



Afrikelp USA

Nurturing Growth



Founded in South Africa in 1971, Afrikelp originated feeding kelp to abalone, oysters and other sea creatures and eventually became popular for agar agar in laboratories before moving to the agriculture space in 2002.

In addition to the Global Headquarters in Capetown, South Africa, Afrikelp has presence in over 40 countries worldwide on the continents of Europe, Asia, Africa and North America. AfriKelp USA was started in 2015. Their sole U.S. location is right here in Fresno with a few sales agronomists around the state and one in Oregon. The market territory in the U.S. is focused on the Pacific Northwest but is looking to expand even further.

Different than other seaweed derived products on the market, Afrikelp's liquid seaweed is extracted from the unique brown kelp, *Ecklonia maxima*, which can only be found on the southwest coast of South Africa.

"This specific kelp contains an organic compound that has been proven to increase yield, enhance quality and improve growth performance of crops," said Managing Director of Afrikelp USA, Joaquin Orellana.

Joaquin has a background in Agricultural Engineering. He is originally from Chile where he worked extensively on fruit trees and nutrition before joining Afrikelp when they first planted their California roots.

The Afrikelp team is busy creating marketing strategies and developing relationships with customers, dealers and distributors at tradeshow, conferences and other events. Their goal is to increase brand awareness and tell their story to anyone willing to learn about them.

The liquid seaweed can be applied to any crop such as almonds, walnuts, pistachios, grapes, citrus, row crops, vegetables and most else in between. Afrikelp applied in the early vegetative growth phase has been shown to increase root growth leading to bigger and healthier plants. Afrikelp applied at the later stages of fruit/berry set, has been shown to increase fruit/ berry size and improve coloring. Afrikelp can be applied as a foliar spray, dip or drench and through irrigation systems.

Research and development plays a large role in proving Afrikelp's value. They have worked with researchers from around the world, including some from the University of California on a multitude of research trials in all sorts of crops. Research results can be viewed on their website.

Serving their customers is about more than research, data and educating. They strive to be as efficient as possible in delivering products fast. They work hard to keep their Fresno warehouse stocked to maintain a speedy reputation. Their goal for customers is that they all have a good return on their investment using Afrikelp.

"At the end of the day, many companies use seaweed, but customers don't get a consistent result," said Joaquin, "We're sending customers the exact same product every time; each batch is analyzed to ensure all quality parameters are met."

Afrikelp is proud to work with several prominent California based dealers to make sure their products are getting seen and recommended by pest control advisors and used in the field by farmers and applicators.

"It's a win-win to work with organizations like the Farm Bureau to stay involved, since agriculture is such an important industry in California."

To learn more about Afrikelp, visit afrikelp-usa.com where you can find information, tips and videos on research and products.

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