

Kelp-It™

2024 product guide



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Who Is North American Kelp...

North American Kelp was founded in 1971 by Robert Morse, a marine engineer, entrepreneur, and founding member of the Maine Seaweed Council, an organization committed to the responsible and sustainable harvesting of wild marine seaweeds. We specialize in the ecologically-conscious harvest of *Ascophyllum nodosum*, an intertidal brown seaweed commonly called rockweed, Norwegian kelp, or egg wrack.



North American Kelp has been your trusted source for responsibly and sustainably harvested seaweed products for 50 years. All of our seaweed is harvested in the pristine waters of Maine by local harvesters and processed immediately in our centralized Waldoboro facility. The short time between harvest and processing maximizes the integrity of our products for consistent performance that you can count on.



From Sea to Soil

1 **Stress Tolerance**

Plants can get put through the ringer. Kelp-It™ contains active ingredients extracted from the seaweed *Ascophyllum nodosum* that help alleviate stress symptoms from environmental factors like drought, soil salinity, and temperature extremes. Improved stress response can result in increased nutrient availability and use efficiency for increased overall plant mass and resilience, making for healthier plants.

2 **Improving Conditions**

Kelp-It™ gives soil microbes a leg up, which improves conditions for plant root growth. Seaweed sugars also form complexes with plant nutrients, improving nutrient availability. A one-two punch for plant performance.

3 **High-Quality**

Kelp-It™ is made using proprietary processing methods that optimize biological activity. This results in a high-quality natural biostimulant that pairs nicely with other plant health products.



Kelp-It™ 0-0-4

Liquid Seaweed Extract

Kelp-It™ Concentrated Liquid Seaweed Extract provides plants with primary nutrients, trace micronutrients, and effective biological compounds. It helps promote plant health and vigor, improve quality and yield, and increase performance under stressful conditions.



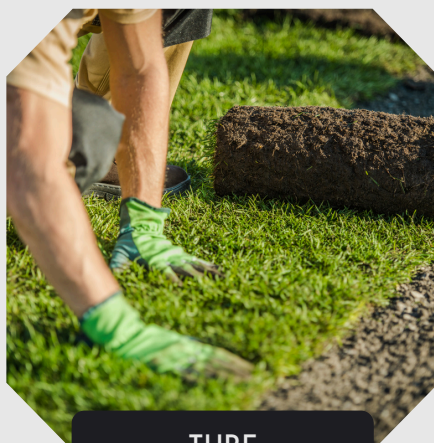
✓ Concentrated formula

✓ Easy to blend liquid formula

✓ Plays nice with other plant health products



PLANTS



TURF



ORNAMENTALS



Kelp-It™ 0-0-18

Soluble Powder



Kelp-It™ Soluble Seaweed Extract Powder provides plants with primary nutrients, trace micronutrients, and effective biological compounds in a convenient water-soluble format. It helps promote plant health and vigor, improve quality and yield, and increase performance under stressful conditions.

Kelp-It™ Soluble Powder should be stored in an airtight, low-humidity environment when not in use. Moisture absorbing packets can be used to aid in humidity control.



- ✓ OMRI Listed for organic use
- ✓ Clarified, water soluble formula
- ✓ Plays nice with other plant health products



Unleash the Power of the Sea: Why Rockweed?



What makes Rockweed (aka *Ascophyllum nodosum*) the king of plant stress relief? Well, if you've ever tried living in the intertidal zone off the coast of Maine you might be stressed out too. Beds of Rockweed spend their time baking in the sun on exposed rocks and being plunged back into the icy waters as the tides ebb and flow.

How could seaweed survive these harsh conditions? Rockweed has a powerful portfolio of cellular stress management tools, from powerful antioxidants that protect cells from damaging oxidation reactions, to unique carbohydrates which stabilize cell structure, preserve protein function, and retain moisture.

It's no secret why Rockweed has been used for generations to bolster plant health. So maybe the question is, why not Rockweed?



FAQs

What exactly is a seaweed "extract"?

A seaweed extract is an agricultural product made by physically, chemically, or biologically treating seaweed to produce a water-soluble solution rich in seaweed-derived compounds. Different processes yield products with different properties. The process we use, base-catalyzed (alkaline) extraction, has long been regarded as a powerful technology for making seaweed extracts that are effective at improving plant health, stress resistance, and crop quality, through direct action on plants and interactions with beneficial microbes and soil properties.

What's the shelf life of a liquid seaweed extract after it has been opened?

In their as-packaged concentrated form, our liquid seaweed extracts are pretty resistant to spoilage. Still, once opened and handled, it's best to use up the container as quickly as possible. If using the whole container at once isn't an option, following a few basic guidelines to improve shelf life: don't insert anything into the container that hasn't been sterilized first, don't pour unused product back into the container, and reseal the container immediately after use. Store in a cool place and out of direct sunlight.

Why do you use an alkaline extraction process?

Alkaline extraction conditions catalyze the breakdown of the seaweed cell wall. Specifically, this happens through a process called β -Elimination. β -Elimination is actually the same kind of reaction that microbes use to break down algal cell walls; seaweed-decomposing microbes produce enzymes with domains that function as a base to create locally-alkaline conditions to catalyze the process. Extraction of rockweed under alkaline conditions is not just efficient: the β -Elimination process modifies the cell wall components (such as alginate) in a way that actually activates their capacity to improve plant health.

**Any other burning questions?
Please reach out to our team, they're happy to help!**

