



KAMUT® International

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FOR IMMEDIATE RELEASE

KAMUT® BRAND KHORASAN WHEAT: BACK TO BASICS

Big Sandy, MT, March 2010 – We've reached a point, for the first time in history, where the food chain has been industrialized to a point that food labels read like a chemical experiment. With 70% of America's Midwestern agricultural land shifting to single crop corn or soybean farms, these commodity farmers can only survive by producing maximum yields. It requires a tremendous amount of ingenuity on the part of the food industry to turn these two crops into a continuous stream of processed and packaged foods to feed consumers way more calories than they actually need.

The high incidence of obesity and diabetes in the US is alarming and deadly, but consumers do have choices and many are finally starting to choose to buy more simple, nutritious foods.

"As a country, we are well-fed but not well-nourished," commented Bob Quinn, Founder of Kamut International, "KAMUT® brand grain can build an important bridge back to foods that are more nutritional, rather than just providing cheap volume."

In a time where we've had to resort to investigative journalists to tell us where our food is coming from—often with unappetizing answers—it's time to turn back to *real food*. Kamut International is helping to educate consumers about finding quality, organic, heirloom foods—starting with KAMUT® Brand khorasan wheat. Organic foods have been a growing trend among health-conscious consumers for years, now the market has caught up and there are more organic food choices in the aisles of the majority of supermarkets, making them more readily available to all consumers. In fact, a recent survey found that organic eating is seen as the top food trend of the next decade¹. Beyond organic, heirloom foods are also being readily embraced as they often provide easier digestion and deliver optimum nutrients.

Heirloom crops come from seeds that have been around for generations and as such are free of hybridization and GMO (Genetically Modified Organism) manipulation. Additionally, the seeds of the ancient heirloom crops can be grown year after year. GMO seeds require written contracts and fees paid to the owners of new patented seeds. Even more importantly, going back to real,

natural food allows us to step away from the "industrial food chain", as it's referred to in Michael Pollan's book *The Omnivore's Dilemma*, and go back to food that is nutritious and good for the body. With this in mind, Kamut International functions under the philosophy that medicine should be our food and food should be our medicine.

In 1986, Bob Quinn, being the farming futurist he is, introduced the natural food industry to an ancient khorasan wheat, a giant relative of durum wheat that was brought to Montana from Egypt—under the brand name, KAMUT®, (the ancient Egyptian word for wheat). Through the trademark KAMUT®, the company has been able to preserve an ancient grain and guarantee that it has not been genetically modified or altered. KAMUT® brand wheat is grown under strict production guidelines and is exclusively, organically grown through a cooperating group of organic family farmers in the USA and Canada.

The benefits of KAMUT® brand products are similar to those of most heirloom foods, the most important being that the body is able to digest heirloom foods much easier than modern foods. In fact, studies have shown that many people with severe wheat sensitivities do not have the same issues with KAMUT® brand grain as they do traditional wheat—making it a delicious option for them to be able to enjoy some of their favorite foods.

"Over the past few years we've undertaken a lot of research to try to understand why many people sensitivities to modern wheat can eat KAMUT® brand wheat without difficulty or symptoms. What we have found so far is that KAMUT® brand grain has in it several factors that are different from modern grains," commented Bob Quinn, "They're not factors that have been commonly studied before, such as gluten. All wheat has gluten, but the gluten in KAMUT® brand wheat is different from that found in modern wheat. KAMUT® brand grain also has a much higher antioxidant profile and has exhibited indications for reducing inflammation, but more research is required before we can fully understand how KAMUT® brand wheat functions in the body."

Even those without wheat sensitivities will notice the difference in KAMUT® brand grain when it comes to their digestive system. It is higher in protein, and minerals such as zinc, selenium and magnesium. Also, it has a higher percentage of lipids, which produce more energy in the body than carbohydrates. Overall KAMUT® brand products promote wholesome eating and good health, as opposed to consuming calories which are low in nutrition.

As more people turn back to real food as their source of good nutrition and nourishment, heirloom grains like KAMUT® brand wheat, will only gain in popularity. This unique tasting grain can be found in a variety of (over 2,000) healthy and organic food options on the shelves throughout North America and Europe including breads, pastas, flat breads, cereals, pizza, soups and chili. It can

also be purchased as grain or flour for cooking and baking. It's naturally sweet, nutty flavor turns simple recipes into highly nutritious, flavorful meals and treats.

About KAMUT® Brand Khorasan Wheat

The mission of Kamut International is to promote organic agriculture and support organic farmers, to increase diversity of crops and diets, and to protect the heritage of a high quality, delicious ancient grain for the benefit of this and future generations. KAMUT® is a trademark of Kamut International and it stands for guaranteed standards that are verified by tests from every field.

ⁱ *By Far, Organic Seen as Top Food Trend for Next Decade*, EnvironmentalLeader.com, July 8, 2009