

Bob Kuylen Vice President

Agraria Restaurants

FOUNDING FARMERS true food & drink

POTOMAC'S FOUNDING FARMERS true food & drink





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.

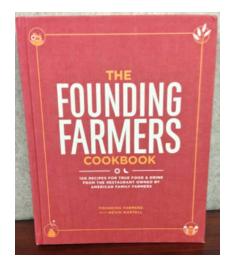


Rockville 🎈 Aspen Hill Colesville MoCo's Founding Farmers North Bethesda White Oak Beltsville Potomac Bow Greenbelt Silver Spring Bethesda Sec. 24 Chillum Hyattsville Tyson's Corner **Founding Farmers** Fairfax Farmers Fisher Bakers Washington Arlington Arlington Suitland-Silver Hill Fairfax Annandale © 2013 Google Camp Sprin Google earth Alexandria Burke

Imagery Date: 10/12/2012 38°56'02.55" N 77°02'58.54" W elev 72 ft eye alt 26.86 mi

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.









Affiliated with the ND Farmers Union



Bob Kuylen Director



- 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

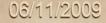
- Premium to Growers
- Pull Marketing vs. Push Marketing
- Asian Countries
- SB& B Partnership
- Cleaning Facility (IAP)
- Managing Risk Factors



06/11/2009



ORIGIN: DAKOTA PRIDE COOPERATIVE JAMESTOWN, ND USA KINID: FOOD GRADE SOYBEANS-2008 VARIETY: 91M10 LOT NO: DPR:509 NET WT: 30 #G





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!