



Kamut Int'l Quinn receives OTA Organic Leadership Award as Grain's Sales Soar

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Missoula, MT – Sales of KAMUT® khorasan wheat have soared 40 percent globally so far in 2010 from 2009, according to Missoula, MT-based [Kamut International](#) (KI). The organization, its farmers, and manufacturers from around the world will celebrate this success along with KI president Bob Quinn when he is awarded the Organic Trade Association's "2010 [Organic Leadership Award](#)" in the "Growing Organic Agriculture" category during OTA's annual dinner at [Natural Products Expo East](#) October 15, 2010 in Boston. The award is OTA's highest honor, given annually to individuals who exemplify innovation and vision in the organic movement.

Specifically, KAMUT® khorasan wheat sales are up 40 percent overall from 2009. Sales increased 45 percent in Europe, 30 percent in Canada, and 15 percent in the USA. Sales in Europe, which makes up 75 percent of KAMUT sales, increased 40 percent last year with consumption in both Italy and Spain growing the most rapidly. New markets such as Australia, New Zealand, Brazil, Columbia, and South Africa continue to grow.

There has also been an increased demand for KAMUT® brand khorasan wheat in the bread/bakery category with KI signing new deals in 2010 with popular King Arthur Flour (for inclusion in its Baker's Catalogue) and Oroweat and working closely with the San Francisco Baking Institute which is incorporating the grain in its curriculum.

"It is truly an honor to be recognized by the Organic Trade Association," commented Quinn, "The fundamentals of this organization are exactly what we need to continue to promote organic food and sustainable farming throughout the country. I'm thrilled to be a part of this outstanding community."

An organic farmer since the 1970's, Quinn has made it his mission to help boost the organic industry through ingenuity and research. He created the KAMUT® brand which has been used to successfully preserve and promote an ancient grain to the US and the world, requiring licensees to only grow it organically! He also promoted organic farming throughout the state of Montana and nationwide, including influencing a US Senator (Jon Tester) to become an organic KAMUT® khorasan wheat farmer. In addition, he worked closely with Montana State University to explore sustainable and organic farming systems and crops, co-formed the first large-scale wind farm in Montana, and developed a project to grow and process enough straight vegetable oil (SVO) to run all of his farm's equipment on his own land.

"Uncle Bob has always been a visionary and we are excited our international team has been so successful making his vision become a reality," said Trevor Blyth, CEO of Kamut International which will be showcased in the Montana Department of Agriculture's booth (#1030) at Expo East to help promote healthy, high-quality Montana products.

KI has also made several organizational changes in 2010. Tara Blyth, previously KI Regional Director of North America, is now the Communications and Development Director for the organization. She will focus on PR, communications, and development activities globally.

Maia Aageson has recently been hired as the new Regional Director for North America. Maia graduated from the University of Montana with a marketing degree and worked with the Senate Finance Committee in Washington D.C. before joining KI. 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.

A sampling of products in 2010 which contain KAMUT® khorasan wheat include biscotti, breads, bulgur, crackers, and numerous varieties of cereals and pasta, as well as coffee, milk, ice cream, and beer! These products are sold in 40 countries.

About Kamut International

"KAMUT®" (Kə-moot') is a registered trademark used to market organically grown khorasan wheat, an ancient relative of modern durum 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 which guarantees high quality standards that are verified by tests from every field.

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