



THE KAMUT® BRAND KHORASAN WHEAT REPORT



July 2010

KAMUT® Making News

ADinfitum, our New York communication agency, has been busy creating media opportunities and coverage for the KAMUT® brand. From foodie blogs to TV news segments, the buzz about the health and nutritional benefits of KAMUT® brand khorasan wheat is growing. Bob Quinn is being quoted in The Wall Street Journal, American Express Open Forum.com, BusinessInsider.com and other prestigious media; in articles ranging from cost efficiencies to sustainable farming. The KAMUT® brand is also being included in segments and articles about ancient grains, including an ABC7 Los Angeles news segment, Baking & Snack Magazine as well as online articles like FoodNetwork.com and recipes in Cooking Light and Eating Well.

Each day, more and more people are learning about KAMUT® khorasan wheat and what a delicious way it is to add more whole grains into their diet. Even top chefs in New York restaurants are cooking with KAMUT® wheat and adding it to their menus!

The recent 2010 Fancy Food Show in New York City served as a great opportunity for Kamut International (KI) to talk to additional media outlets. This included Bob Quinn's interview with a reporter from the Huffington Post, during which he shared the history of KI as well as insight into global business and sustainable, self sufficient organic farming models. Natural Foods Merchandiser conducted a video interview for

their website and Examiner.com's New Jersey Shore Food Examiner spoke with Tara Blyth at the show and featured KAMUT® khorasan wheat in their article on organic companies.

KI continues to build buzz about this ancient grain and has found its way into the blogs and kitchens of many chef and mommy bloggers including CariCooks.com, MealPlanningMommies.com and EatDrinkandBeHopful.com, to name a few. An initiative with Whole Foods Kids Camp Cooking Classes in New York this summer will also teach children and their parents how to incorporate KAMUT® khorasan grain products into their daily meals.

You can stay current of our exciting media coverage and events in the media tab of our website at www.kamut.com and through our social media posts. Stay tuned!

President's Cancer Panel Report

The President's Cancer Panel Report which was released in May exhorts consumers to choose food grown without pesticides or chemical fertilizers, antibiotics, and growth hormones to help decrease their exposure to environmental chemicals that can increase their risk of contracting cancer. Organic products avoid the use of these chemicals.

"The American people—even before they are born—are bombarded continually with myriad combinations of these dangerous exposures," the panel wrote in a letter to President Obama. It added. "The Panel urges you most strongly to use the power of your office to remove the carcinogens and other toxins from our food, water, and air that needlessly increase health care costs, cripple our Nation's productivity, and devastate American lives."

It added, "Many known or suspected carcinogens first identified through studies of industrial and agricultural occupational exposures have since found their way into soil, air, water and numerous consumer products...Some of these chemicals have been found in maternal blood, placental tissue, and breast milk samples from pregnant women and mothers who recently gave birth. Thus, chemical contaminants are being passed on to the next generation, both prenatally and during breastfeeding."

While controversial, this report is a victory for those of us who have been concerned with our chemical ridden policies and lifestyle in the US for a long time. To see the full report you can go to www.nih.gov and do a search for "Cancer Panel Report" to find the 2008-2009 Annual Report.

Spotlight a manufacturer—Good Groceries

Good Groceries Company, located in Brooklyn, NY, was founded by Marty Sokoloff in 1983. Marty comes from a family of innovators deeply-rooted in the health food industry. His mother was one of the founding members of Weight Watchers® in the early 1960's. Marty used to be an actor and then did directing/production of theater in NYC. He started off in the health food business by working for a distributor then became a sales rep for New England Soy Dairy. Marty was one of the first people to introduce tofu to the conventional supermarkets in the NYC metro area in the 1970's.

Marty has a desire to find innovative healthy products to offer consumers. He travels the world to research new products and trends in consumer goods and packaging. His current offerings include: Baked organic crackers, breadsticks and flatbreads, puffed cakes made with whole grains. The "Suzie's" brand under Good Groceries company offer the only puffed cakes in the U.S. made with nutritionally superior KAMUT® brand wheat. While the KAMUT® khorasan flatbreads are his best seller, he also offers KAMUT® Sesame Breadsticks and plain, salted and agave sweetened puffed KAMUT® cakes. Marty was immediately attracted to KAMUT® brand khorasan because of its great taste and versatility. Another factor was the health benefits of organic, non-GMO ingredients.

Good Groceries Products are distributed throughout North America and Canada with much of the processing being done right in New York. While Good Groceries Company continues to grow, their values stay the same. They value their customers, guarantee the highest quality ingredients and are committed to developing new products to meet emerging trends in the marketplace. The products can be found in national retail chains, specialty food markets and through their online store. Please visit www.good-groceries.com for more information.

Crop Update

Kamut® khorasan producers across southern Saskatchewan, Alberta and Montana experienced a cooler and wetter spring than usual. This resulted in some delays in seeding so harvest will be more spread out this year than is typical. The additional rain will increase yields; more than making up for those few acres lost due to flooding. KAMUT® khorasan grain seeded in April has headed out and is nearly finished filling. May seeded grain is now heading out nicely and later seeded crops are not far behind. With the coming of the warm days of summer the crops are growing well and farmers are happy.

Upcoming Events

9-13 September, SANA show, Bologna, Italy.

14-16 October, Natural Products Expo East, Boston, MA, USA.

KAMUT® brand products will be on display at the MT.
Department of Agriculture Booth, #1030

22-24 October, Canadian Health Food Association Expo East,
Toronto, ON, Canada. Booth #318

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