



# unicado

UNIQUELY SUSTAINABLE SEAFOOD



Photo: Open Table Blog

Unicado will transform a **starved marine pest into a refined seafood product** by converting **food waste to feedstock**

## Creating a Market Solution for Urchin Barrens

In the last five years, Northern California has lost 90% of its kelp habitat to a crustaceous 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.

Santa Barbara purple urchins contain the most desirable uni in the world.

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.

**Retail**

 \$1 per gram of uni

 \$8-\$10 per live urchin

**Global Urchin Market**



**\$3.17B**

**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.

## Our Process

### Urchin Aquaculture

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

### Uni Products

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



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



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

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.

## 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 Bhaijewa

**unicado**  
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Eat purple urchins to prevent barrens and protect kelp

