



THE KAMUT® BRAND KHORASAN WHEAT REPORT



July 2011 (3rd Quarter)

Cooking with Ancient Grains in New York City

Kamut International recently partnered with Cricket Azima of the Creative Kitchen to host a special ancient grains cooking event in New York City. The event was attended by 12 New York-based food editors and bloggers including Food & Wine Magazine, Tasty-Eating, and All You Magazine. The evening was educational and entertaining, highlighting various ways to incorporate KAMUT® Brand khorasan wheat into each meal. Three representatives from our New York-based PR firm, ADInfinitem, were present at the event. It was our goal to inform the media about KAMUT® Brand khorasan wheat, how to incorporate it into daily meals, as well as discuss the mission of Kamut International to provide nutritious, easy to make recipes with exceptional flavor.

Guests were encouraged to mingle and chat while snacking on Suzie's KAMUT® Flatbreads and Breadsticks with cheeses and fruit, and enjoy some organic beverages. The guests learned about the KAMUT® Brand and trademark, the health benefits of KAMUT® khorasan as well as how the grain made its way to the United States from Egypt. Attendees were also introduced to other brands and products containing organic ingredients.

The event wound down with a Q & A session and more conversation about the use and benefits of KAMUT® Brand khorasan wheat. After an evening of education, cooking, and eating delicious food, guests were provided with wonderful goody bags filled with some of the most popular KAMUT® ingredients, as well as Suzie's KAMUT® cakes, flatbreads and breadsticks, Antidote Chocolate, Organic Peak Brewery beer, Bobby D's sauce, Village Tea Company tea and a copy of Maria Speck's Ancient Grains for Modern Meals cookbook.

Thank you to all who helped plan, attended and took interest in this unique

KAMUT® Brand khorasan wheat cooking event.

KI and KEE Annual Meeting held in Montana

The week of June 18-25 was a busy and exciting week for Kamut International. Staff members and partners from Europe, Canada and Montana toured farms in Southern Saskatchewan and North Central Montana followed by our staff meeting and concluded with Montana site-seeing.. This time was a great team building and learning experience.

Radville, Saskatchewan was our first destination. In Radville, we had the opportunity to meet with a group of KAMUT® growers from around the area. Kirk and Tammy Giraudier hosted the group at their home. Trevor introduced each member of the KI and KEE team and we had a chance to hear from many of the growers about their farming techniques, questions and concerns. It was a wonderful opportunity to hear from those putting in the hard work to make sure we have a high quality product year after year. We were pleased and honored to share the afternoon with KAMUT's oldest grower, Theroy Theun at 92 years young!! This meeting was followed by site visits to a couple of the farmers' KAMUT® fields.

Alex and Robert Galarneau of Prairie Heritage Seeds also hosted the Kamut International team at their facility, providing a detailed and interesting tour and explanation of their processes. Thank you to the growers for taking time to meet with us, the Giraudier's for having us in their home, and to the Galarneaus for their hospitality!

Next we journeyed to Big Sandy, MT, where we joined Bob Quinn, his wife Ann and son Adam for an evening meal on the farm. Thank you to the Quinn's for welcoming us back to Montana. The entire staff met for the next two days, discussing promotion and protection efforts around the world and ideas for the future. The energy in the meeting room was exciting and productive. After completing our meetings, Andre Giles of Montana Flour & Grains in Fort Benton led a tour of his facility. It was impressive, and we appreciated his time.

The last couple days were filled with a tour of Bob's farm near Big Sandy, some hiking, and good 'ol Montana fun. It was a pleasure to have global staff and partners together in Canada and Montana.

New Addition to Italian Staff

ELENA SPOLAORE- BOLOGNA, ITALY. Kamut Enterprises of Europe has recently hired Elena Spolaore as a second Regional Director for the Italian market. As Italian sales continue to boom, Elena was hired to focus on the protection side of managing the KAMUT® Brand in Italy. Elena graduated from the University of Padua in Agricultural Science and Technology with food agro-industry specialization. Throughout her college career, Elena also attended professional courses to improve this specialization in technical quality control of products in the food industry.

For many years, Elena worked in the potato chain, managing production,

marketing and trading. She has dealt with all aspects of that commodity – seed, cultivation and processing. “I was very attracted by the KAMUT® project because it involves all aspects of the ‘grain chain’, from agriculture to consumers. It is a sustainable, organic project that is passionate about the environment.”

Elena made her first trip to Bob Quinn’s farm this summer for the annual staff meeting held in Montana in June. She was impressed with the landscape and innovative farming techniques. “One of my hobbies is food! I’m passionate about food taste and history, and for that reason I already knew about KAMUT® Brand wheat.” We are excited to welcome Elena to the KAMUT team.

Spotlight a Manufacturer – Arrowhead Mills

For over 50 years, Arrowhead Mills has been providing consumers with high quality, organic products. The relationship with Kamut International began 20 years ago, as Arrowhead Mills produced the first Kamut® Brand khorasan product to be sold nationwide.. It was Arrowhead Mills’ KAMUT® Flakes which remains one of the company’s best sellers still found on shelves today.

In 1960 organic farming pioneer, Frank Ford, founded Arrowhead Mills based on his belief that pesticides and herbicides diminished the food chain. Located in Hereford in the Texas Panhandle, the company quickly grew from selling flour from the back of Mr. Ford’s pickup truck to a national business that now occupies a 20-acre site. Arrowhead Mills currently operates under its parent company, Hain Celestial Group, which is one of the nation’s largest organic food companies. Over half of organic food lovers across the nation rely on Arrowhead Mills to provide healthy and organic products to nourish themselves and their families.

Throughout the years, Arrowhead Mills has expanded its brand and product line from offering only flour to include hot and cold cereals, pancake, waffle, cake and brownie mixes, seasonal products, and gluten free products. All of these products are entirely free of chemical herbicides and pesticides, maintaining Frank Ford’s commitment to a healthy and sustainable food chain. Arrowhead Mills stays true to its brand promise – “simple products, straight from nature and as close as you can get to home.”

Today, Arrowhead Mills uses KAMUT® Brand khorasan in four different products: KAMUT® Flour, KAMUT® Pancake & Waffle Mix, KAMUT® Flakes, and Puffed KAMUT®. Kamut International is proud of its long-standing relationship with Arrowhead Mills, as both companies are committed to sustainable agriculture and delivering healthy, organic products to America’s families. Please visit www.arrowheadmills.com to learn more about Arrowhead Mills and its products!

Upcoming Events:

8-11 September – SANA show – Bologna, Italy. Booth—To be announced, check www.kamut.com

22-24 September — Natural Products Expo East — Baltimore, MD, USA.
Booth #2613

*8-12 October – Anuga show – Cologne, Germany.

14-16 October – Canadian Health Foods Association Expo East – Toronto,
Ontario, Canada.
Booth #318

15-17 October – Natexpo show – Paris, France. Hall 8 E75

*KI and KEE staff will be present at the show. Please contact us for an
appointment.

www.kamut.com

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