Bob Kuylen
Vice President
Agraria Restaurants

- Founding Farmers
  true food & drink

- Potomac's Founding Farmers
  true food & drink

- Farmers Fishers Bakers
Five years ago our doors at Founding Farmers opened

- On average, more than 1,200 guests a day dine in a Founding Farmers restaurant
- Served guests from every state in the U.S. and from more than 23 different countries
- Founding Farmers remains one of the most-often reviewed restaurants in the entire U.S.
- Our story has been featured or included in more than 500 different print, online and TV/video mentions including magazines, newspapers, websites, blogs, Food Network, CNN, Voice of America and many more.*
- Over 11,000 guests visit per week.
- Generating over $300,000 in sales per week.
- Highest requested restaurant on OpenTable
Farmers Fishers Bakers

• Re-opened after flooding with a new name on November 13, 2012.
• Capacity to seat 290 people.
• Over 6,600 guests visit per week.
• Located on Georgetown Waterfront.
• Generating over $230,000 in sales per week.
MoCo’s Founding Farmers
Potomac, Maryland

- Over 7,500 guests visit per week
- Generating almost $200,000 in sales per week.
Tysons Corner

• Expected to open this Fall
• Walking distance from Tysons Corner Metro Station opening this year on the new Silver line.
• Fairfax county, Virginia
• Located near the largest shopping center in the Baltimore – Washington area.
Future for Agraria

- Additional Restaurants
- Expand in the Retail Market
  - Currently sell Founding Farmers cookbooks
  - Distilled Products
- Partnership with Copper Fox Distillery
  - Rye Whiskey (2009)
    - Smoked apple and cherry woods and malted barley sourced locally
  - Gin (2013)
    - Botanicals include juniper berries, cardamom, anise, orange peel, ginger, angelica, lemon grass, and others.
Bob Kuylen
Director

Affiliated with the ND Farmers Union
• Founded in 1998
• 250 members
• $50 membership fee
• Mission: Increase income opportunities to members through premium IP markets
• Two major programs
  – Non-GMO soybeans
  – Hard white spring wheat
Hard White Spring Wheat

- ND Mill & Elevator
- Premium to Growers
  - .35/bu + .20/bu
  - 14% HRS Price

- Products
  - Whole Grain

- Alpine
  - AgriPro HWSW Variety
IP Containerized Shipments

Opportunities:
- Determined by price and availability
- Packaging:
  - Bags, Totes or Bulk
- Target markets include:
  - Millers & end-users
Non-GMO Soybeans
- Premium to Growers
- Pull Marketing vs. Push Marketing
- Asian Countries
- SB& B Partnership
- Cleaning Facility (IAP)
- Managing Risk Factors
ORIGIN: DAKOTA PRIDE COOPERATIVE JAMESTOWN, ND USA
KIND: FOOD GRADE SOYBEANS-2008
VARIETY: 91MM10
LOT NO: DPRS09
NET WT: 38 KG
Freight Issues
Identity Ag Processing
Casselton, ND

- State-of-the-Art cleaning facility
- Cleaning & processing (22,000MT/YR)
- Bulk, totes & bags
- Casselton, ND
- Built in 2004
- 4 FT employees
- 8 PT employees
Identity Ag Processing
Bloomer, WI

- State-of-the-Art cleaning facility
- Cleaning & processing (25,000 MT/YR)
- Bulk, totes & bags
- Bloomer, WI
- Built in 2010
- 4 FT employees
- 4 PT employees
Thank You!