



FOR IMMEDIATE RELEASE

Local Ontario Value Chain for Quinoa — Project Update

Members Prepare for Second Year of Project and Continue Ontario Producer Recruitment

OAKVILLE, ONTARIO, February 26, 2015 — Katan Kitchens (Katan) and Value Chain Management International (VCM International) are progressing into the second year of their 30-month project to develop the local Ontario value chain for quinoa. Data from 2014 field trials is being analyzed to compare agronomic practices from a set of pre-determined variables, results of which will guide the 2015 production trials. The trials are designed to ensure that quinoa crops produce optimum yields and quality moving forward. With support from VCM International and industry members on the project thus far, Katan is now in a position to commercialize their Quinta quinoa varieties starting with 2015 harvest. The development of a processing facility in Ontario will allow the company to provide returns for high quality outputs from producers.

As Katan continues to expand production of quinoa and other novel crops to Ontario, it is seeking to form long-term partnerships with additional producers. Katan is looking for both organic and conventional producers all across Ontario who are interested in pursuing new agricultural crops. For more information please e-mail service@katan.ca or call 647-932-6930.

Preliminary results from 2014 trials indicate commercially viable yields, using both conventional and organic farming methods. Katan's "Quinta Quinoa" varieties have demonstrated superior nutritional value, including high protein and essential amino acids compared to commercially available imported quinoa varieties. Katan and VCM International are pleased with the project's success to date, and continue to build on the first local quinoa network in Ontario. Project members are eager to engage with new local partners as the project progresses.

For more information, please visit the following websites:

Quinta <http://www.quinta.co>

Katan Kitchens <http://www.katan.ca>

Katan and VCM International would like to acknowledge the funding support of the Agricultural Research Institute of Ontario and the Ontario Ministry of Agriculture, Food and Rural Affairs through the New Directions Research Program for the Quinoa project.

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 INTERNATIONAL

Value Chain Management International (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.

CONTACT INFORMATION

Jamie Draves — President and CEO, Katan Kitchens

Tel: 289.839.0097

Email: jdraves@katan.ca

www.katan.ca

Martin Gooch, PhD — CEO, Value Chain Management International Inc.

Tel: 416.997.7779

E-mail: martin@vcm-international.com

www.vcm-international.com