

## AVENA FOODS INGREDIENTS WEBSITE

### SECTION: ABOUT US

#### OUR COMPANY



Our mission is to grow and produce pure, safe, uncontaminated and certified gluten-free oat products for the celiac and non-celiac gluten sensitive (NCGS) market.

Our vision is to be the best source of gluten-free oat ingredients for the food industry.

We are a farmer-owned company located in the heart of the Canadian Prairies, in Regina, Saskatchewan. Since 2008, we have been providing our customers and consumers with consistent, superior quality certified gluten-free oats. We are able to do this through our Avena Purity Protocol, a unique “Farm to Table” industry benchmark process that consists of safety, purity and traceability protocols.

#### **Management Team**

Rob Stephens, CEO

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#### **Board of Directors**

Rob Stephens, CEO

Kelvin Meadows, Chairman

Lyle Garratt, Vice-Chairman

Shelley Meadows, Secretary

David Kohut, Treasurer

Kevin Yuill, Director

Clint Smith, Director

Brian Mikuliak, Director

Linda Moffatt, Director

Dianne Finn, Director

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### Avena's Customer Delivered Value

<b>Avena's Products and Services Features</b>	<b>Avena's Benefits to its Customers</b>
Certified pure and safe Gluten-free Oats	Reduced risk; guaranteed free of gluten content
Milling consistency and Quality Assurance competency	Consistent high product quality
Long-term relationship with growers and consistent supply	Reliable supply and traceability all the way back to the farm
Cost competitive, Canadian-based manufacturing and proximity to raw material Oats	Excellent Price value
Innovative and nimble organization	Flexible and responsive