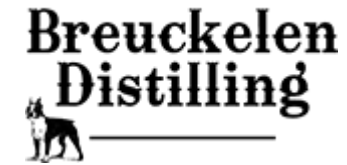


Grain markets by end product

- Milling
- Malting
- Distilling
- Feed
- Seed



Marketing Channels

- Direct to consumers
 - All the responsibility: packaging, marketing, distribution
 - Entire value captured by grower

Retail prices for locally grown organic wheat berries:

Einkorn: \$4-\$7/lb, Emmer: \$3-\$7/lb, Spelt: \$1.30-\$4/lb

Marketing Channels, cont.

- Restaurants, bakeries, and retail food stores
- In bulk to processors, e.g., mills, distilleries, malting facilities
 - wheat prices to mills: modern varieties, \$0.27-\$0.40/lb
 - heritage or ancient grains, \$0.50-\$1.00/lb
- Partnerships with millers, bakers, distillers, maltsters
- Cooperatives and food hubs
- Value chains