



Nu-World Amaranth, Inc. Grower Advantage Program

Nu-World Amaranth, Inc. (NWA) is looking to add quality farmers to its ever-growing network. For the 2004 crop year, NWA is launching its Grower Advantage Program, designed to educate and attract growers to plant amaranth, an 8,000 year-old ancient crop that is being re-introduced into the Western culture. We are anticipating that we will increase the number of farmers in our network to 25, with an estimated need of 400,000 lbs of amaranth seed. We will work closely with the grower network throughout the year to assist in all aspects of the growing process.

We need both organic and non-organic growers. If organic, the grower must provide a copy of its Certified Organic Certificate to NWA on an annual basis. Additionally, the grower and NWA will enter into a signed grower agreement, which will be revisited annually. The high-level aspects of the NWA Grower Advantage Program are highlighted below:

- ü 24/7 access to NWA s expertise in growing amaranth
- ü Free planting seed
- ü Crop yield subsidies (e.g. if the yield is less than the average yield, there is financial assistance available)
- ü Guaranteed placement in the market for the crop

Quick Facts about Growing Amaranth

Expected Yields: The anticipated yield per acre ranges from 600 – 1,200 pounds. Average yield is 800 pounds.

Allowances: NWA allows a 10% waste allowance for shipments. Over 10% waste, there is a chargeback to the grower for both the cleaning of the grain and the cost of shipping the grain to Nu-World.

Amaranth Seed Prices: The price for amaranth is dependent on the finished food grade and how the crop was raised. Factors affecting the finished food grade include moisture content, flavor profile and seed size.

Conventional: 25 -- 40 cents a pound

Organic: 45 -- 55 cents a pound

Required Acres to Farm: For the first year of raising amaranth, we ask the farmer to work only 10 acres in order to become familiar with the crop. In subsequent years, it is up to the farmer how much to raise and NWA will work with the farmers to help determine the acreage if desired. Most farmers in the NWA network raise on average 30 – 60 acres a year.

Shipping: NWA has a three-tiered approach to shipping of the amaranth seed to our plant in Earlville, Iowa based on the total weight of the grower s yield. Note that if NWA requests a shipment of less than 10,000 lbs, it will borne the costs of shipping the crop.

Less than 6,000 lbs: cost to be borne by the grower

Between 6,000 and 10,000 lbs: cost to be split by the grower and NWA

Over 10,000 lbs: cost to be borne by NWA



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About Nu-World Amaranth

Nu-World Amaranth is a small family-owned company with a vision of providing high quality, good for you foods that taste good ;foods that meet the needs of busy families. We are providing these food products because we want to help people bring good foods into their diets easily. Eating should be a fun-filled adventure! Our amaranth-based foods are GLUTEN-FREE, FREE OF THE MOST COMMON ALLERGENS and are delicious additions to gluten-free, allergenic, vegetarian, heart healthy and all around health conscious diets.

We have 14 products in the retail marketplace currently 5 varieties of cereal, 5 snack crackers and 4 baking ingredients – and look to launch at least two new amaranth-based products each year. Our initial facility is based in Earlville, Iowa and we are beginning our first phase of expansion into another 10,000 square foot facility in Dyersville, Iowa

Find out more about us and our products on our web site at www.nuworldfamily.com

Why Amaranth??

If one is following a strict gluten-free diet, is trying to eat a heart healthy or diabetic diet, is vegetarian/vegan or is just trying to eat a healthier and more balanced diet, amaranth is an ideal food! Amaranth is perfect for those people trying to build a diverse and great tasting diet rooted in the guidelines of healthier eating. Amaranth is a unique ingredient that lends itself to several food applications as well as having a high nutritional profile and a rich and colorful history.

Amaranth is an 8,000 year old crop called the "super food" by the ancient Aztecs. Once an abundant part of the empire's crop base, Amaranth was fed to runners and warriors because of its reputation for providing large bursts of energy and improving athletic performance. The crop was regarded so highly that each year bushels of Amaranth were presented to their leader, Montezuma. Because the crop figured so prominently in Aztec culture and religious ceremonies, the conquering armies of Cortez burned the fields to the ground. As European crops replaced indigenous ones, Amaranth slowly fell out of use. Twenty years ago, the ancient crop with a future enjoyed a renaissance when the National Academy of Sciences recommended Amaranth as one of twenty foods to be re-introduced into the American diet.

The main reason for Amaranth's recommended re-introduction is its phenomenal nutritional profile, which provides several important nutrients that are often difficult to incorporate into a restrictive diet. For example, Amaranth contains **large amounts of dietary fiber, iron, and calcium** as well as other vitamins and minerals. Amaranth also has **naturally high amounts of lysine, methionine and cysteine** combined with a fine balance of amino acids making it an excellent source of **high quality, balanced protein**, which is more complete than the protein found in most grains. In addition to Amaranth's outstanding nutritional value, it is also very low in sodium and contains no saturated fat. Another outstanding feature is that our Amaranth is organically grown and is naturally Non-GMO.

Become part of the Nu-World family !
Call Larry Walters or Jim Behling of Nu-World Amaranth
at 877-NWA-8899 or email at jim@nuworldfamily.com