

# NZ KELP

New Zealand's richest  
source of natural iodine



## LIVE OCEAN HARVESTING

Valère Kelp is hand gathered fresh, clean and live from the ocean. Nothing is added or removed from our totally natural product except the water, through air drying and gentle dehumidification.

## HEALTHY & NUTRITIOUS

Just a tiny amount of our dried Valère Kelp goes a long way, as the nutrient content is so high. Giant Kelp (*Macrocystis Pyrifera*) contains 29 trace elements.

## SUSTAINABLE MANAGEMENT

Giant Kelp is now within the NZ quota management system, with 40% of that quota held by NZ Kelp. We only harvest New Zealand's fastest growing plant within 1 metre of the sea surface.

## TRACEABILITY

The life of all Valère Kelp is traceable right through from harvest to our customer.

## PRODUCTS & PRICING

Wholesale (excluding GST)

Fine or Powder - \$40.00-\$74.00 per kg



FULLY CERTIFIED ORGANIC DRIED KELP  
For use in

## HEALTH PRODUCTS & CATERING

Valère Kelp began when our family used it dried and flaked onto fish at BBQ's on the beach. We discovered it was tasty and enhanced the flavour of the fish.

We then cracked it into smaller pieces and used it at home, where it sat on the family dining table and was shaken on to meals. One morning our 4 year old son said "can you pass the 'kelp pepper' please" and a new name was coined.

Our unique method of drying the kelp to retain its colour, goodness and flavour has changed little since that time.

By the time I had reached the decision to cease medical practise, I was completely committed to the viability of making use of natural products to promote good health, primarily through diet. Within my role as a medical doctor I recommended, where appropriate, the use of live foods in the diet, in preference to pharmaceuticals.



Give us a call.  
We'd love to hear from you.

Best regards,  
**Dr Nicki Beattie**





## HEALTH PRODUCTS



Valère Kelp is 100% pure New Zealand dried Giant Kelp (*Macrosystis Pyrefira*).

It has many trace elements, vitamins and minerals and is a rich source of iodine. The iodine content of this kelp is approximately 2270 mg/kg.

Unlike iodised salt, Valère Kelp is a natural way to ingest iodine. Our bodies require iodine for normal functioning but only in small amounts.

If eaten daily, a maximum of 0.3g of Valère Kelp is recommended (approximately 1/6 of a tsp), up to 1 tsp per adult per week. Children will require less depending on age.

Valère Kelp also has over three times the potassium compared with sodium. Being bathed in the ocean and simply dried after harvesting, it has all the nutritional advantages of the plant combined with the natural smell and taste of the sea.



### ATTRIBUTES OF VALERE KELP

- Healthy
- Tasty
- Pure & Safe
- Sustainable
- Certified Organic

## CATERING

### PRODUCT USES

Health Supplement  
Flavor Enhancer

*Our bodies require iodine for normal functioning but only in small amounts.*

*If consumed daily, a maximum of 0.3g of Kelp Pepper is recommended (approximately 1/6 of a tsp) or up to 1 tsp per adult per week.*

*Children will require less, depending on age.*

*Any person with thyroid*



Valère Kelp looks like pepper, but tastes like salt.

Thyroid goitre used to be endemic in New Zealand due to a lack of iodine, which is why the health ministry recommended iodised salt.

Kelp has been eaten by man for centuries and forms a major part of many peoples diet. It is also taken by many as a health supplement.

**A natural flavour enhancer, Valère Kelp teases the senses with the aroma and taste of the sea.**