

FORAGED & FOUND

WILD ALASKAN PROVISIONS

Southeast Conference Annual Meeting

September 15th, 2021

Haines, AK

Who is Foraged & Found?

- Foraged & Found was founded in Ketchikan, AK in 2017 by Jenn Brown. Like so many others, she fell in love with Alaska and its abundance and she immediately began putting her culinary expertise to work developing delicious, familiar food products like salsas, pickles, and sauces with wild-foraged Alaskan superfood ingredients. She began selling at local fairs like Ketchikan's world-famous Blueberry Festival and the business idea quickly grew in scale after receiving a warm reception from retailers. Chelsea Goucher (that's me!) joined the team in late 2019 to assist with sales & marketing, public/community relations, and customer management.



What does Foraged & Found create?



At Foraged & Found, wild-harvested Alaskan delicacies are transformed into familiar yet elevated pantry staples. Our current national product lineup includes four flavors of salsa, three varieties of pickles available across two formats (rings and spears), and our best-selling Sea Asparagus Pesto, available in both a 4 oz. and an 8 oz. size.

What materials does Foraged & Found use?

- Bullwhip kelp, also known as *nereocystis luetkeana*, is a fast-growing algae that reaches maturity at summer solstice and can be harvested into early September. Both the blade (leaf) and stipe (stalk) are used.



- *Salicornia maritima*, commonly known as sea asparagus, glasswort, or pickleweed, grows at the mouths of inlets and near fresh water as it likes a brackish environment. It is salty, crunchy, and can be found from mid-May to mid-July.



Where is Foraged & Found today?

- Currently, Foraged & Found's products can be found in specialty stores throughout Alaska. In July of 2020, we partnered with PCS Gourmet Foods based in St. Louis, MO to pursue distribution to natural and specialty food grocers in the "lower-48." We host an e-commerce site and have storefronts on wholesale shopping platforms like Faire and Tundra.



Where does Foraged & Found fit into the Alaskan economy?

- Currently, we harvest our raw materials ourselves or work with local fisherman and commercial operators to make landings based on ADF&G regulations and quotas. We are strengthening our partnerships with seafood processors in order to outsource early-stage processing of raw materials and focus on the value-added manufacturing of our consumer finished goods. As we continue to scale our business, we are keenly interested in working with kelp farmers and other entities within the burgeoning Alaska mariculture industry.



Why seaweed?

Seaweeds like bullwhip kelp are full of trace vitamins & minerals (e.g. K, iodine), fiber, and protein and can contain anti-inflammatory and anti-microbial agents. Furthermore, at least HALF of Earth's oxygen comes from the ocean via seaweeds and other microscopic algae as they photosynthesize. Kelp beds—both wild and farmed—require no chemicals for cultivation, remove carbon from the environment, and fight ocean acidification. This means that mariculture will continue to be a bright spot for the Alaskan economy as it utilizes the region's abundant natural resources while also aligning with the triple-bottom-line approach to industry and an increasingly conscious consumer base.



What's next for Foraged & Found?



We always have something in the works at Foraged & Found! We are set to launch our line of pasta sauces by mid-October, we continue to take steps to scale-up our seasoning collection, and we have long-term plans to utilize other Alaskan edibles at scale such as berries, forest plants, and mushrooms. We are incredibly excited by Southeast Alaskans' growing interest in commercial agriculture, ocean sustainability and food security, and we can't wait to partner with other entrepreneurs and businesspeople to create profitable value chains that are mutually beneficial, just as we have with our seafood processors, fishermen, retailers, and tour operators. We hope you'll find us in stores like Whole Foods, Sprouts, and Natural Grocers very, very soon! ...so wish us luck!

Foraged & Found says, “Thank you!”

Join our mailing list at: <https://foragednfound.com/>

Follow us:

Instagram: [@foragednfoundak](https://www.instagram.com/foragednfoundak)

Facebook: <https://www.facebook.com/ForagedNFound/>

LinkedIn: <https://www.linkedin.com/company/foragedandfound>

Have a speaking engagement or opportunity to share more? Contact chelsea@foragednfound.com

