped

CLAM & ATLANTIC SEA FARMS KELP CAKES WITH HONEY- SRIRACHA AIOLI

1. Strain out clams and reserve juice
2. In a large bowl, combine clam flour mix and herbs and whisk together. Add in the clam juice, buttermilk, clams, and kelp and mix gently. Some lumps are ok.
3. Preheat a griddle to 350F. Add a thin layer of canola oil and then scoop 1 ½ oz cakes onto the griddle.
4. Cook for 1-2 minutes, then flip and cook for an additional 1-2 minutes or until fully cooked.
5. Transfer to a serving platter and serve with Honey-Sriracha Aioli



HONEY- SRIRACHA AIOLI

Approx 20oz

- 16oz Mayonnaise
- 3oz Sriracha
- 1 ½ oz Honey
- 1 tbsp Lemon Juice
- 1 tsp Salt

Combine all ingredients in a bowl and whisk together.

Approx 50, 2oz cakes

PLANT BASED CRAB & KELP CAKES W/REMOULADE SAUCE

- 15oz Chickpeas, drained
- 32oz Hearts of Palm, rough chop
- 16oz Atlantic Sea Farms Ready-to-Eat Kelp
- 4oz Vegan Mayonnaise
- 10oz GF Panko Bread Crumbs
- 10oz Chickpea Flour
- 2oz GF Soy Sauce
- 2oz Texas Pete Hot Sauce
- 2oz Lemon Juice
- 2oz Dijon mustard
- 1oz Old Bay Seasoning
- 2 tbsp Salt
- 1oz Dill, chopped
- 1oz Chives, minced
- 10oz GF Panko Bread Crumbs
- 25oz Plant Based Kelp Remoulade

1. Place chickpeas in a food processor and pulse to rough chop, remove the chickpeas and add the hearts of palm and pulse until they are about the same consistency as the chickpeas.
2. Place the chickpeas and hearts of palm in a mixing bowl and add the remaining ingredients, except for the second listed panko.
3. Mix well and adjust consistency with a little more chickpea flour or panko if needed.
4. Portion into 1.5oz cakes and coat with the second listed panko.
5. Cook on a preheated 350F griddle with canola oil. Sear until golden brown on both sides and finish in a 325F oven if needed.
6. Transfer to a serving platter and top with the plant based remoulade sauce.



PLANT BASED KELP REMOULADE

Approx 32oz

- 20oz Vegan Mayonnaise
- 1 tbsp Lemon Juice
- 4oz Red Onion, minced
- 2oz Capers, minced
- 1oz Parsley, chopped
- 1 tbsp Texas Pete Hot Sauce
- 1 tbsp Dijon Mustard
- 4oz Atlantic Sea Farms Ready-to-Eat Kelp, chopped fine

Combine all ingredients together and mix well.

Per Bowl

- 3oz Cooked Black Lentils
- 2oz Delicata Squash, ½” dice roasted with olive oil, salt and pepper
- 2oz Spinach, sauteed with olive oil, garlic, salt and pepper
- 1/2oz Walnuts, toasted
- 1/2oz Pumpkin Seeds, toasted
- 1oz Atlantic Sea Farms Plant Based Green Goddess Dressing

BLACK LENTIL POWER BOWL W/ATLANTIC SEA FARMS KELP

Build power bowls with lentils as a base, then top with roasted delicata squash and sauteed spinach. Garnish with toasted walnuts and pumpkin seeds and drizzle with green goddess dressing.



BLACK LENTIL ATLANTIC SEA FARMS GREEN GODDESS DRESSING

Approx 50, 3oz portions

- 2lb Black Beluga Lentils
- 4oz Onions, ¼” dice
- 1 tbsp Garlic, minced
- 1oz Olive Oil
- 4oz Tomato Paste
- 3qts Vegetable Broth
- 2 tbsp GF Soy Sauce
- 1lb Atlantic Sea Farms Ready-to-Eat Kelp, chopped coarse

1. In a pot, heat olive oil over medium heat and add the onions and garlic and saute until aromatic.
2. Add the tomato paste and cook until it starts to caramelize on the bottom of the pan.
3. Add the GF Soy Sauce, vegetable broth and lentils and bring to a simmer.
4. Cook until lentils are tender, drain off any excess liquid, and reserve warm.

Approx 24oz

- 12oz Vegan Mayonnaise
- 4oz Plain Coconut Yogurt
- 1oz Chives, minced
- 1oz Dill, chopped
- 2oz Parsley, chopped
- 4oz Atlantic Sea Farms Ready-to-Eat Kelp
- 1 tsp Salt
- 2oz Olive Oil

Place all ingredients in a container and blend with an immersion blender until smooth, then continue blending while drizzling in the olive oil to emulsify.

10 portions

- 15oz Kelp Burger Mix
- 1 tbsp Canola Oil
- 5oz Guacamole
- 10ea Slider Buns

QUINOA, LENTIL, & KELP BURGER MIX

Approx 25, 2oz sliders

- 10oz Mushroom Blend
- 12oz Atlantic Sea Farms Ready-to-Eat Kelp, drained well
- 10oz Green Lentils, cooked
- 10oz Quinoa, cooked
- 2oz Tuscan Tomato Paste
- 4oz Chickpea Flour
- 2 tsp Paprika
- 1 tsp Ground Cumin
- 2 tsp Salt
- ½ tsp Black Pepper

1. Place the kelp and lentils in a food processor and process until they are chopped and start to form a paste
2. Combine chopped mushrooms, lentils, kelp, and remaining ingredients and mix well.
3. Form one into a patty and cook to see if it holds its shape well, a little more chickpea flour can be added to help bind it

About 50 Fritters

- 3lb Plum Tomatoes, finely chopped
- 4oz Red Onion, finely chopped
- 6oz Atlantic Sea Farms Ready-to-Eat Kelp, drained well and chopped fine
- 2 tbsp Olive Oil
- 2oz Tomato Paste
- 1oz Italian Parsley, chopped
- 1 tbsp Salt
- 1 tsp Pepper
- 12oz Flour
- 1 ½ tsp Baking Powder
- 2ea Eggs

Garnish

- 2Oz Whole Milk Greek Yogurt
- 1oz Olive Oil
- 1 tsp Salt

KELP SLIDERS WITH SPICY GUACAMOLE

1. Form the burgers into 1.5oz patties
2. Cook on a preheated griddle with canola oil for 2-3 minutes on each side
3. Place burgers on buns and top with guacamole



SANTORINI TOMATO & KELP FRITTERS WITH GREEK YOGURT

1. Whisk together the yogurt, olive oil, and salt and reserve cold.
2. Heat a skillet over medium heat with the olive oil, add the onions and saute until tender.
3. Add the chopped tomatoes and kelp, reduce heat to low, and cook for about 5 minutes.
4. Place the tomatoes and onions into a bowl, cool slightly, then add the tomato paste, eggs, parsley, salt, and pepper and mix to combine.
5. Fold in the flour and baking powder (adjusting flour amount as needed, the batter should be thicker than a pancake batter)
6. Heat a griddle to 350F. Drizzle with olive oil and scoop 1oz portions onto the griddle and cook for 1-2 minutes on each side or until golden brown and crispy. Alternatively, they can be deep fried in a fryer.
7. Drain well on paper towels, and serve topped with the seasoned yogurt.



Approx 25 tacos

- 2oz Canola Oil
- 50oz Plant Based Beef Strips
- 2 tbsp Soy Sauce
- 2 tbsp Brown Sugar
- 2oz Ginger, minced
- 2oz Garlic, minced
- 1 tsp Cooking Wine
- 2 tsp Sesame Oil
- 25oz Spicy Atlantic Sea Farms Kelp Slaw
- 12oz Spicy Korean Sauce
- 25ea 6" Flour Tortillas, warm

KOREAN PLANT BASED TACOS WITH SPICY ATLANTIC SEA FARMS KELP SLAW

1. Marinate the plant based beef strips in soy sauce, ginger, garlic, brown sugar, wine, and sesame oil.
2. Heat a wok over high heat with canola oil. Add the beef and stir fry until caramelized and cooked through. Remove from wok and reserve warm.
3. Build tacos with plant based bulgogi beef, slaw and sauce



SPICY ATLANTIC SEA FARMS KELP SLAW

Approx 12, 2oz portions

- 10oz Carrots, julienned
- 10oz Atlantic Sea Farms Ready-to-Eat Kelp
- 4oz Red Onions, julienned
- 2oz Scallions, sliced
- 1 tsp Sugar
- 2 tbsp Rice Vinegar
- 1 tbsp Gochujang Sauce
- 1 tsp Korean Chili Powder
- 1 tsp Salt

1. Combine the sugar, vinegar, gochujang, chili powder, and salt in a bowl and mix well
2. Toss the dressing with the remaining ingredients.

SPICY KOREAN SAUCE

Approx 12oz

- 4oz Water
- 6oz Gochujang Sauce
- 2 tsp Garlic, minced
- 2 tsp Ginger, minced
- 1 tbsp Mirin
- 1 tbsp Sesame Oil
- 1 tbsp Honey
- 2 tsp Toasted White Sesame Seeds

Combine all ingredients and mix well

50 portions

- 4oz Olive Oil
- 1 1/2lb Chourico, cut into half moons
- 12oz Onions, 1/4" dice
- 2oz Garlic, minced
- 2 tbsp Thyme, chopped
- 4-5 Bay Leaves
- 1 tbsp Red Pepper Flakes
- 12oz Dry White Wine
- 2oz Clam Base
- 32oz Water
- 8oz Roasted Red Peppers, 1/2" diced
- 1lb Tomatoes, 1/2" dice
- 2lb Atlantic Sea Farms Ready-to-Eat Kelp
- 2lb Little Neck Clams, cleaned
- 3lb White Fish, such as Haddock
- 2lb Mussels, cleaned

PORTUGUESE SEAFOOD STEW W/ATLANTIC SEA FARMS KELP

1. In a pot, heat olive oil and add the onions, chourico, and garlic and cook until aromatic, about 3-4 minutes. Add the tomatoes, red pepper flakes, and roasted peppers and cook for an additional 2-3 minutes.
2. Add the kelp, thyme, bay leaves, black pepper, white wine, clam base, and water and bring to a simmer. Cook for about 15-20 minutes. Turn off heat and reserve warm.
3. In batches, steam the little neck clams until they pop open.
4. In a separate pot, add mussels, fish, and hot broth and bring to a simmer. Cook for 3-4 minutes or until the mussels pop open and the fish is cooked. Add in the cooked clams, stir well, and then transfer to a serving bowl.



50 portions

- 4lb Linguini Pasta Sauce Base
- 2oz Olive Oil
- 1 tbsp Red Pepper Flakes
- 4oz Garlic, minced
- 8oz Onions, 1/4" dice
- 16oz Canned, Diced Tomatoes, undrained
- 2lb Atlantic Sea Farms Ready-to-Eat Kelp
- 1 tbsp Clam Base
- 16oz Water
- For The Pasta**
- 4oz Olive Oil
- 2oz Garlic, minced
- 2 tsp Red Pepper Flakes
- 3lb 31-4Oct P&D Shrimp
- 3lb Mussels, cleaned
- 2 tsp Salt
- 1/2 t Pepper
- 16oz Tomatoes, 1/2" dice
- 1oz Chives, minced
- 1oz Parsley, Chopped
- 12oz Grated Parmesan Cheese

SHRIMP, MUSSEL, & ATLANTIC SEA FARMS KELP FRA DIAVOLO

1. In a pot, heat olive oil and add the onions, chourico, and garlic and cook until aromatic, about 3-4 minutes. Add the tomatoes, red pepper flakes, and roasted peppers and cook for an additional 2-3 minutes.
2. Add the kelp, thyme, bay leaves, black pepper, white wine, clam base, and water and bring to a simmer. Cook for about 15-20 minutes. Turn off heat and reserve warm.
3. In batches, steam the little neck clams until they pop open.
4. In a separate pot, add mussels, fish, and hot broth and bring to a simmer. Cook for 3-4 minutes or until the mussels pop open and the fish is cooked. Add in the cooked clams, stir well, and then transfer to a serving bowl.

About 50 bowls

- 6lb 60/80 Popcorn Shrimp
- 50oz Japanese Kelp Slaw
- 1 tbsp Korean Chili Powder
- 2oz Soy Sauce
- 2oz Lime Juice
- 1 1/2lb Cucumbers, sliced thin
- 4ea Avocados, sliced
- 1/4 cup Black Sesame Seeds
- 1/4 cup Toasted White Sesame Seeds

SPICY POPCORN SHRIMP POKE BOWL WITH JAPANESE KELP SLAW

To Serve - Prepared sushi rice, Japanese Kelp Slaw, & Spicy Mayonnaise

1. Whisk together the Korean chili powder, lime juice, and soy sauce.
2. Deep fry the shrimp until fully cooked and crispy, drain well and toss with the spicy soy sauce to coat. Reserve warm.
3. Build poke bowls with sushi rice and top with shrimp, cucumbers, sliced avocado, and kelp slaw. Sprinkle with sesame seeds and drizzle with spicy mayonnaise.



JAPANESE KELP SLAW

Approx 12, 2oz portions

- 18oz Atlantic Sea Farms Ready-to-Eat Kelp, drained well
- 2oz Scallions, sliced thin
- 1oz White Miso
- 1 tbsp Soy Sauce
- 1 tbsp Mirin
- 1 tbsp Toasted White Sesame Seeds
- 1 tbsp Sesame Oil
- 1 tsp Rice Wine Vinegar
- 1 tsp Salt

1. Combine all ingredients except for the kelp and mix well.
2. Place the kelp in a bowl and add the dressing and toss to combine and coat.

Approx 40oz

8oz Pepitas
2 tsp Salt
½ tsp Pepper
1oz Olive Oil
2oz Garlic, minced
4oz Grated Parmesan Cheese
1lb Baby Spinach
12oz Atlantic Sea Farms
Ready-to-Eat Kelp
2oz Water
4oz Parsley, rough chop

SPINACH & ATLANTIC SEA FARMS KELP PESTO

1. Toss the pumpkin seeds with olive oil, salt, and pepper and toast lightly in a 325F oven for 3-4 minutes. Cool completely.
2. In a food processor, combine pumpkin seeds, garlic, parmesan, salt, and half of the olive oil.
3. Process until coarsely ground, then add the spinach, kelp, and parsley and continue to process, adding the remaining olive oil and a little water to adjust consistency.

Approx 10 portions

2lb Fettuccine Pasta
8oz Spinach & Kelp Pesto
8oz Roasted Tomatoes, chopped
6oz Pepitas, toasted
6oz Shaved Parmesan Cheese

SPINACH & KELP PESTO PASTA WITH ROASTED TOMATOES & PEPITAS

1. Cook the fettuccine in salted boiling water until al dente.
2. Drain pasta, reserving a little of the pasta water, and toss with the pesto and roasted tomatoes. Add some of the pasta water to loosen the pasta if needed.
3. Place in a bowl and garnish with toasted pepitas and shaved parmesan cheese.

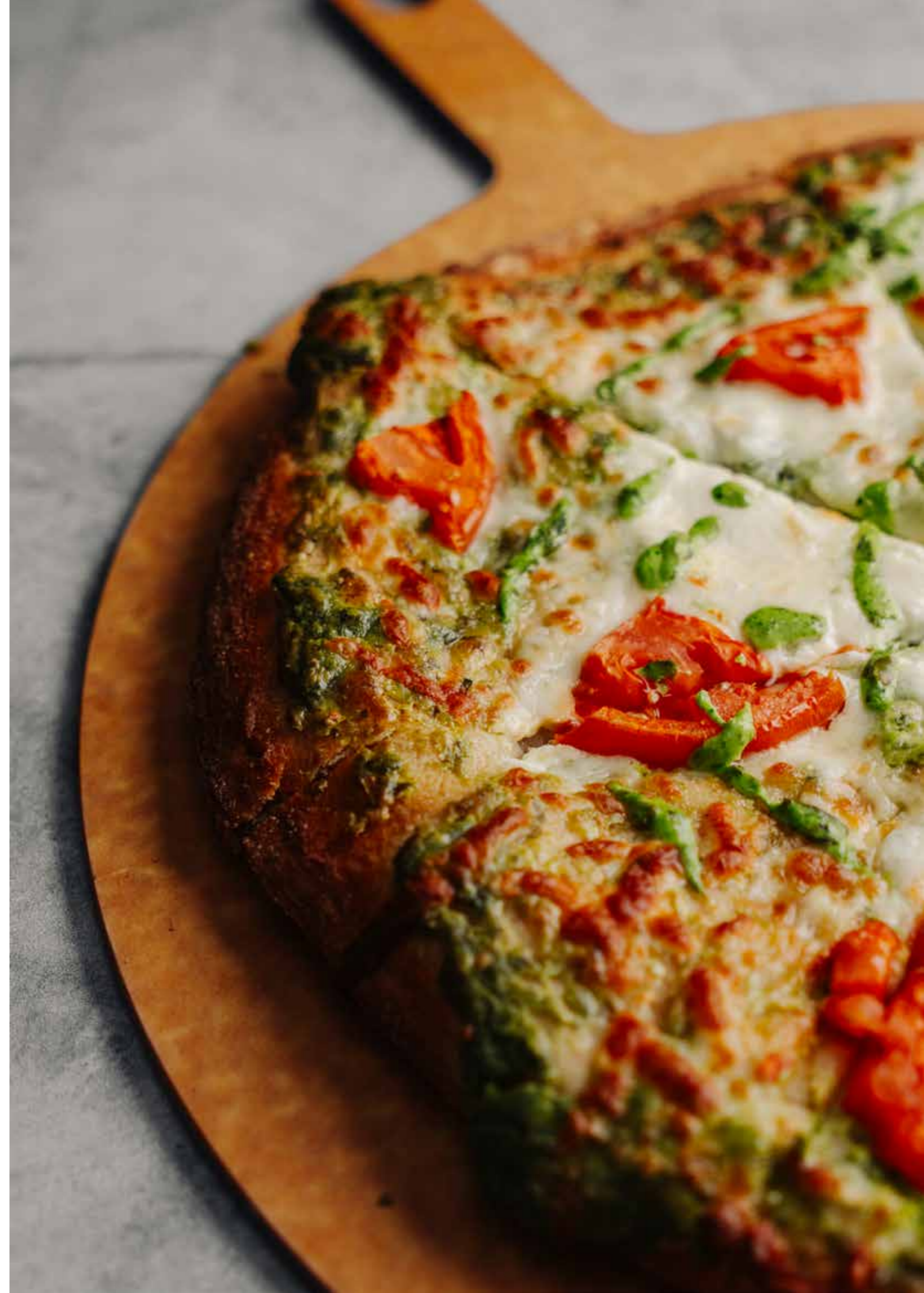


1 pizza, 12 slices

1ea Pizza Dough, approx. 22-24oz
3oz Spinach & Kelp Pesto
1oz Olive Oil
3oz Shredded Mozzarella Cheese
4oz Burrata Cheese
6oz Tomatoes, sliced thin

SPINACH & KELP PESTO PIZZA WITH TOMATOES & BURRATA CHEESE

1. Roll out pizza dough
2. Spread pesto onto dough and drizzle with olive oil
3. Top with sliced tomatoes, a light sprinkle of mozzarella cheese and chunks of burrata
4. Bake at 500F until pizza is done



RETAIL MENUS

Makes 1 portion
Serving size 8 oz

- 2 oz Steamed Korean Rice
- ½ oz Rice Cake, crumbled
- 1 oz Atlantic Sea Farms Kelp Banchan
- 1 oz Sesame Soybean Sprouts
- 3 oz Bulgogi
- 1 oz Gochujang Crème
- 1 tsp Sesame Seeds

KOREAN RICE BOWL WITH ATLANTIC SEA FARM KELP BANCHAN, GOCHUJANG CRÈME AND CRUNCHY RICE CAKE

In a serving bowl, add steamed Korean rice, crumbled rice cake, Atlantic Sea Farms Banchan, Sesame Soybean Sprouts, Bulgogi, Gochujang Crème and top with sesame seeds.



BULGOGI

Makes 8 Portions

- 2 oz Onion, peeled, med dice
- 1 tbsp Ginger, chopped
- 1 tbsp Garlic, chopped
- 1 tbsp Sesame Oil
- 2 tbsp Honey
- ¼ cup Brown Sugar
- 1 cup Low Sodium Soy Sauce
- ¼ tsp Black Pepper
- ½ cup Water
- 2 lbs Beef, shredded
- 4 oz Onion, julienned
- 2 oz Scallions, sliced
- 1 tbsp Toasted Sesame Seeds

1. In a blender add onions, ginger, garlic, sesame oil, honey, brown sugar, soy sauce, black pepper and water. Blend until smooth.
2. Marinade shredded beef for at least 4 hours.
3. In a 350F pre-heated convection oven, bake shredded beef with onions for about 8-10 minutes or until internal temperature reaches 155F.
4. Reserve, add juices, garnish with scallions and toasted sesame seeds.

“Nothing brings more joy to a chef, than celebrating quality local ingredients, grown by passionate farmers to be enjoyed by our students. Atlantic Sea Farms kelp is exactly that, a sustainable, and tasty ingredient that should be tried by all.

“When my dad was a child back in Korea, he would hand harvest kelp and sell it at the market, to say the least kelp has been a tasty tradition in my family for decades. The culinary applications are endless, sustainable, and good for the planet.”

*Chef Anthony Jung,
Executive Chef of Retail Dining.*

ATLANTIC SEA FARMS KELP BANCHAN

Serves 6

- 1 lb Atlantic Sea Farms Ready-to-Eat Kelp, Shredded
- 1½ tbsp Sesame Oil
- ½ tsp Sugar
- 2 tsp Sesame Seeds

1. In a container, add Atlantic Sea Farms Shredded Kelp, sesame oil and sugar. Toss lightly.
2. Transfer to a decorative pan and garnish with sesame seeds.

GOCHUJANG CRÈME

Makes 8 oz

- 6 oz Sour Cream
- 2 oz Gochujang
- 1 tsp Sugar

In a bowl combine the sour cream, gochujang and sugar.

KOREAN SESAME SOYBEAN SPROUTS

Makes 6 Portions

- 2 tbsp Salt
- 1 lbs Soybean Sprouts
- 1½ tbsp Sesame Oil
- ½ tsp Sugar
- 2 tsp Sesame Seeds

1. In a large pot add salt and bring water to a boil. Blanch soybean sprouts for about 3-4 minutes and cool.
2. In a container add cooled soybean sprouts, sesame oil and sugar. Toss lightly.
3. Garnish with sesame seeds.



ATLANTIC SEA FARMS' KELP AND HALIBUT CROQUETTE WITH JALAPENO CRÈME

Makes 12 portions

- 1½ oz Jalapeno, small dice
- 3 oz Sour Cream
- ½ tsp Sugar
- ½ tsp Salt
- 1 oz Heavy Cream
- 12 oz Halibut, diced and steamed
- 1 tbsp Lemon Juice
- 2 tbsp Heavy Cream
- 1 Egg White
- ¼ tsp White Pepper
- 1 tsp Kosher Salt
- 3 oz Panko, processed fine
- 3 oz Parmesan, Grated
- 2 oz Kelp Chip

1. In a container add jalapeno, sour cream, sugar, salt and heavy cream. Mix well.
2. In a food processor add halibut, lemon juice, heavy cream, egg white, white pepper and salt. Process until smooth.
3. Form into 1 oz balls, then dredge in combined panko and parmesan.
4. Fry in a 350F deep fryer until golden brown and internal temperature is 165F.
5. In a spoon add halibut croquette, jalapeno cream and kelp chip.

KELP CHIPS

Makes 6 Portions

- 12 oz Atlantic Sea Farms Ready-to-Eat Kelp
- ½ cup Cornstarch
- 1 tsp Kosher Salt

1. In a container add kelp and cornstarch. Toss lightly.
2. In a pre-heated 350F fryer, fry until cornstarch sets and kelp is dehydrated.
3. Season with salt.



Makes 12

- 12 Large Shrimp, cut ebi style
- 6 oz Soda Water
- 2 oz Atlantic Sea Farms Kelp Puree
- 5 oz Tempura Flour
- 1 tsp Kosher Salt

SHRIMP TEMPURA

1. Dredge shrimp in tempura flour.
2. Add tempura flour to soda water, adding a little at a time. Do not over mix.
3. Add Atlantic Sea Farms Kelp Puree
4. Dip prepared shrimp into the batter.
5. Fry in a pre-heated 350F fryer until golden brown.
6. Season with salt.

KELP MAYO

Makes 1 cup

- ¾ cup Mayonnaise
- 1 tsp Hondashi
- 2 oz Kelp Puree
- 1 tbsp Wasabi

In a large bowl add mayo, hondashi, kelp puree and wasabi. Mix well.

KOREAN KELP SALAD

Makes 16 oz

- 2 oz Kelp Puree
- 12 oz Cucumbers, julienned
- 1 tbsp Soy Sauce
- 1 tbsp Distilled Vinegar
- 1 tsp Sesame Seed Oil
- 1 tsp Sugar
- 1 tbsp Korean Chili Flakes
- 1 tsp Ginger, chopped
- 1 tsp Garlic, chopped
- ½ tsp Kosher Salt

1. In a large bowl add kelp puree, cucumbers, soy sauce, distilled vinegar, sesame seed oil, sugar, Korean chili flakes, ginger, garlic and kosher salt.
2. Toss lightly.

Makes 1

- 1 oz kale
- 1 oz spinach
- 2 oz peaches, frozen
- 1 oz Atlantic Sea Farms Kelp Puree
- 4 oz cucumbers
- 2 oz banana, frozen
- 4 oz ice



GREEN MONSTER SMOOTHIE

In a blender add kale, spinach, peaches, Atlantic Sea Farms Kelp Puree, cucumbers, bananas and ice, blend on med-high until smooth.



ATLANTIC SEA FARMS MISO SOUP W/SHREDDED KELP

Makes 8 Portions

- 8 cups Water
- 2 tbsp Hon Dashi
- 5 oz Miso
- 14 oz Tofu, small dice
- 4 oz Atlantic Sea Farms Ready-to-Eat Kelp
- 2 oz Scallions, thinly sliced

1. In a large stock pot, add water, hon dashi and miso. Bring to a simmer, simmer for about 8-10 minutes.
2. Add tofu, Atlantic Sea Farms Shredded Kelp and scallions.



PROCUREMENT

Strategic procurement is critical for any successful endeavor in the college and university dining segment. Ensuring products are delivered on time and at a fair price are paramount for sustained excellence. When we first engaged in our partnership with Atlantic Sea Farms, there was limited availability through distribution channels we used regularly like Performance Food Group. We would need to build the demand through consistent use to make a case for ongoing distribution through mail line distributors. Added to that was the fact that new products and new companies could take several months to fully onboard with these entities. As a result, we leveraged the strength of our on-campus warehousing operation to take in bulk quantities of the frozen kelp strips to begin the project.

After several months we were able to introduce this product into a more streamlined distribution channel and order directly through our broadline distribution partner. Soon, other vendor partners began to offer value added products like kelp burgers, which we were able to integrate into our regular menu.

It's important to note there are other ways that products can generally be sourced. In addition to direct shipments and relationships with prime vending partners such as Performance Food Group, US Foods and Sysco, others exist as well. Secondary partners are an important ingredient in our distribution recipe. Seafood provider North Coast Seafood is able to provide value added kelp products like the kelp burger on a regular basis. In addition, redistribution partners like DOT foods are valuable sourcing partners for your prime vending partners.

Remember, there is more than one way to effectively source products from partners like Atlantic Sea Farm. When

you think strategically about the long term outcome, anything is possible. Maximizing the value of every ingredient is a top priority for food service directors nation wide. It's not just about quality and ethical sourcing anymore—it's about striking the perfect balance between excellence and cost efficiency. Enter Atlantic Sea Farm products, a good solution for conscientious directors aiming to elevate their menus while staying within budget constraints.

With Atlantic Sea Farm products, directors can seamlessly integrate premium quality, ethically sourced ingredients into their offerings. Their products not only meet the highest

standards of sustainability and ethical practices, but also align seamlessly with the intricate calculus of plate cost management that directors face daily.

The recipes featured in this guide are a testament to the extraordinary potential of their products. With just a modest amount, chefs can transform ordinary dishes into extraordinary culinary experiences, stretching recipes further without compromising on flavor or quality.

Chart to the right shows a sampling of our purchasing from July 2021 - December 2023.

NAME	RECIPE UNIT	UNITS
Effective Start Date: 07/01/21 Effective End Date: 12/31/21		
Atlantic Sea Farms Ready-to-Eat Kelp	LB	800
Atlantic Sea Farms Kelp Cubes	LB	43.20
Atlantic Sea Farms Kelp Puree*	LB	50
Totals:		893.20
Effective Start Date: 01/01/22 Effective End Date: 06/30/22		
Atlantic Sea Farms Ready-to-Eat Kelp	LB	120
Totals:		120
Effective Start Date: 07/01/22 Effective End Date: 12/31/22		
Atlantic Sea Farms Ready-to-Eat Kelp	LB	1,080
Atlantic Sea Farms Kelp Puree*	LB	80.3
Totals:		1,160
Effective Start Date: 01/01/23 Effective End Date: 06/30/23		
Atlantic Sea Farms Sea-Veggie Burgers	EACH	7,008
Atlantic Sea Farms Ready-to-Eat Kelp	LB	890
North Coast Seafoods Salmon Kelp Burgers	EACH	2,016
North Coast Seafoods Kelp Meatballs	LB	400
Atlantic Sea Farms Kelp Puree*	LB	80
Totals:		10,394
Effective Start Date: 07/01/23 Effective End Date: 12/31/23		
Atlantic Sea Farms Sea-Veggie Burgers	EACH	6,288
North Coast Seafoods Salmon Kelp Burgers	EACH	2,928
Atlantic Sea Farms Ready-to-Eat Kelp	LB	710
North Coast Seafoods Kelp Meatballs	LB	460
Atlantic Sea Farms Kelp Puree*	LB	80
Totals:		10,466

* Spec order

STUDENT ENGAGEMENT STRATEGIES

Once recipe research and development, and procurement logistics are in place, it is time to think about how to engage students with fun, interactive, and educational opportunities to learn about and consume kelp. Naturally, dining areas are hubs for social and educational engagement which can be enhanced through various strategies. Creating an engaging dining experience requires multiple strategies in multiple settings - special events, retail tastings, tabling events, social media - keeping approaches fresh and relevant are key to successful student engagement.



03

Surveys



04

Farmers Markets



25+

Social Media Posts, Polls & Stories



895

Surveyed Responses



04

Special Events

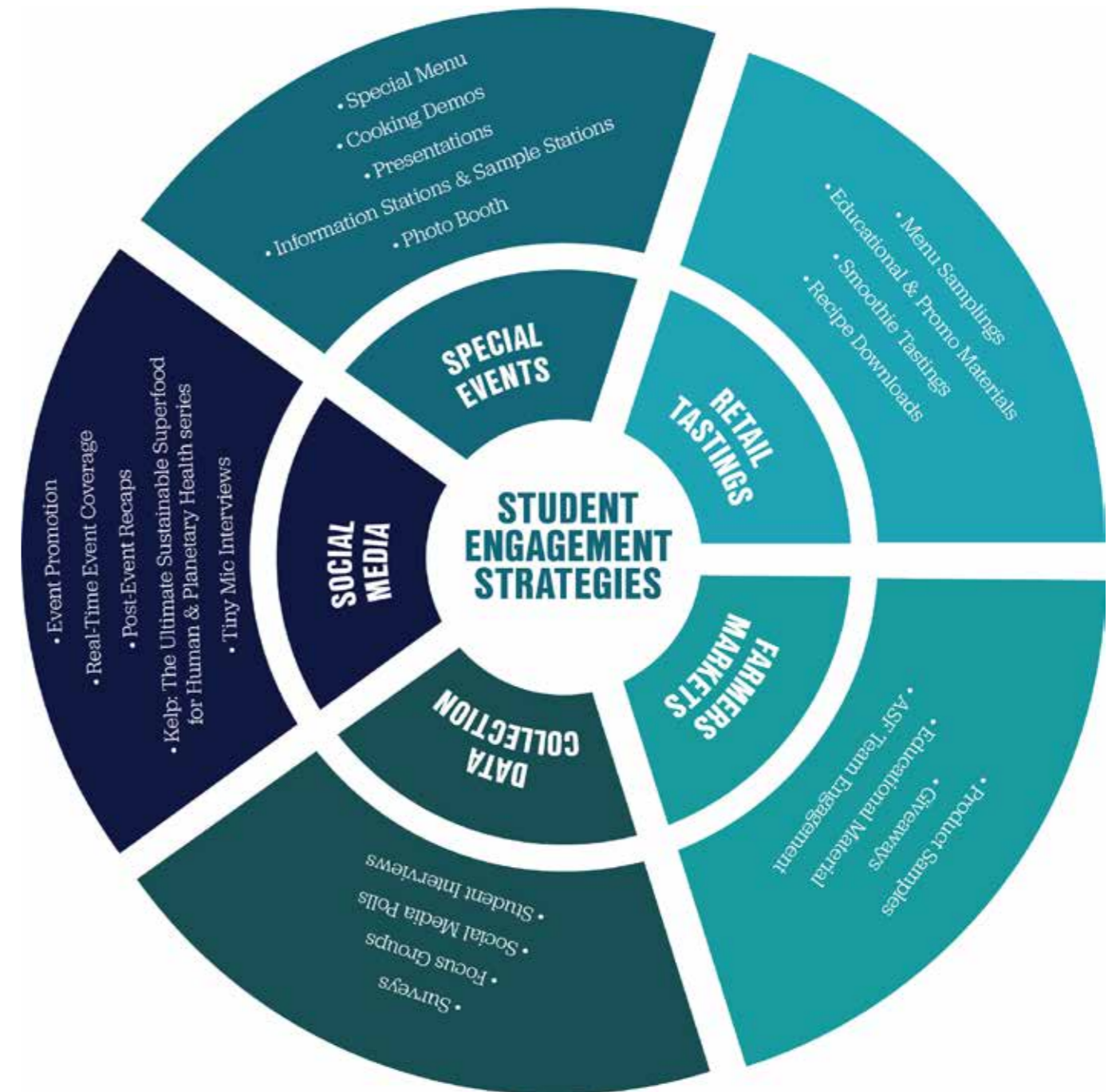


03

Retail Tastings

MULTIPLE STRATEGIES IN MULTIPLE SETTINGS

Utilizing multiple student engagement strategies increases opportunities to gain the interest and attention of students. While any strategy can be effective on its own, the greatest impact will come from multiple strategies in multiple settings.



DATA HIGHLIGHTS

Data collection is vital to developing effective student engagement strategies. By using a variety of data collection outlets; surveys, focus groups, social media polls, you gain valuable insights into the preferences and behaviors of your students which help guide and shape your engagement strategies.

2022 Kelp Behavior and Perception Survey (105 Responses):

Administering a survey at the start of the Kelp on the Menu project allowed us to gather baseline information on students' initial perceptions about kelp, what they wanted to know about kelp, and what would be the most effective ways for them to learn about kelp. The data gained from this survey guided our student engagement strategies for this project.

- Over 47% of respondents stated they haven't tried kelp but are interested
- Would like to try kelp for health benefits in addition to try new food"
- Almost 60% were attracted to eating kelp because of nutritional benefits
- 47 of the 105 respondents said they want to know more about kelps climate impact as a climate superfood
- 76% said that tabling events with taste tests would be most impactful way to learn about kelp,
- Over 52% stated that Social Media posts would be the second most impactful way

“ I would love to know about how kelp helps the environment. How does eating it benefit the climate and how does growing it also help?”

Spring 2023 Focus Group:

14 participants tried 5 different kelp dishes and provided feedback on taste, looks, if they'd try again, and if they'd recommend.

Dishes: Plant Based Crab & Kelp Cakes, Plant Based Korean Bulgogi Tacos, Spinach & Kelp Pesto Pasta, Farro & Roasted Vegetable Salad with Kelp, Ancho-Guac Kelp Burgers

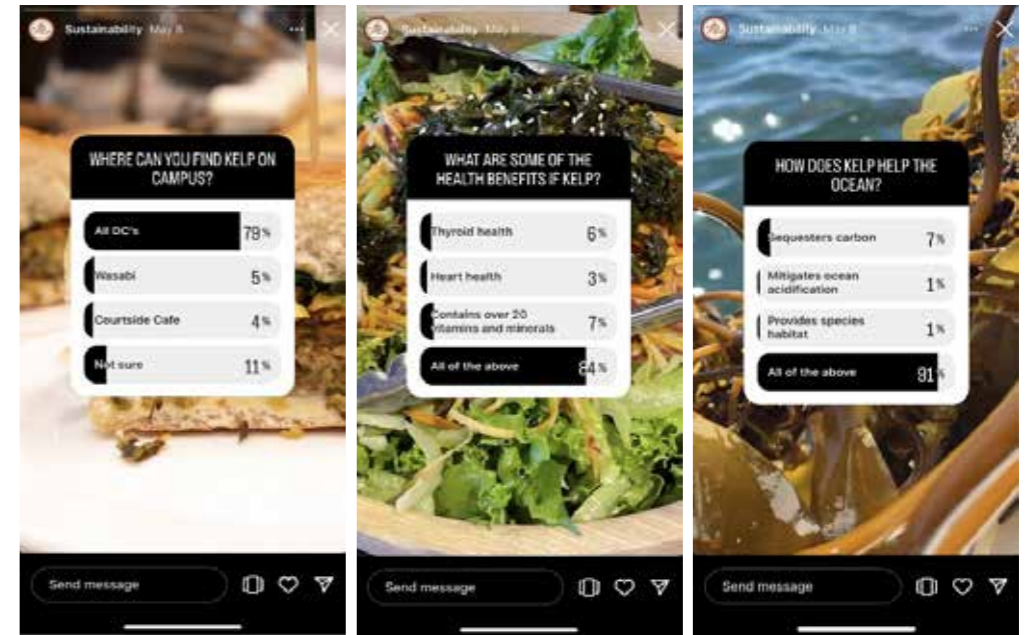
- Ancho-Guac Kelp Burgers had highest rating for taste and the dish they would try again
"I am so impressed and shocked!"



Kelp Polls on Social Media Stories

6 poll questions featured in 2 different Instagram stories.

Social Media polls were integrated into the *Kelp: The Ultimate Sustainable Superfood for Human & Planetary Health* series to engage students on the environmental and health benefits of kelp and where students can find kelp on campus.



Ancho-Guac Kelp Burger

- Spinach & Kelp Pesto Pasta had highest rating for looks
"A creamier sauce. Not necessary though because it is already delicious."
- Plant Based Crab & Kelp Cakes had the highest rating for recommending to friends/family
"Perfection!"

Fall 2023 Kelp Behavior and Awareness Survey (724 Responses):

Administering a survey at the Kelp on the Menu project's conclusion allowed us to assess the effectiveness of our student engagement strategies.

- Over 47% of respondents said they have noticed kelp on the menu at the Dining Commons or at retail locations on campus
- Over 53% said the primary reason they eat kelp or would want to eat more kelp are the nutritional and health benefits
- 32% want to see more menu choices that incorporate kelp
"Every dish, I think it sounds great"
"Surprise me! I am not a big fan of kelp, but I am willing to try new and interesting dishes featuring it if it tastes good"
- The Kelp Burger and Green Monster Smoothie were the top 2 dishes students tried

SOCIAL MEDIA SAMPLES

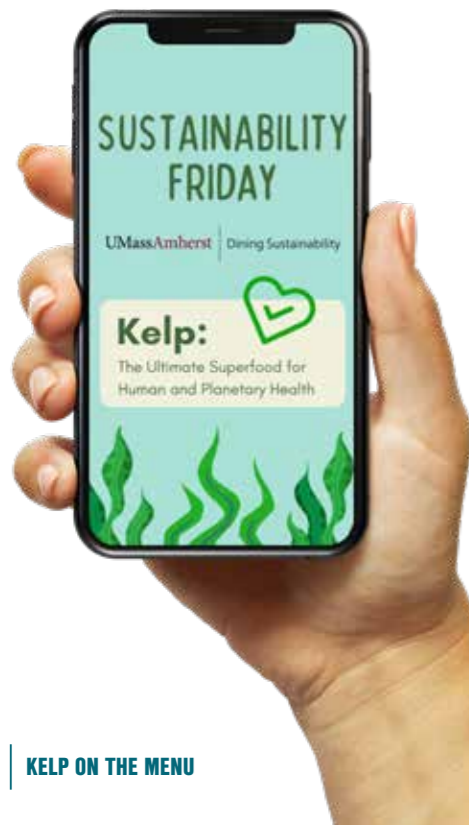
Students are frequent users of social media making it an invaluable tool for student engagement. Social media is an easy-to-access hub where multiple strategies can be utilized to keep students engaged. Utilizing approaches such as; event promotion, real-time event coverage, post-event recaps, and story series/ highlights, are effective ways to keep students interested and engaged.

KELP: THE ULTIMATE SUSTAINABLE SUPERFOOD SERIES:

Between Spring 2023-Fall 2023 UMass Dining's weekly Sustainability Series on social media featured 6 story posts on Kelp: The Ultimate Sustainable Superfood for Human & Planetary Health.

The stories had an underlying theme of 'Good Food Should Do Good' with a primary focus on:

- Kelp for health
- Kelp for the environment
- Kelp on Campus
- The innovative business model ASF operates under as a women-owned, mission driven, and vertically integrated company



EVENT RECAPS

Event Recaps were featured on social media to share/capture the essence and unique experience of each event. Post-event promotion allows for continued engagement after the event and fuels anticipation for future events.



Caption need for above video posts

MARKETING & COMMUNICATIONS

Marketing kelp as an exciting, healthy & sustainable option for the Gen Z market comes with its own set of opportunities and challenges.

Gen Z is eager to find small but impactful sustainable changes to their daily habits. Harnessing the power of storytelling through social media we have been able to showcase how kelp can be a simple and delicious choice that can have meaningful impact on the environment at large.

Sharing the story and goals of Atlantic Sea Farms brings the customer closer to understanding the impact choosing kelp can have on the environment & their diet. Highlighting our partnership with ASF underlines UMass Dining's commitment to sustainable product and practices and helps create trust between the customer and our brand.

By showcasing how kelp is incorporated into student favorite dishes such as the spinach & pesto pizza, spicy popcorn shrimp poke

bowl with a Japanese kelp slaw or Korean plant based tacos we are able to share how this product is versatile & can add depth of flavor and complexity.

RECOMMENDATIONS

Marketing is about storytelling, brand recognition and building a relationship with the consumer. By focusing on those areas we have been able to identify opportunities in our social media strategy to bring kelp to our customer.

We focus on highlighting kelp as an alternative option by leaning on our nutrition department to help identify facts to share. From an environmental angle, we share how Atlantic Sea Farm's kelp farming practices help reduce carbon in our oceans. We also focus on showcasing how kelp can be incorporated into student favorite dishes.

SOCIAL MEDIA STATISTICS, STRATEGY & CONCLUSIONS

Platforms posted on: Facebook, Instagram, TikTok, LinkedIn

3 FB/IG feed posts totaling 12,912 reach and 394 engagements: averaging 4,304 reach

13 IG Story posts totaling 11,351 reach and 37 likes: averaging 873 reach

Strategy:

- IG/FB feed posts with imagery of kelp dishes and captions announcing and recapping kelp-related events on campus
- IG Story posts capturing event footage live and announcing events
- Interviews with the student body that are posted to IG and TikTok - encourages engagement on content and increases shareability of content.

Conclusions:

- Free Samplings got the most engagement
 - Tiny mics the most sharable and consumable content for college audience
- The current Instagram algorithm does not default to an ordered timeline, so Instagram stories provide an info avenue for many users who do not find our posts in their feed. Instagram Stories was the most effective way to remind students about ASF events.



IG FEED POSTS WHICH FEATURED ASF:

"Seas The Day!" (3/7/23)

Accounts Reached: 4560
 Impressions: 6445
 Profile Views: 72
 Content Interactions: 409

"Introducing Kelp Burgers" (video) (4/25/23)

Accounts Reached: 5217
 Impressions: 5896
 Profile Views: n/a
 Content Interactions: 177

"22-23 School year recap" (6/23/23)

Accounts Reached: 2859
 Impressions: 4079
 Profile Views: 16
 Content Interactions: 98

"Local Partners Dinner" (10/6/23)

Accounts Reached: 3329
 Impressions: 4727
 Profile Views: 39
 Content Interactions: 225

"Kelp Smoothie" (video) (11/10/23)

Accounts Reached: 5882
 Impressions: 10,237
 Profile Views: n/a
 Content Interactions: 203

"ASF Night" (12/1/23)

Accounts Reached: 3314
 Impressions: 4591
 Profile Views: 18
 Content Interactions: 170

COLLABORATIVE COMMUNICATIONS

Transparent messaging reinforces notions of trust, local sourcing, and authenticity in the eyes of the consumer.

Our collaborative communications with Atlantic Sea Farms is aimed to capture the interest of our college and university Gen Z consumer, who have voiced increasing demand for plant-based options. These communications are aimed to highlight other trending issues in the Gen Z audience including local-sourcing and sustainability.

UMass Dining has leveraged the familiarity meal-plan holders have with On-Campus Dining facilities to introduce them to Atlantic Sea Farms, their product and most importantly, their mission. This partnership connected audiences to a brand which meets the central criteria of these consumers' buying habits. Communications were designed to highlight locality of the product through visits to ASF facilities and documentation of harvesting practices.

These online collaborations were designed to celebrate common themes Atlantic Sea Farms and UMass Dining have in common, which is to create a better world through its product.



Events Highlighted

- Instagram - asked student's about favorite kelp smoothie 10/10/23
- A night of delicious low-carbon, plant forward food thanks to our friends at Atlantic Sea Farms! 12/1/23
- Atlantic Sea Farms Farmers Market 10/14/22
- Atlantic Sea Farms kelp night 11/30/23
- Kelp Day 3/2/23



ABOUT THIS PROJECT

This project is a partnership between **UMass Dining and Atlantic Sea Farms** to continue to add ingredients to the menu that supports the health and well-being of the people of New England and the planet. Atlantic Sea Farms is the first company to offer clean, domestic, fresh kelp at scale in the US. The Strategies to onboard Kelp into College Dining Program Project introduced nutrient dense, regeneratively grown New England Kelp into the UMass Dining program as a delicious choice for students and an opportunity for climate action. This project was funded by the Henry P. Kendall Foundation Food Vision Prize.

GOALS OF THE 2-YEAR PROJECT INCLUDED:

- 1) To thoroughly conduct research and development on kelp recipes for college dining programs,
- 2) Collect data on perception and consumption of kelp among college students,
- 3) Develop a Kelp marketing strategy for college campuses,
- 4) Integrate kelp into our Low Carbon Dining campaign and Diet for a Cooler Planet events to educate students about the regenerative, carbon sequestering qualities of kelp,
- 5) Create a series of best practice resources for other campus dining programs to easily introduce kelp into their dining programs,
- 6) Improve sales and education capacity for New England grown kelp for the university dining space.



OTHER COMMUNICATION STRATEGIES

Tabling events are an effective outlet to reinforce other communication and engagement strategies. While we integrated tabling into the special events for this project, it is easily an activity that can garner sufficient attention and engagement on its own. Various tabling activities and strategies were implemented to keep approaches fresh, relevant, and tailored to each unique event. Activities ranged from small give-aways and educational materials to survey promotion, trivia questions, and product samplings. For most events the tabling strategy was standard using one table with at least two activities. For others, multiple tabling stations were set up to focus on specific areas of information like kelp for health and kelp for the environment. Customizing your tabling activities and strategies based on your operation and student population will support meaningful communications and engagement around kelp consumption.

About UMass Dining

UMass Dining is the most awarded college dining program in the nation. Voted number 1 Dining Program in the country seven years in a row according to the Princeton Review, this program prides itself on its variety of healthy, sustainable & delicious options served on campus daily. UMass Dining is dedicated to sustainability by partnering with local farmers, vendors and companies whose values are in-line with their own. The mantra of UMass Dining is simple; be good by doing good and together we can build a better world.

About Atlantic Sea Farms

Atlantic Sea Farms is a mission-driven, woman-led kelp aquaculture company that is leading the way in the creation of the regenerative seaweed farming industry in the US. The company is laser-focused on providing delicious, nutrient dense, traceable seaweed products to consumers in order to help coastal communities adapt to, and mitigate some of the effects of, climate change. By working with fishermen in their off-seasons to farm kelp, Atlantic Sea Farms is providing economic diversification strategies and hope on the water. Their award-winning products created for retail, food service, and ingredient outlets are accessible, on-trend, easy-to-use, and delicious - ready-made for institutional dining. Students are increasingly aware of their foods' impact on the environment and on their health, and Atlantic Sea Farms products are good for the environment, good for the consumer, and help coastal communities become more resilient in the face of climate change.

About the Kendall Foundation

The Henry P. Kendall Foundation was born from a spirit of exploration and adventure combined with a deep concern for the health and sustainability of our planet. The Kendall Foundation began with an emphasis on environmental concerns in the early 1970s by supporting land, water and wildlife conservation. The Henry P. Kendall Foundation is a legacy of its namesake, an early twentieth-century New England entrepreneur and industrialist (1878-1959) from Walpole, Massachusetts. Kendall's wide-ranging, venturesome business instincts led to acquisitions of factories and companies through the company that bore his name, The Kendall Company.



This project was made possible by a generous grant from the Henry P. Kendall Foundation.

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