



THE KAMUT® BRAND KHORASAN WHEAT REPORT



October 2010

Bob Quinn Wins Prestigious OTA Award

The room filled with applause and cheers as Bob Quinn received the Organic Trade Association's (OTA) Organic Leadership Award in Boston on October 15th. The OTA has given this award annually since 1997 to individuals who exemplify innovation and vision in the organic movement. Bob Quinn was nominated by past presidents of the OTA as well as colleagues in his home state of Montana. At the awards ceremony US Senator, Jon Tester, and Deputy Secretary of Agriculture, Kathleen Merrigan, sent personalized video messages of congratulations to Bob.

Here are excerpts of a few letters written on his behalf:

- "His on-farm experiments in organic production are legendary..."
- "...a dedicated and active organic farmer, advocate, organizer and catalyst."
- "That familiar cowboy hat with a KAMUT® stalk proudly stuck in the hatband and the man with a ready smile, positive attitude and boundless energy is an icon of the organic world."
- "His entrepreneurial spirit, care for community and steadfast direction to principles has touched the lives of many. Bob is an exceptional person and OTA would be hard pressed to find an individual more deserving of such an award."
- "...this commitment to organic trade values (in addition to his

charming personality) has engendered a deep respect for Bob among his customers and business partners. I routinely heard high praise from farmers, brokers, importers and manufacturers about how Bob does business. That's because Bob believes strongly that business should be done in a way that is transparent and fair, in a way that everyone along the chain wins."

Bob's parents, Mack and Dorothea; wife, Ann; son, Adam; sister, Debby; nephew, CEO Trevor Blyth; and staff, Tara Blyth and Maia Ageson) were there to celebrate with him. Business partners from Belgium and Canada came in to see their long-time partner and friend be recognized for excellence in the industry by his peers. Bob was known by just about everyone in the room because in addition to all his amazing achievements, the quality that leaves an impression on everyone Bob meets is how he treats others. A stranger to Bob is truly just a friend he hasn't met yet. October 15th was a wonderful night for Bob and our company. Thanks to all for your friendship and support throughout the years.

Growing Sales, Growing Staff

MAIA AAGESON—MISSOULA, MT. Kamut International has recently hired Maia Ageson as the new Regional Director for North America. Maia graduated from the University of Montana with a degree in business marketing and worked with the US Senate Finance Committee in Washington D.C. before joining KI. Her work for the Senate Finance Committee centered on economic development issues on a national scale and for the state of Montana. Maia was instrumental in helping organize the 2010 Montana Economic Development Summit.

Having been raised on a grain and cattle operation not far from Bob Quinn's farm, she has known about KAMUT® brand wheat for years and understands the unique challenges of agriculture. "I am excited about the opportunity to work with such a great team and for something I am passionate about. Agriculture is in my blood, and I am enthusiastic to help promote the KAMUT® brand and develop the North American market." Maia will be responsible for promotion and development in North America, trademark monitoring and protection, and will serve as a contact and resource for all customers in the United States and Canada.

REBECCA ROSSI—BOLOGNA, ITALY. The Italian sales continue to skyrocket. In order to better manage this growing market, KI hired Rebecca full-time to manage marketing and promotion activity in Italy and Spain. Previously, Rebecca worked as a freelance journalist and copywriter with an advertising agency in Italy where she won several international awards with the ambient media campaign *Keep Playing*. She has the goal of creating a life-path that allows her to explore and combine different fields of writing and communication, participate in innovative projects, travel for the benefit of her skills and culture, collaborate with professionals throughout the world and live in a way that is ethical and sustainable.

Rebecca first met Bob Quinn at Dartmouth, where he was a student attending a summer language immersion class--she was his Italian teacher. Later in the summer she stopped by his farm in Big Sandy during a cross-country road trip with friends. She saw with her own eyes the gorgeous KAMUT® khorasan prairies and immediately thought the KAMUT® project interesting.

Spotlight a manufacturer—Grain Place Foods

The story of Grain Place Foods began in 1953 on the Vetter family farm near Marquette, Nebraska. Don Vetter recognized the benefits of organic farming methods as he began to question scientific and ethical aspects of traditional agricultural practices. David Vetter, Don's son, returned to the family farm in 1975. Sustainable and organic farming methods became the mainstay for David and Don's success. The duo were among the early pioneers in organic farming practices. Their farm was certified organic in 1978 and a year later became The Grain Place, Inc. The Vettters were eager to serve small-scale organic farmers and specialty organic food distributors and processors. This was achieved by the addition of grain cleaning/processing and storage facilities to the Vetter farm; one of the first on-farm operations of its kind in the northern Great Plains. The company distributes coast to coast and into Canada - primarily bulk bin distribution and to small manufacturers.

Today, Grain Place Foods carries whole grains and whole grain products, popcorn, specialty ingredients, and high value specialty feeds for exotic pets. Grain Place also supplies whole grain KAMUT® khorasan and rolled KAMUT®; of the two, the rolled KAMUT® is the best selling. David Vetter heard about KAMUT® khorasan wheat in the 80s and decided to start using it primarily because of meeting Bob Quinn at the Expo West show in Anaheim in 1987. Vetter was looking for new organic products to add to his portfolio and he saw something unique in KAMUT® brand khorasan wheat. Grain Place Foods was among the first three or four companies ever to use the KAMUT® brand in a product.

Grain Place Foods follows the philosophy that how your food is produced does matter! Bob Quinn once noted that, "much of what I teach and tell people now comes from Dave's ideas. If I had to pick one person who influenced me more than anyone else, I would pick Dave Vetter. He gave me a lot of encouragement. He taught me the principles of organic farming. He taught me how to go through the transition period and look years ahead—not to be concerned with the now."

We were pleased to share the evening with Dave and Jean Vetter in celebrating Bob's OTA Award at the NPEE show in Boston and look

forward to a continued relationship with Grain Place Foods!

Upcoming Events

3-5 November--Bio Fach South America, Sao Paulo.

29-30 November--Annual Production Meeting-- Calgary, Canada

14 January, Annual Grower's Dinner—Regina, SK

16-18 January-- Fancy Food Show—San Francisco, CA

31 January-2 February--Whole Grains Conference, Portland, OR

www.kamut.com

P.O. Box 4903, Missoula, MT 59806 USA