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Nu-World Amaranth Announces New Grower Advantage Program

NAPERVILLE, Ill. – January 12, 2004 – Nu-World Amaranth announced today the introduction of its Grower Advantage Program, designed to assist farmers with 2004 crop management planning and introduce amaranth into their crop rotation. The Grower Advantage Program, part of Nu-World Amaranth's ongoing commitment to the U.S. farming community, will include crop yield subsidies, free planting seed, guaranteed placement in the market for crop yields, and 24/7 access to NWA to assist in all aspects of the crop management and planning process.

"Our goal is to educate growers about how to raise amaranth and offer incentives to reduce a farmer's risk," said Terry Walters, co-founder of Nu-World Amaranth and director of their growing program. "Our 20 years of experience growing amaranth can make a farmer's transition to this new value-added crop a smooth one."

Crop planning is the most important step of crop production for farmers. Choosing the crops, planning their arrangement, and allocating land influence annual crop cultivation and yields. Providing farmers with improved access to meaningful production and management information improves on farm decision-making and in turn can increase their financial returns. Nu-World Amaranth's Grower Advantage Program is a smart supplement to the 2002 Farm Bill and amaranth can be covered through most crop insurance programs.

"When I am trying to decide what crops to grow each year, I consider 2 things: the money I can make and the rotation of the crops to minimize weeds. Amaranth has been a good crop for me on both of those accounts." said Dale Conrad of Delhi, Iowa, a farmer who grows corn, beans and amaranth.

With the launch of the Grower Advantage Program, Nu-World Amaranth hopes to add

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quality farmers to its growing network and an estimated 400,000 lbs of amaranth seed in 2004. Amaranth, a small-seed 8,000 year-old crop once used by the ancient Aztecs, can be grown without the addition of new equipment. Most farmers in the NWA network raise 30 to 60 acres of Amaranth per year, although most first year participants in the Grower Advantage Program are asked to work only 10 acres to become familiar with the crop. Amaranth yields per acre average 800 pounds. Nu-World Amaranth seeks both organic and non-organic growers for program participation.

Farmers interested in learning more Nu-World Amaranth's Grower Advantage Program are encouraged to contact 877-NWA-8899 or go to www.nuworldfamily.com/growers for a downloadable program overview and more information on growing amaranth.

About Nu-World Amaranth

Nu-World Amaranth is the premiere provider of high quality Amaranth-based products for Celiac, autistic, and allergenic shoppers, organic enthusiasts, and those looking to lead healthier lifestyles. The company manufactures snacks, cereals, and baking ingredients. To learn more about Nu-World Foods' products or to find a retail location, shoppers are encouraged to visit www.nuworldfamily.com. Progressive retailers or investors should contact Nu- World Amaranth at 630.369.6819.