



FOR IMMEDIATE RELEASE

Local Ontario Value Chain for Quinoa – Project Reaches Successful Completion

OAKVILLE, ONTARIO, February 24, 2016 — Katan Kitchens (Katan) and Value Chain Management International (VCM) are nearing completion of their 30-month project to develop the first local Ontario value chain for quinoa. Data from 2014/15 field trials has been analyzed to compare agronomic practices from a set of pre-determined variables, results of which will be disseminated to Katan’s producer network for commercial scale up in 2016/17. Parameters monitored during the trials included location, soil type, seeding method, seeding rate, precipitation, crop management practices and harvesting method.

The project was successful in producing a good yielding crop, while maintaining a high nutritional quality quinoa, especially protein, iron and fiber. Quinoa is a viable cropping option for Ontario producers. Katan and VCM are pleased with the results and deliverables successfully achieved throughout this project. The project team will continue to execute on their knowledge transfer and translation plan to ensure members of the value chain are informed on the project results.

As a result of the project process, Katan has now begun preliminary sales of their first product, “Quinta Quinoa,” which can be purchased online at www.quintaquinoa.ca. (For further information on purchasing Quinta quinoa, please contact service@quinta.co.)

Katan Kitchens at 2016 Restaurant Canada Show

Katan Kitchens will be participating at the 2016 Restaurant Canada Show, taking place February 28 to March 1, 2016, at Exhibition Place, Toronto, ON. Katan’s booth will target chefs and restaurant owners interested in sourcing local Quinta quinoa for their establishments.

For more information, please visit the following websites:

Quinta Quinoa <http://www.quintaquinoa.ca>

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

Katan and VCM 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.

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Contact Information

Jamie Draves — President and CEO
Katan Kitchens
Tel: 289.839.0097
Email: jdraves@katan.ca

Martin Gooch, PhD - CEO
Value Chain Management International Inc.
Tel : 416.997.7779
E-mail: martin@vcm-international.com

KATAN KITCHENS (www.quintaquinoa.ca / www.katan.ca)

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 (www.vcm-international.com)

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.