

# SMALL CROPS, BIG IMPACT

The Bread Lab harnesses the power of grains to connect the farmers, breeders and food makers who are supporting organic agriculture and creating thriving communities.



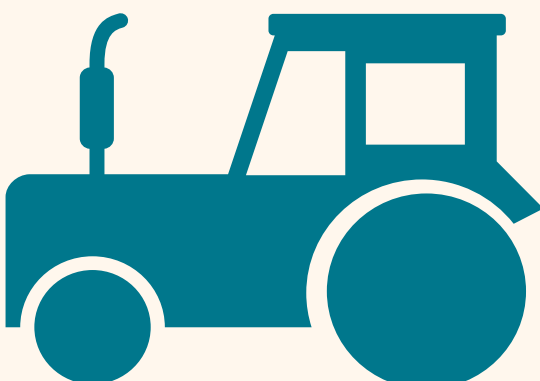
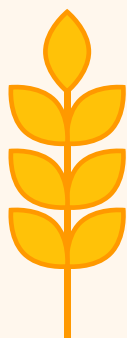
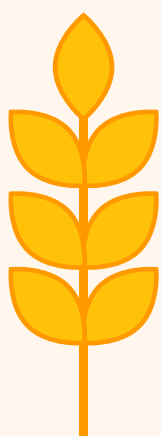
PAID CONTENT

## FIRST, PLANT BREEDERS AT THE BREAD LAB DEVELOP NEW GRAIN VARIETIES THAT WORK BEST FOR FARMERS.

Grains that:

- ▶ Combine heirloom and modern characteristics, such as flavor and disease-resistance
- ▶ Are hardy and nutritionally-dense
- ▶ Are easier to grow organically

- ▶ Offer different marketing opportunities for the farmer



## THEN, FARMERS ADD GRAINS TO A SUSTAINABLE ROTATION ... Grains serve as rotation crops that enrich farmers' soil, supporting organic land and crop production in the future.

- ▶ Replenish soil
- ▶ Battle disease and pest cycles
- ▶ Certain varieties need fewer chemicals
- ▶ Can increase organic yields

### ABOUT THE LAND: The Bread Lab is located in Skagit Valley, Washington

- ▶ Home to 80,000 acres of rich farmland
- ▶ Produces 80+ crops of significant economic value

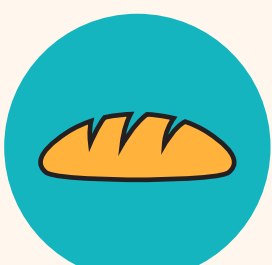
## FINALLY, THE GRAIN IS USED TO SUPPORT BUSINESSES AND PEOPLE ... Local economies thrive with these grains. The process connects farmers and producers. Grains are prized by local:



Millers



Maltsters



Bakers



Brewers



Natural Products  
Manufacturers

### GRAINS FEED COMMUNITY

Consumers support local businesses when they buy grain-rich foods and the grains improve access to affordable and good-quality local food.

### GRAINS ADD VALUE

Investing in grain crops now can support the organic industry and organic farmers in the long-term.



### GRAIN CHARACTERISTICS

- ✓ Flavorful
- ✓ Nutritious
- ✓ Better baking qualities



### TREND ALERT: GRAINS ARE COOL

Interest in minimally processed grains has exploded; they're key ingredients in innovative new snacks, breakfast foods, pre-made meals and more.

### TOP DRIVERS OF INTEREST IN MINIMALLY PROCESSED GRAINS:

- ▶ Whole foods movement
- ▶ Mainstreaming of ancient grains
- ▶ Bump in special diets



### ABOUT OUR SPONSOR

Clif Bar & Company, a foodmaker committed to an organic future, partners with the Bread Lab to enhance the lives of farmers, the health of soil and the promise of a healthier tomorrow.



New Hope  
NETWORK