Unicado seeks to incentivize a regional purple urchin fishery large enough to suppress the exponential growth of purple urchin populations and preserve ecological balance in Southern California's kelp habitat. To this end, Unicado is creating an urchin feedstock using upcycled food waste streams. Feeding avocado skins, carrot scraps, and other byproducts from produce may represent an opportunity to increase the yield and quality of uni in aquacultured urchins. Once ranched, Unicado will go to market with uni products that are designed specifically to accommodate the preferences of American seafood consumers.

Creating a Market Solution for Urchin Barrens

In the last five years, Northern California has lost 90% of its kelp habitat to a crustacean pest that happens to be a seafood delicacy. Kelp forests provide an estimated $40 million of revenue to the California economy each year in fisheries, tourism, carbon sequestration, and other ecosystem services.

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Our Process

Urchin Aquaculture
Unicado converts food waste into urchin feedstock. Our proprietary feedstock increases uni yield and quality.

Unicado's feedstock includes avocado and carrot skins. These ingredients are cheap, abundant, and easily sourced.

Uni Products
Unicado products provide more uni, more shelf-stability, and more ways to enjoy a seafood delicacy than uni as sushi.

Blending uni into butters and pates allows Unicado to remove the greatest volume of urchins without regard for individual size.

Competitive Advantage

Feed Stock
- Sourced from waste streams
- Avoids seaweed and reduces input costs

Blended Products
- Versatile and affordable products
- Reduces production time

Impact
- Targeted barren prevention in SoCal
- Utilizes all-sized urchins from barrens

Our Team
Wesley Newbury
Waldo Felix
Max Diamond
Qusai Bhaijeewala

Global Urchin Market
$3.17B

Retail
- $1 per gram of uni
- $8-$10 per live urchin

Impact
Preventing urchin barrens is far easier than reversing them. By keeping purple urchin densities below the threshold at which they form barrens, Unicado can help prevent the marine deforestation that occurred in NorCal from taking place in SoCal.

An estimated 12 million urchins must be removed from SoCal waters by 2025.

Unicado projects that it can bring over 15 million urchins to market by 2026.

Eat purple urchins to prevent barrens and protect kelp

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