



FOR IMMEDIATE RELEASE

Local Farmers Join Quinoa Value Chain Project

OAKVILLE, ONTARIO: July 17, 2014 — Katan Kitchens and the Value Chain Management Centre, a division of Value Chain Management International (VCM), are pleased to provide an update on their project to develop commercial scale production and marketing of Ontario-grown quinoa.

After an overwhelming response to growing quinoa with Katan in 2014, a group of local Ontario farmers has been selected to work closely with Katan and VCM to gain further knowledge regarding the best farming practices for quinoa in Ontario.

Katan continues to develop best agronomic practices for quinoa, conducting trials on seeding rates, fertilizers, and cultivation and harvest methods. After analysis of results from the 2014 growing season, Katan and VCM will have the knowledge to bring quinoa production to full commercial development in 2015. This research is highly valuable as part of creating a local Ontario value chain for quinoa, and also for Katan as they continue their endeavors to deliver the highest quality quinoa in the world.

Katan and VCM will be hosting quinoa farm tours in August 2014 at two producer locations in Ontario. The tours are open to the public and act as an opportunity to expand consumer and producer knowledge of quinoa. For more information and to register to attend, please contact service@katan.ca.

Katan continues to seek long-term partnerships with dedicated producers across Ontario. Please contact service@katan.ca if you are interested in becoming involved.

For more information, please visit these websites or call/email us (see contact details below).

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

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

VCM and Katan 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.

- 30 -

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 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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