

**Media Contact:**

Tara Froemming, Healthy Food Ingredients

[info@HFIfamily.com](mailto:info@HFIfamily.com)

844-275-3443

***PARTNER WITH HFI TO 'TELL YOUR STORY'  
HEALTHY FOOD INGREDIENTS PARTNERS WITH CUSTOMERS TO SHARE PASSION  
FOR MAKING HEALTHIER HAPPEN & LAUNCHES HFI MARKETPLACE™***

FARGO, ND (June 25, 2019). At the upcoming International Baking Industry Exposition (IBIE) held in Las Vegas, NV, September 8-11, 2019, Healthy Food Ingredients will be encouraging manufacturers to partner with HFI to tell their story and connecting show attendees to the farm.

“Our customers have their own stories to tell and share what they’re passionate about, whether that’s regenerative agriculture, sustainability, certified transitional production or connecting with the growers producing the ingredients that go into their finished products,” notes Jay Johnson, HFI Chief Operating Officer.

HFI supports the sustainable agriculture movement by partnering with a multi-national customer on a project in which HFI is the first North American commercial processor of the perennial grain, Kernza®. “This partnership has allowed our customer to tell the story of Kernza and its regenerative properties including a reduced carbon footprint,” says Johnson.

Another one of HFI’s customers, an up-and-coming organic and all-natural food manufacturer, was introduced to the farming family who grows organic black beans used in the manufacturer’s finished products. Johnson notes, “this manufacturer wanted to share their connection to the grower with their consumers and we were excited to be able to foster that relationship.”

HFI was the first ingredient supplier and processor to become certified transitional in support of its well-known customer, a maker of whole grain cereals and other plant-based foods, who is passionate about promoting and increasing the number of certified organic acres with domestic growers.

“Partnering with our customers in this way really brings to life our mission of connecting farmers to the foods that nourish and sustain our lives. Indeed, we are making healthier happen,” comments Johnson.

Johnson adds, “we look forward to starting the conversation at IBIE and talking to manufacturers about their passion and how we can create partnerships to tell their story.”

In HFI’s booth there will be live crops growing in soil including harvested grains and pulses people can touch to connect to the farm. Attendees can pick up planting seed packets to plant their own “seeds of sustainability.”

Healthy Food Ingredients has launched HFI Marketplace in support of local business, small-to-medium companies and entrepreneurs.

HFI Marketplace offers wholesale quantities, beginning with single units up to 4,000 lbs, from a select line of its safe, premium quality ingredients which include HFI's signature product, Suntava Purple Corn™, as well as non-GMO expeller pressed corn oil, flax ingredients, pulses and ancient grains.

"We are pleased to provide our non-GMO and organic specialty ingredients to start-up companies, product developers, R&D professionals, etc. in need of lower volumes," explains Jennifer Tesch, HFI Chief Marketing Officer.



Tesch goes on to explain HFI Marketplace grew out of demand for volumes less than HFI's typical minimum order quantities of 4,000 lbs. "HFI Marketplace is an extension of our sustainability program, which to us means 'good for business, good for people and good for the land.'" In addition, HFI Marketplace allows us to support new industry channels including bakers, restaurants, institutions and universities," comments Tesch.

Many of the ingredients that HFI offers through Marketplace are under its IntegriPure® brand. IntegriPure is HFI's microbial reduction solution that means industry-leading validation for a 5-log reduction providing food safety assurance, naturally.

As an innovative solutions provider, HFI continues to provide guidance and expertise that the industry relies upon. HFI Marketplace is the ease of e-commerce supported by Pam Olson as HFI's Marketplace Coordinator.

"We look forward to growing HFI Marketplace with additional offerings as we have demand for our specialty ingredients," adds Tesch.

Orders may be placed directly through [HFIMarketplace.com](https://HFIMarketplace.com).

HFI will be exhibiting at IBIE in booth #660.

#### **About Healthy Food Ingredients (HFI)**

Healthy Food Ingredients is a growing family of global specialty ingredient brands, which includes SK Food International, Hesco/Dakota Organic Products, Suntava, and Heartland Flax. Combined, HFI offers non-GMO, organic, certified transitional, gluten-free, and identity preserved pulses, soybeans, grains, seeds, flax, expeller oils, and signature product Suntava Purple Corn™. HFI's latest innovation, IntegriPure®, is its microbial reduction solution that means industry-leading validation for a 5-log reduction providing food safety, naturally.

Learn more at [HFIfamily.com](https://HFIfamily.com).

HFI is supported by Horizon Holdings, LLC, a San Francisco-based private investment firm with a significant track record in successfully building private and public companies.

-END-