



## Sales of Kamut® Ancient Wheat Increase 32% Globally in 2007

*Kamut International attending All Things Organic Show in Chicago, IL April 27-29*

**What:** Sales of delicious and nutritious Kamut® wheat products increased 32 percent globally from 2006 to 2007, according to Great Falls, MT-based Kamut International. There was particularly strong interest in the ancient grain in the U.S. and Canada (14%) and Europe (40% growth), with Italy accounting for two-thirds of European sales.

Twenty eight percent of Kamut® wheat products are sold in the U.S. and Canada while seventy two percent are sold in Europe. Kamut® grain products are being introduced into Australia and Japan.

New Kamut® wheat-containing products in 2008 include Nature's Path Penguin Puffs™ cereal, Eden Foods' Kamut (rolled) Flakes, Earth's Best Harvest Squash Turkey Organic Country Dinner baby food, and Simplot Hearty Grains & Wild Mushrooms food service prepared dishes, among many others. Other Kamut® grain products available include biscotti, bulgur, numerous varieties of pasta, *and even coffee, milk, ice cream, and beer!*

Kamut® wheat may only be grown organically under a licensing agreement. Over 37,000 acres of the grain were grown in 2007, primarily in Alberta, Saskatchewan, and Montana. This year, the association anticipates a significant increase in acreage.

At the All Things Organic™ trade show booth, Kamut International will showcase the new products, demonstrating the grain's high quality and versatility.

**Where:** All Things Organic Trade Show, Chicago, IL, April 27-29, Booth 3229.

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### **Background:**

Kamut® (Kə-moot') wheat is a registered trademark used to market an organically grown ancient relative of modern durum wheat. In the ancient Egyptian language the term means wheat. Kamut® wheat is twice the size of durum wheat and has higher nutritional value. Specifically, it has more protein and is higher in vitamins (vitamins B1, B2 and E, and niacin) and minerals (iron, magnesium, phosphorus, selenium and zinc). Because of the soil in which it is grown, Kamut® wheat provides 100% of the daily recommended intake for selenium in 2 to 3 servings.

Bob Quinn, founder and president of Kamut International, in December, 2007, received the "Lifetime of Service Award" given by the Montana Organic Association. Quinn had the first organic farm in Montana and is the most recognized organic promoter in the state. He also established the requirement that all Kamut® wheat be grown organically and has driven production of the grain from 30 seeds to 37,000 acres.