

THE REBIRTH

OF THE IRISH MOSSING INDUSTRY IN AMERICA

STRATEGIC
PLANNING GUIDE

"Put all your eggs in one basket, and then watch that basket."

Andrew Carnegie

Resurgence of Demand

How many chances do you get to rebirth an industry? 32 pound rakes, the hounding waves of the ocean, studying tide charts and moon cycles - isn't the most conventional way to earn your keep, but it's the way we've been earning ours. No matter how large the swells, our motto remains the same, "Atleast we got a load!".

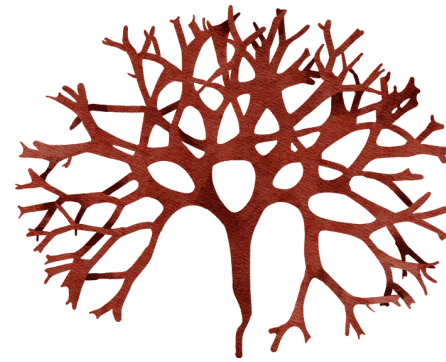
What happened to the traditional and industrial practice of Irish Moss foraging? Irish Moss is unique in the way it grows, it cannot be farmed. Naturally, companies sought a more sustainable source of Carrageenan at a better cost so they began to outsource from other countries. The practice of mossing requires a boat, a 14' mossing rake, and plenty of manpower along with places to process and dry. As technology surged, companies were able to find alternative ways to meet their needs and the Irish Mossing industry slowly withered away. We're not cool with that.



In the contemporary landscape of 2020, Irish Moss has experienced a resurgence in popularity as a sought-after health supplement renowned for its nourishing properties and health benefits. Companies have resorted to procuring "Irish" Sea Moss from countries known for their expertise in cultivating and processing various types of Sea Moss at competitive rates. Regrettably, a significant number of individuals remain unaware of the presence of authentic Irish Moss within the United States. It is worth noting that several companies inaccurately label their sea moss varieties as "Irish" Moss, while the term specifically denotes a distinct species of fan-like purple sea algae scientifically identified as *Chondrus Crispus*.



Chondrus Crispus is a natural source of Carrageenan, amino acids, polysaccharides and a host of other essential minerals such as iodine, zinc, selenium, iron, magnesium, calcium, and more, making it a nutrient dense powerhouse. The versatility of Irish Moss has made it an important ingredient in many of the products we love today. It can also be used as fertilizer and animal feed.



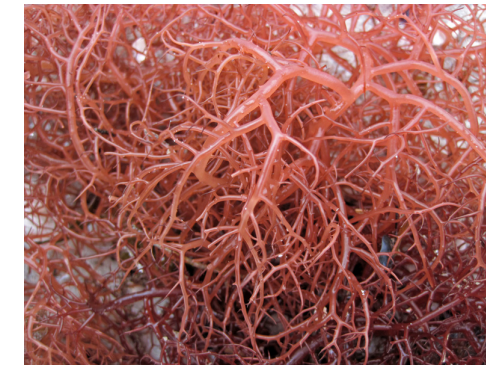
Chondrus Crispus grows attached to large rocks in the cold waters of the Atlantic Ocean and became globally recognised as Irish Moss when it became a staple in the diet of the Irish during their extensive and harsh potato famine. When they migrated to the states, they naturally carried over the practice of Mossing. After years of innovation, the people in the town of Scituate began sustainably foraging Irish moss with a 14-foot rake that was able to comb the moss from the rocks during low tide without uprooting the holdfast so it could grow back abundantly.

Lucien Rousseau spearheaded the Irish Mossing Industry, incorporating his skill as a mechanical technician into the process of cultivating and drying Irish Moss efficiently. From May to August, young men would pack their lunches and travel out to sea during low tide to collect their share of Moss.



In 2020, we drove up to Scituate, Massachusetts from Alexandria, Virginia to find a source of quality Irish Moss. When we started this sea moss journey, like many others, we misnomered the Sea Moss we were getting from an international market as Chondrus Crispus "Irish" Sea Moss. After doing some research, it became clear what Irish Moss actually looked like, but the price of Wildcrafted Chondrus Crispus was 4x the price of the Eucheuma Cottoni and Gracilaria species coming from the Islands.

Chondrus Crispus distinguishes itself from other species of Sea Moss due to its inability to be farmed and manually mass produced to keep up with demand. Chondrus Crispus also grows best in rough water, making it a difficult task to gather year-round.



Gracilaria

Gracilaria seaweed is commonly found in intertidal and subtidal zones of coastal regions worldwide. It thrives in areas with moderate to high levels of sunlight, as well as nutrient-rich waters with adequate levels of dissolved oxygen and salinity. Gracilaria species can tolerate a wide range of environmental conditions, allowing them to grow in diverse marine habitats, from rocky shores and coral reefs to estuaries and mangrove forests.



Eucheuma Cottoni

Eucheuma cottonii is native to tropical regions, particularly in the Indo-Pacific, where it thrives in warm, shallow waters with temperatures ranging from 25 to 30°C (77 to 86°F). It is commonly found in coral reef ecosystems and coastal areas with clear waters and moderate wave action. The seaweed attaches itself to substrates such as rocks, shells, or other seaweeds, where it can access sunlight for photosynthesis.



Chondrus Crispus

Chondrus crispus is native to the North Atlantic Ocean, where it grows along rocky coastlines, intertidal zones, and subtidal areas with cold, nutrient-rich waters. It attaches itself to rocks and other substrates using a holdfast, allowing it to withstand strong currents and wave action. Irish Moss thrives in areas with moderate to high levels of sunlight and cool temperatures, making it well-suited to temperate coastal environments.

WHY DIDN'T THE INDUSTRY SURVIVE?

1. Overexploitation and Environmental Degradation:

- Unsustainable harvesting practices, including overharvesting and destructive methods, led to depletion of Irish Moss beds and environmental degradation.
- Pollution and habitat destruction further contributed to the decline of Irish Moss populations in New England waters.

2. Competition with Synthetic Alternatives:

- The development and widespread availability of synthetic thickeners and stabilisers in the food industry reduced the demand for natural products like Irish Moss.
- Synthetic alternatives often offered cost and convenience advantages over traditional Irish Moss, leading to a decline in market demand.

3. Labor Challenges and Changing Demographics:

- Declining interest in traditional maritime occupations and changing demographics in coastal communities led to a shortage of skilled labourers willing to engage in Irish Moss harvesting.
- Younger generations pursued alternative employment opportunities, contributing to the ageing workforce and further exacerbating labour shortages in the industry.

4. Economic Pressures and Market Dynamics

- Fluctuations in market prices, increased competition from international suppliers, and shifting consumer preferences towards alternative products impacted the economic viability of Irish Moss harvesting.
- Rising operational costs, including fuel, equipment, and labor, reduced profit margins and made it increasingly difficult for Irish Moss harvesters to sustain their livelihoods.

5. Cultural and Societal Shifts:

- Changing cultural attitudes towards traditional maritime activities, coupled with a disconnect between consumers and the origins of their food and products, diminished support for the Irish Mossing industry.
- Declining cultural significance and heritage associated with Irish Moss harvesting led to reduced community engagement and support for industry revitalization efforts.

REBIRTHING THE MOSSING INDUSTRY

1.

Soaring Demand

Irish Moss has emerged as a ubiquitous term, experiencing a surge in popularity amid the COVID-19 pandemic of 2020. Numerous individuals have integrated Irish Moss into their dietary regimens, drawn to its significant nutritional benefits. Forecasts predict that the seaweed cultivation sector will reach a value of \$32 billion by 2025. As one of only four companies engaged in the American foraging of Irish Moss, we proudly provide superior-quality products at a competitive price point, boasting a 50% reduction compared to our industry counterparts.



1985

2021

2.

Abundant Supply

Operating predominantly as a solo entity, Rodney Lewis has diligently scoured for over four years to secure an annual yield exceeding 10,000 pounds of premium Irish Moss since 2022, employing both manual foraging techniques and maritime expeditions. Through his efforts, he has identified previously unexplored sites abundant with moss that naturally dislodges from rocks, facilitating its collection as the tide rises. With the addition of a team, this quantity could potentially escalate to 100,000 pounds.



4.

Foraging & Processing Support

We have established connections with experienced Irish Moss foragers who have provided us with the necessary expertise and tools for year-round Irish Moss foraging. Additionally, we have forged a partnership with Evergreen Herbs, a renowned entity in herb and spice processing and distribution on a global level. Their proficiency in conducting rigorous quality tests and processing Irish Moss into various forms enhances our capabilities in this venture.

5.

Product Diversity

We have successfully engaged with buyers across diverse industries who have integrated Irish Moss & Bladderwrack into their cosmetics, supplements, fertilizers, and other products. Our ample supply of high-quality seaweeds provides us with a competitive edge in the market.



OUR FORAGING PROCESS

Identifying the Tide

Whether foraging by hand or boat, it is essential to consult weekly tide charts to determine the optimal times for harvesting Irish Moss and Bladderwrack. Additionally, evaluating the ocean's current conditions is crucial to avoid foraging during turbulent and hazardous sea conditions.

Foraging By Boat

If we opt for boat-based foraging, we commence by thoroughly examining our boats for any potential issues, conducting a safety equipment assessment, inspecting motors and gas canisters, loading Mossing rakes, and setting sail from various boat ramps across the region, spanning from Maine to Rhode Island. Depending on the location, each crew member can harvest between 100 and 200 dry pounds of Irish Moss.

Foraging By Hand

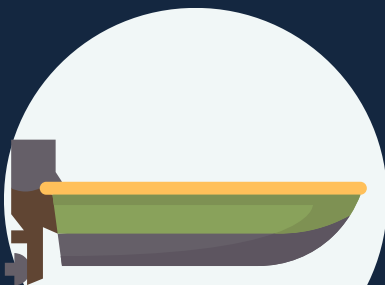
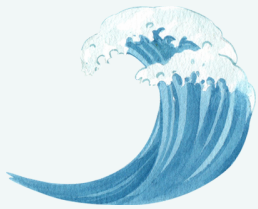
We have effectively pinpointed various locations along the coastline where high-quality Irish Moss naturally detaches from the rocks and drifts in with the tide. By utilizing nets to capture the moss as it drifts ashore, we are able to harvest between 1000 to 10,000 pounds weekly, contingent on the specific location.

Cleaning and Drying

We possess multiple level sites suitable for sun-drying moss, facilitating the removal of extraneous oceanic debris. Additionally, we have explored the use of industrial drying equipment for instances when natural conditions are unfavorable for drying.

Processing and Storing

The dried Irish Moss is stored in a climate-controlled facility in burlap bags before being shipped in pallets to Milwaukee for processing into powder and flakes. Both Irish Moss and Bladderwrack have a long shelf life when kept in dry conditions.



SCALING UP

Expanding our team

We have incurred a loss exceeding 500,000 pounds of Irish Moss due to insufficient labor. By securing a dependable workforce, we have the potential to enhance our productivity by tenfold.

Building Facilities

We intend to construct a facility capable of drying, pulverizing, and storing significant quantities of Irish Moss and Bladderwrack.

Diversifying Product Offers

We have expanded our product range beyond the conventional Irish Moss Gel and raw form to include innovative products that incorporate Irish Moss, thereby broadening its utility and catering to a wider demographic.



Explosive Marketing

We intend to collaborate with product influencers and brand ambassadors to promote our product range. Additionally, we possess expertise in executing advertising campaigns across diverse online platforms and disseminating printed marketing collateral.

Investor Relations

We have devised a strategy allowing potential investors to acquire stock and equity in our operations, all the while leveraging government funding opportunities.

Retail Store Distribution

We currently distribute our product to numerous brick-and-mortar and online stores across multiple countries. Our market reach is poised to expand in tandem with our growing supply capacity.

TURNKEY INVESTOR SOLUTIONS



1. Equity Stake

We are presenting investors with the chance to acquire common shares coupled with profit-sharing options to encourage engagement in our company's expansion and progress. Investors can anticipate quarterly payouts in the subsequent fiscal year post their initial investment. It is imperative that all investors have finalized their equity acquisition by August 1st, 2024.



2. Resource Access

All stakeholders have full access to our complete range of products for personal or business purposes, enhancing their return on investment while upholding equity. Additionally, each investor will be allocated a boat accessible to them at any given time.

A CHANCE TO REBIRTH AN AMERICAN INDUSTRY

How many times have you had the opportunity to rebirth an American industry? What if you had a chance to be at the Andrew Carnegie meeting to build the steel industry? What impact would that have on your family's life for generations to come. Sea weed



4. Market Advantage

We are one of four companies engaged in commercial foraging of Irish Moss and Bladderwrack in America. A comprehensive market analysis reveals that our product costs, on average, 40% less than that of our competitors. This competitive pricing is made possible by our unique combination of traditional and unconventional foraging techniques. Furthermore, our year-round foraging activities provide us with a distinct edge over competitors who operate seasonally.



5. Sustainable Development

Our foraging methods are fully sustainable, guaranteeing uninterrupted growth without resource depletion. Moreover, we provide a variety of products that augment the profitability of our company.

MARKET ADVANTAGE -

Irish Moss Cost Per Pound (other companies)

NEROCKMOSS.COM | \$75 PER POUND
SEAVEG.COM | \$50 PER POUND
GULFOME.COM | \$49.99 PER POUND
SEAWEEDEKINGS.COM | \$44.99 PER POUND

These companies source select sea algae directly from the ocean.

OUR PRICE

\$22.99 PER POUND
AS LOW AT \$12 PER POUND

Our traditional and innovative foraging methods allow us forage and process more quantity without compromising quality.



Since 2020, we've been searching for untapped supply pockets of Irish Moss and Bladderwrack off the coast of New England. We've uncovered hotbeds of Irish Moss enabling us to provide more product at a lower price. These spots are very rare.

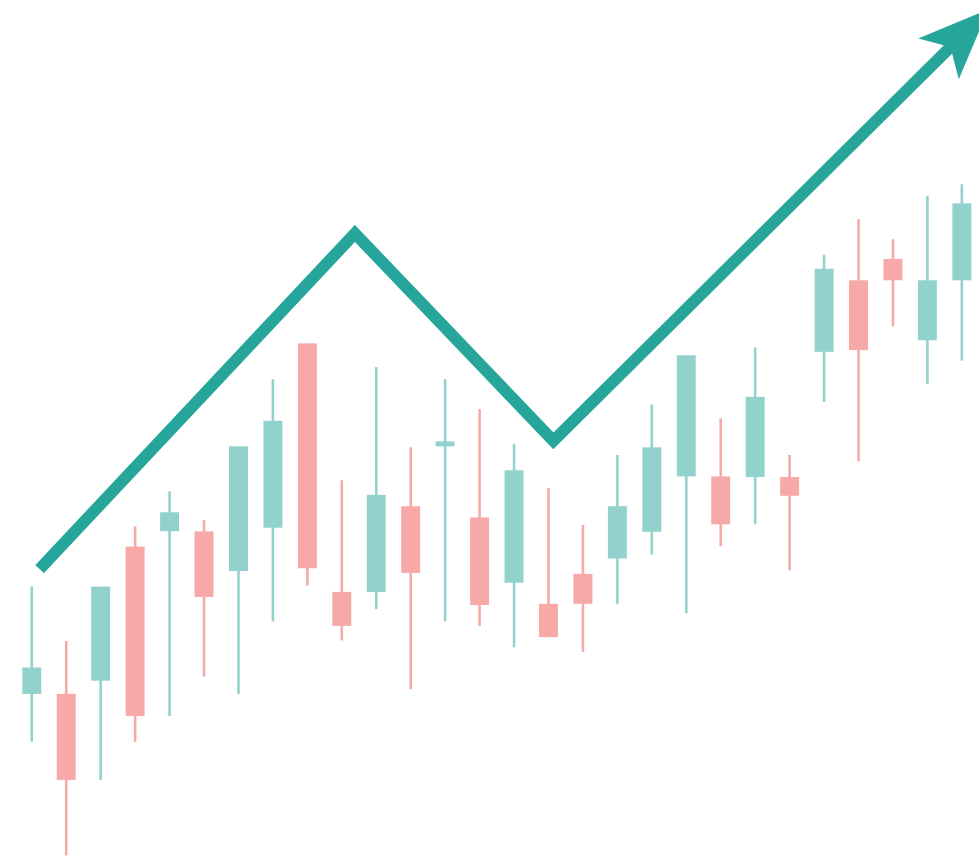
SUSTAINABLE DEVELOPMENT - PROVEN RECORD

Proven record

As a predominantly (2) person team, we have successfully sourced and sold over 32,000 pounds of Irish Moss within our inaugural three years of operation. The expansion of our team will facilitate a tenfold increase in sales, leveraging our access to multiple foraging locations. Past experiences of forfeiting significant quantities of product due to limited manpower are now behind us.

Sustainability

Our foraging methods allow for beds of Irish Moss and Bladderwrack to regrow to maturity every (3) months.



Our Stats

\$419k in Sales in 3 years
Orders up to 2,000lbs of product
32k pounds of total sea weed foraged

Projections

\$5,320,000 in sales in next 2 years
150,000 pounds of total sea weed foraged

Back End Support

Our partners at Evergeen Herbs have assisted us with processing our raw product into powder and flakes as well as trucking logistics to distribute our products. We utilize their facility for fulfillment services.

BALANCED INVESTMENT ALLOCATION

Product research and development

We intend to expand our product range to offer a diverse selection to our prospective clientele. Each product will undergo rigorous quality testing in preparation for global commercial distribution.

Labor Force & Training

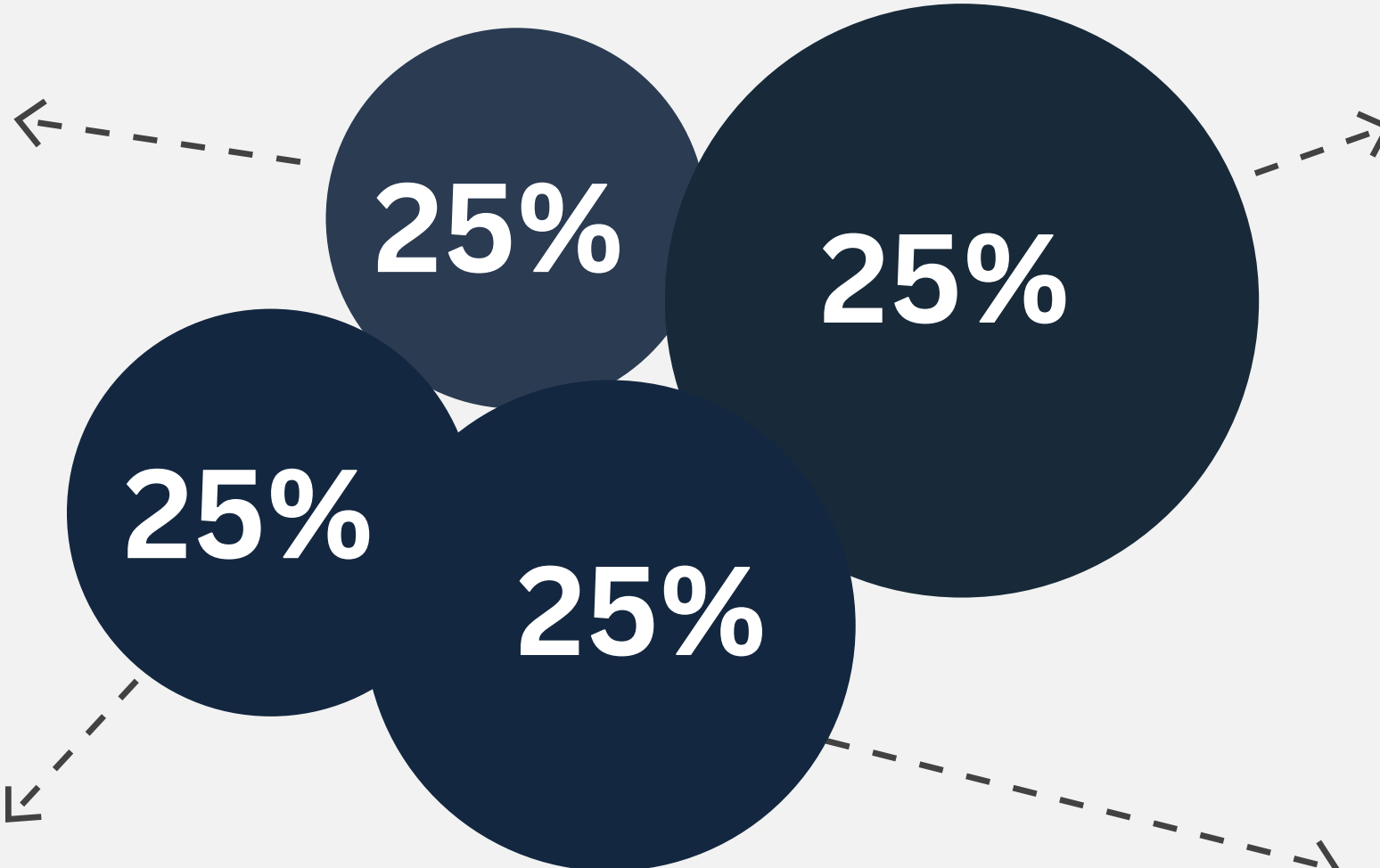
We intend to engage vetted candidates who will receive comprehensive training from our team across various operational domains.

Explosive Marketing

We will utilize multiple marketing channels to maximize exposure for our operations and products.

Industrial Infrastructure

We will construct a facility to optimize the processing of our product lines and secure storage space for our boating equipment.



We're looking to raise between \$320k - \$1,000,000

INDSUSTRIAL INFRASTRUCTURE & EQUIPMENT

Facility Build Out

We are currently in the process of securing a dedicated facility to streamline the processing of our Irish Moss and other products effectively. This space will be equipped with industrial machinery such as a pulverizer, packaging equipment, drying apparatus, and other essential tools to enhance our operations.



Vehicle Fleet

We will acquire several work vans to facilitate the transportation of seaweed, products, and equipment. Each vehicle will be appropriately registered and insured.



Boating Equipment

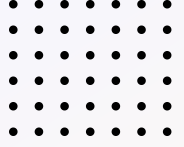
We intend to procure a fleet of mossaing boats outfitted with mossaing rakes, engines, gas tanks, oars, and safety equipment. Each boat will undergo proper registration and insurance procedures.



Kelp and Dulce Aquaculture farming

We aim to enhance our foraging menu by integrating aquacultural practices for cultivating dulce and kelp. These seaweeds not only provide environmental advantages but also support marine ecosystems.

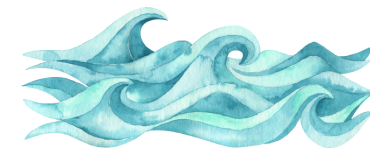




LABOR FORCE AND TRAINING

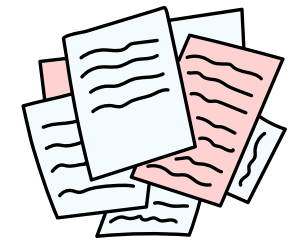
Foraging the Ocean

We are currently evaluating a selection of versatile candidates who will undergo thorough training to harvest seaweed and perform various tasks within the facility, including processing, packaging, and pulverization.



Back Office Support

Our partners at Evergreen Herbs in Milwaukee will assist us with managing contract paperwork and payout accounts.



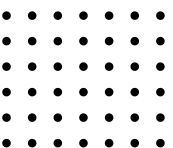
1099 Contractors

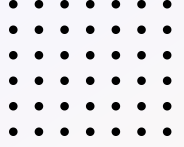
We intend to initiate 1099 contracts to assess labor requirements and efficiency levels. Our goal is to optimize productivity by offering incentives through new work contracts that are performance-based and flexible, with the aim of establishing a consistent and dependable team.



Inclusive Candidacy

We aim to provide training to underserved communities, facilitating exposure to diverse environments and skill sets for individuals from varying demographics.





EXPLOSIVE MARKETING

Influencer Marketing

We have identified a list of suitable influencers a candidates across a wide range of social media and business networking platforms. Our social media following is up to 17k followers. @naturecabinet



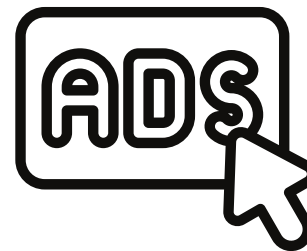
Branded Merchandise

Our brand logo and message will be featured on a broad range of items ranging from clothing to tools and supplies.



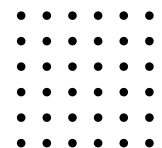
Ad Placements and Flyers

We will work with content developers and SEO strategist to run high conversion ad placements across multiple platforms ranging from social media, google, and youtube all the way to store front posters and flyers.



Event Hosting

We will orchestrate a series of events where we can effectively reach audiences with our products. We've successfully hosted pop up events in multiple locations ranging from malls to gyms.



PRODUCT RESEARCH AND DEVELOPMENT

Versatile Distribution

Seaweed has many uses, covering a broad range of industries from culinary and cosmetics all the way to agriculture and alternative energy solutions.



Lab Testing

We work with various accredited labs to conduct quarterly microbial, heavy metal, and mold testing to ensure maximum quality. We also conduct test for the shelf life of our products.



Irish Moss, Everything..

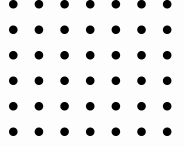
The versatility of Irish Moss allows us to reach a broad customer base. We have a commercial food grade facility that curates new products incorporating Irish Moss. We have body butters, teas, powders, toothpaste, hair care and more products all incorporating the seaweeds we forage.



Open Source Innovation

Our investors will have an input in new product ideas and production. Our team will work quickly to bring your imagination to fruition.





IT'S MOSSING TIME BABY!



Thank you for taking the time to learn about our business and vision for growth. It's been a long journey trying to rebirth an entire industry but we've enjoyed every step of the way. *Find us featured on the amazon prime series Road Trip Masters.*



COMPANY INFO

Dime Share Inc
Nature Cabinet
TheNatureCabinet.com
8302 Spruce Street
Manassas 201111
(202).567.2497

OUR TEAM

Rodney Lewis (President, CEO)
Natalie Doss (Operations Manager)
Jaime Moyano (Account Specialist)

