



THE KAMUT® BRAND KHORASAN WHEAT REPORT



April 2011

New Market for KAMUT® brand khorasan wheat— South America

This month Kamut International (KI) made an official partnership for development of the South American market with Juan Franco of Mundo Organico. Located in Colombia, Mundo Organico is a new importation company for healthy and organic foods located in the country's capital, Bogotá. Juan previously worked for a KI customer in Spain; where he found success and quickly became interested and excited about the growing organic market segment. Juan and KI share the belief that our business is about more than just selling products or wheat; it's an entire lifestyle change that is exciting to be a part of. We also believe everyone should have access to good quality, healthy food.

Mundo Organico is already importing organic products and beverages from Europe including the delicious KAMUT® drink. The South American market is new, but the timing is right and Mundo Organico hopes to be one of the first to offer an extensive line of organic products. They also hope to find manufacturers throughout South America that are interested in making breads, cereals, pasta, pizza crust and other baked goods with KAMUT® khorasan

wheat. Currently, Juan is putting a lot of energy into supermarkets, restaurants and bakeries. They plan to launch their company at a large food show in Bogotá in early June. Later in the year Juan and KI will partner up to exhibit at BioFach, South America, November 3-5 in São Paulo, Brazil. Juan believes the Brazilian market may have tremendous potential for premium and organic foods.

Trevor Blyth, CEO and his wife, Tara, travelled to Bogotá to meet with Juan, his family and his employees to finalize this exciting agreement. Trevor said of the trip, “We are thrilled to find such a strong partner in Juan Franco of Mundo Organico and look forward to working with him to help bring KAMUT brand wheat to South America. This is a brand new market and it’s exciting to watch it grow from the ground up!”

11th Annual Farmer’s Dinner—Brave folks come out despite nasty weather conditions

When planning a meeting in January in Saskatchewan, you never know exactly what you are going to get. For me, this year’s highlights included black ice, too many cars in the ditch to count, zero visibility/blowing snow and busting through snow drifts in a trusty Subaru. However, it also included amazing food, great conversations, an entertaining awards ceremony and a true spirit of teamwork and partnership. While some farmers had to cancel their plans due to dangerous driving conditions, others used it as an excuse to treat themselves to an overnight retreat at the beautiful Regina Delta Hotel.

The atmosphere was spirited and good humor prevailed at the dinner...a little snow doesn’t scare most Canadian Farmers! We started in the mid afternoon with 2009 crop statistics, information on our company and light snacks. Will Oddie from Kelln Solar in Lumsden, SK was the keynote and spoke to the group about practical ways to incorporate wind, solar and geothermal energy features in the their homes and farms. Oddie, a life-long advocate for energy conservation, has been an organic farmer in the Regina area for almost 20 years.

After dinner we awarded plaques for exceptional crop

quality to several farmers. There was a three way tie this year for highest protein and Ken Hasset from Claydon, SK took away the mammoth KAMUT Cup (which kind of resembles the Stanley Cup), meaning he had the best overall crop. All of our awards went to farmers in SK except for Steve Swank of Chinook, MT who was one of the high protein plaque winners.

Meet a Manufacturer—Bob's Red Mill

For over 15 years, Bob's Red Mill[®] has been a wonderful customer and partner of Kamut International's. Bob's carried KAMUT[®] khorasan berries, flour and hot cereal. They also use KAMUT[®] khorasan wheat in an organic 6 grain hot cereal and a newer product, Grande Whole Grains, which can be used as cereal, salad or pilaf/side dish. Bob's Red Mill Natural Foods produces more than 400 products, including an extensive line of certified organic products. With a wide variety of whole grain products, from flours and hot cereals to baking mixed and grains, Bob's Red Mill has "whole grain foods for every meal of the day."

At Bob's, whole grains have been a way of life for over 25 years and their grain buyers search for the best organic grains in the world, providing customers with high quality, whole grain organics.

Recently, Bob's Red Mill made headlines when Bob Moore, Founder and President announced a monumental plan during his 81st birthday celebration. He has created an Employee Stock Ownership Plan meaning Bob's Red Mill is now an employee owned company. Bob Moore remarked, "It's been my dream all along to turn this company over to the employees, and to make that dream a reality is very, very special to me. This is the ultimate way to keep this business moving forward". Congrats to Bob's Red Mill, we are honored to do business with them. Bob's Red Mill is located in Milwaukie, OR (just outside of Portland). For more information on the company and their products you can visit www.bobsredmill.com.

UPCOMING EVENTS:

14-16 May, **Canadian Health Food Association (CHFA—West)**, Vancouver, BC.

23-26 May, **International Trademark Association (INTA) Annual Conference**, Boston, MA.

Kamut International CEO, Trevor Blyth will be attending to learn more about promoting and protecting our “KAMUT” trademark in a global marketplace.

Our trademark is recognized throughout the world and must be managed correctly to ensure its continued success and guarantee of quality.

27-29 June, **Fancy Food Show**, New York, NY

Bob Quinn Founder and President of Kamut International will be in attendance.

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