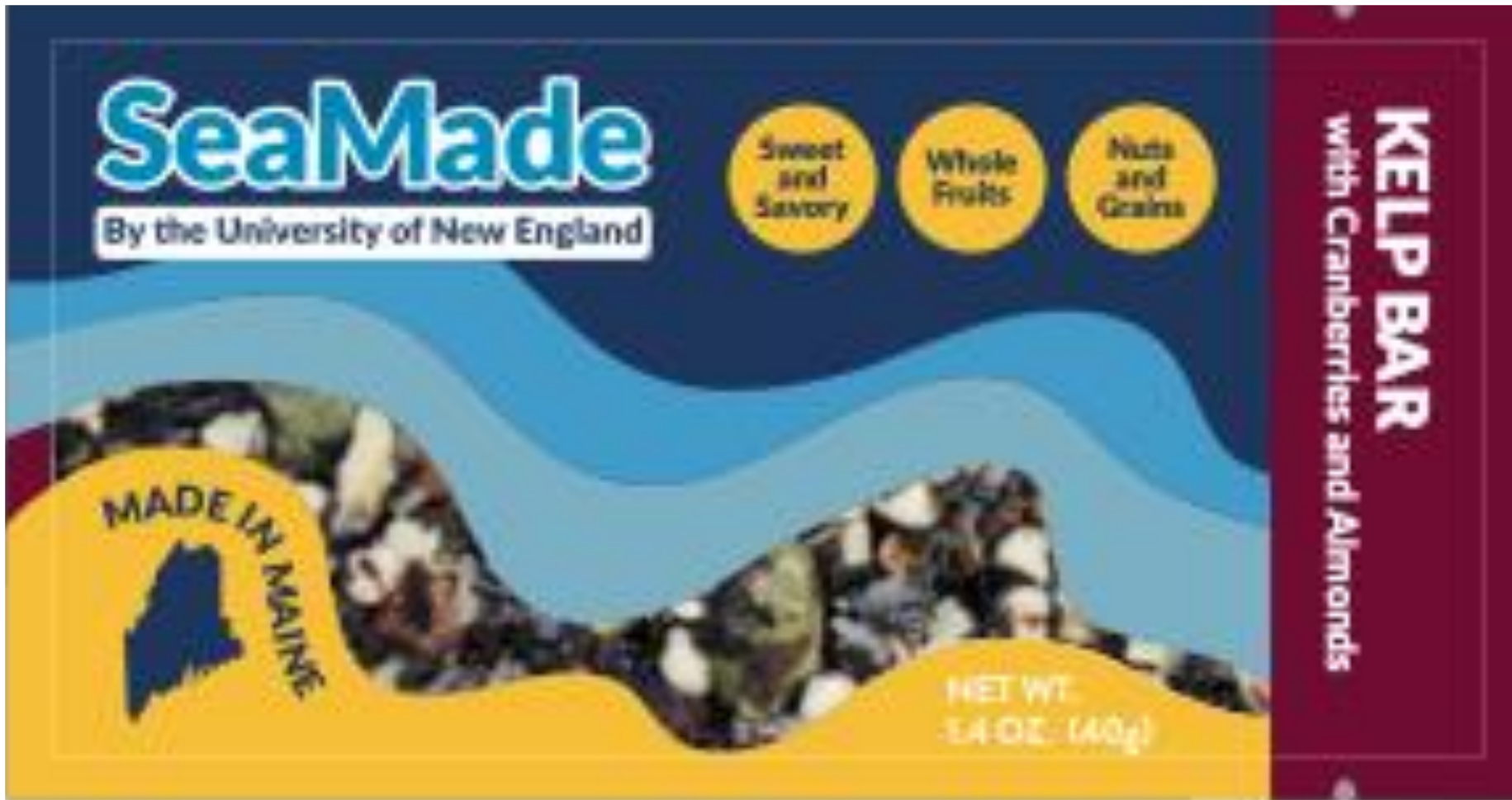
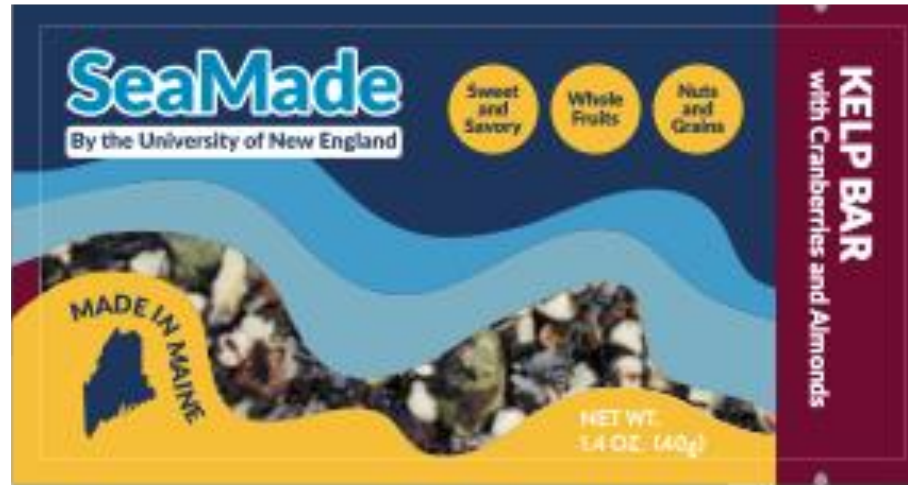


All In on Aquaculture



All In on Aquaculture



Carrie J. Byron, Ph.D., Professor, School of Marine and Environmental Programs

Lisa Herschbach, Ph.D., Director, Center for Innovation and Entrepreneurship

Cameron Wake, Ph.D., Director, UNE North

Megan Letendre, Associate Program Coordinator, UNE North

Matthew Duddy, M.S., Sea Farm Manager

Jayden Schoppee '27, Athletic Training and Nutrition (B.S., M.S.), Student Project Manager



All In @ University of New England



INNOVATION FOR A HEALTHIER PLANET

In the beginning

SEA MADE

CRANBERRY ALMOND KELP BAR

18+ VITAMINS & MINERALS

OCEAN'S SUPERFOOD

GLUTEN FREE

NON GMO

SWEET & SAVORY + WHOLE FRUITS + NUTS & GRAINS + MAINE KELP

NET WT. 1.4 OZ. (40g)

SeaMade

By the University of New England

Sweet and Savory

Whole Fruits

Nuts and Grains

KELP BAR

with Cranberries and Almonds

MADE IN MAINE

NET WT. 1.4 OZ. (40g)

CRANBERRY ALMOND KELP BAR

Nutrition Facts		Amount/serving	% Daily Value*	Amount/serving	% Daily Value*
Total Fat 10g			13%	Total Carbohydrate 20g	7%
Saturated Fat 4.5g			23%	Dietary Fiber 3g	11%
Trans Fat 0g				Total Sugars 8g	
Cholesterol 0mg			0%	Includes 7g Added Sugars	14%
Sodium 115mg			5%	Protein 4g	
<small>*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>					
Vit. D 0mcg 0% • Calcium 57mg 4% • Iron 2mg 8% • Potas. 295mg 6% • Vit. A 4% Vit. E 15% • Riboflavin 15% • Niacin 25% • Vit. B ₆ 15% • Folate DFE 2% • Vit. B ₁₂ 6% Phosphorus 10% • Iodine 4% • Magnesium 20% • Zinc 8% • Selenium 2% • Copper 20% Manganese 30%					

1 serving per container
Serving size 1.4 oz (40g)
Calories per serving 180

INGREDIENTS: BROWN RICE SYRUP, ALMONDS, DRIED CRANBERRIES (CRANBERRIES, APPLE JUICE CONCENTRATE, SUNFLOWER OIL), PUMPKIN SEEDS, WILDFLOWER HONEY, DRIED COCONUT, COCONUT OIL, DRIED SUGAR KELP, DRIED ALARIA, PUFFED BROWN RICE, GREEN TEA EXTRACT (SUNFLOWER OIL, LIPID SOLUBLE GREEN TEA EXTRACT), SUNFLOWER LECITHIN.

CONTAINS: TREE NUTS (ALMONDS, COCONUT).

MANUFACTURED BY: SEAMADE® SEAMADE COMPANY, LLC
PO BOX 125 FOREST AVE. PORTLAND, ME 04103 • PLEASE SHARE YOUR FEEDBACK AT: SEAMADESEAWEED.COM

FEEL GOOD ENERGY FROM LAND & SEA As a health-conscious, active person, I seek foods that are nutritious, taste great, and make me feel good in body and mind. I was amazed to discover the clean taste and nutrient-packed goodness of kelp while guiding kayak trips along our northern coastlines. With nuts, fruits, grains and kelp harvested from the pure waters of the Gulf of Maine, our unique recipe offers you the best of land and sea—try it and feel great yourself!

—TARA TRECHSEL, FOUNDER

Nutrition Facts		Amount/serving	% Daily Value*	Amount/serving	% Daily Value*
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1 serving per container
Serving size 1.4 oz (40g)
Calories per serving 180

INGREDIENTS: Brown Rice Syrup, Almonds, Dried Cranberries (Cranberries, Apple Juice Concentrate, Sunflower Oil, Pumpkin Seeds, Dried Coconut, Wildflower-Honey, Dried Maine Kelp), Coconut Oil, Puffed Millet, Dried Nuts, Dried Dates, Green Tea Extract, Sunflower Oil, Lipid Soluble Green Tea Extract, Sunflower Lecithin. **CONTAINS:** Tree-Nuts (Almonds, Coconut), **MADE IN MAINE** SeaKelp

Manufactured by the University of New England, 11 Hills Beach Road, Biddeford, ME 04005

FROM SEA TO DELICIOUS NUTRITION BAR!
UNE students are creating the next wave in sustainable marketing. The SeaMade Bar project is driving innovation through hands-on learning across the university. Nutrition, business, design, and entrepreneurship, along with research and industry partnerships from our new Coastal Campus in Biddeford, Maine.

UNE
UNIVERSITY OF
NEW ENGLAND

In the beginning



Gift from Tara Treichel & Mark Dvorozniak

Why a kelp bar at UNE?

*A shining example of UNE's distinct educational model:
student-led innovation & experiential learning*



Gift of SeaMade embraced with enthusiasm by university leadership, faculty across the disciplines, and students.



UNIVERSITY OF
NEW ENGLAND

INNOVATION FOR A HEALTHIER PLANET



All In @ University of New England



INNOVATION FOR A HEALTHIER PLANET

Project Review AY 2024-25

AUG 2024

Founders gifted the bar to UNE



Project Review AY 2024-25

AUG 2024 Founders gifted the bar to UNE

FALL 2024 First production in UNE's Teaching Kitchen

- Innovation team of 10 students formed
- Tested new recipes (blueberries and pecans)
- Shared progress with Board of Trustees



Combining Wet and Dry Ingredients

Dried kelp, alaria, cranberries, almonds, and puffed brown rice bind with wildflower honey and brown rice syrup to form a malleable mixture.



Cutting the Bars

A custom cutting board and slicing implement ensures uniform size and weight (1.4 oz).



Rolling and Chilling the Bar Mixture

The mixture is rolled out onto baking pans and chilled in the refrigerator to achieve the appropriate consistency for cutting.



Time to Eat!

Our team of faculty and professional staff, including mentors of our student innovation team, are ready to savor the results of their hard work!

Project Review AY 2024-25

AUG 2024

Founders gifted the bar to UNE

FALL 2024

First production

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- Tested new recipes (blueberries and pecans)
- Shared progress with Board of Trustees

SPRING 2025

Harvest from UNE seaweed farm

- Retail Food Establishment license
- Mobile Vendor license
- Commercial Food Processor license
- Sea farm conversion to Standard lease



SACORIX



UNIVERSITY OF
NEW ENGLAND

INNOVATION FOR A HEALTHIER PLANET

Project Review 2024-25

AUG 2024 Founders gifted the bar to UNE

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SPRING 2025 Harvest from UNE seaweed farm

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- Mobile Vendor license
- Commercial Food Processor license
- Sea farm conversion to Standard lease

SUMMER 2025 UNE design branded wrapper



INNOVATION FOR A HEALTHIER PLANET

Project Goals 2025-26

FALL 2025

- Source ingredients from our campus land and waters (seaweed, honey, blueberries...)
- Explore new recipes
- Produce ~ 5,000 SeaMade bars for internal distribution
- Develop business plan
- Develop marketing strategy
- Develop distribution plan

FALL 2026

- Begin wholesale and retail
- 100% seaweed from UNE commercial sea farm



Core Values



Discover the Power of Reimagining
UNE SEAMADE BARS



To **REGENERATE**
OUR OCEANS



To **INNOVATE**
for a **HEALTHIER**
PLANET



To **CATALYZE**
STUDENT
LEADERSHIP



To Source
SUSTAINABLE,
LOCAL Ingredients

WHAT IS THE WHY?



To Provide
INTERDISCIPLINARY
LEARNING
Opportunities



To **ENRICH** the
ENVIRONMENT



To Provide
a **NUTRITIOUS**
BAR



To Advance **UNE**
AQUACULTURE
Research



UNIVERSITY OF
NEW ENGLAND

INNOVATION FOR A HEALTHIER PLANET

On-water training for aquaculture students



INNOVATION FOR A HEALTHIER PLANET

Degree Programs:
Sustainable Ecological Aquaculture
Aquaculture, Aquarium Science, & Aquaponics

Badge: cold water safety

UNE invites industry – student relationships

SeaMade Bar Innovation Team



Shaw Innovation Fellows Program

- Lisa Herschbach

Summer Sustainability Fellowship

- Cameron Wake

Research with UNE faculty

- Carrie Byron cbyron@une.edu

What does “All In on Aquaculture” mean to you?

What does “All In on Aquaculture” mean to ChatGPT?



ChatGPT: make a graphic to describe the phrase "all in on aquaculture"

What does “All In on Aquaculture” mean to me?



3-C

What does “All In on Aquaculture” mean to you?

AQUACULTURE AMERICA



2026