



FOR IMMEDIATE RELEASE

Ontario Grown Quinoa — New Project Launch

OAKVILLE, ONTARIO, October 15, 2013 — Katan Kitchens and the Value Chain Management Centre, a division of Value Chain Management International, are pleased to announce that they are joining forces on a project to develop the commercial scale production and marketing of Ontario-grown quinoa.

Driven by consumers' increasing interest in health and experience, demand for quinoa has markedly increased over the last few years. To date, however, the vast majority of quinoa consumed in Canada is imported from South America. A combination of factors, including the cost and challenges associated with transporting quinoa thousands of miles, inconsistency in quality and reliability of supply, and the growing consumer desire to buy high quality local food, has heightened industry's interest in producing quinoa in Ontario.

Test plots have proven that the quality of quinoa grown in Southern and Northern Ontario is potentially higher than that grown in its native region of South America. This, along with local production potentially eradicating the transport and logistical issues associated with imported quinoa, makes it a potentially valuable alternative crop for Ontario producers, almost regardless of where their farm is situated.

The thirty-month project will identify how Ontario quinoa can be produced to consistently high quality, through establishing best management and quality monitoring practices from field to consumers. This will be achieved through conducting design of experiments at critical points along the value chain, developing effective management systems, and identifying the attributes associated with Ontario quinoa for which customers and consumers are willing to pay.

Through the collaboration of agricultural associations including the Ontario Soil and Crop Improvement Association, Organic Council of Ontario, food health associations, Ontario producers, processors, and retailers including Lococo's, the project will also result in the development of new products over the next two years.

The views expressed in this press release are the views of Katan Kitchens and the Value Chain Management Centre (the Researchers) and do not necessarily reflect those of ARIO or the government of Ontario. The Researchers would like to acknowledge the funding support by ARIO and OMAF & MRA through the New Directions Research Program for the Quinoa project.

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KATAN KITCHENS

Katan Kitchens is an innovative, health food enterprise that seeks to produce local high quality SuperFoods in Ontario for the "Food for Health" market. Founded in 2011, Katan has emerged as a leader in the research and development of quinoa in Ontario over the past three years. Katan was formed by Jamie Draves, after a health crisis in 2007 that resulted in the loss of a third of his pancreas. This loss forced him to follow a very limited diet consisting of high-quality, nutritious foods. SuperFoods, in

particular quinoa, were a key factor in regaining his health. This was the trigger event that drove Jamie's passion and pursuit to discover and demonstrate the value of a SuperFood diet in maintaining and regaining health. Katan Kitchens continues to research local quinoa production and now aims to produce and prepare the highest quality Ontario-grown quinoa in the marketplace.

VALUE CHAIN MANAGEMENT CENTRE

Value Chain Management Centre is a division of Value Chain Management International (VCMI). VCMI is dedicated to helping businesses, primarily in the agricultural and food industry, to enhance their long-term profitability and environmental sustainability. The company achieves this by enabling businesses to develop close consumer-focused relationships with customers and suppliers, which provides them with the ability to adapt to changing market conditions and mitigate risks more effectively than if working unilaterally.

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