Shepherd's Grain Newsletter
Phase 2, issue 3
March, 2010

As promised earlier this year we have been working on bringing new products and marketing components to the market place each month. We have launched the new Pastry flour which is now available for ordering from the mill. We have our two pizza mixes available as well. Both new launches have been getting excellent reviews as they are being tested in the many venues we currently service.

We are now excited to announce a new tool for our wholesale customers and your tool box of Shepherd's Grain marketing materials. You can now go to our website (www.shepherdsgrain.com) and go to the Spotlight page. Once there, after reviewing your recent bags of Shepherd's Grain flour, locate the Julian date on the side of the bag and enter that date plus the type of flour in the boxes indicated. As soon as you complete both items a new screen will come up with the names of the producers who delivered the wheat to the mill for that mill run converting their wheat into your flour. Once you put your cursor on a name and click, you will get a printable picture of that producer with a short bio and a statement about their involvement in Shepherd's Grain. As a reminder, the Julian date on our bags is made of four numbers and this year will start with a zero followed by a dash and then three numbers indicating the numerical day of the year. You can as an example put in after first indicating the type of flour as "high-gluten" enter the code of 0-069 and two of our producers names will come up on the new screen. When you click on either of the names you will get that tool, a printable picture of the producers that, you can use to extend the information to your wholesale customers, employees, retail customers or other interested parties.

As Fred said when he reviewed the site, the road is open but there is still construction so go slowly. We will be making further updates to the site to both improve our view of the site and respond to improvements suggested by you.

While in the Shepherd's Grain website also note on the "Newsworthy" page the recent blog updates from Lee Druffel. Lee continues to provide some beautiful pictures and also some that tell a very important story. He certainly gives you a glimpse into what we see every day we drive down the road and are horrified by the overall soil loss. This soil loss severely decreases the health of the soil, degrades the waterways of the Pacific Northwest, and reduces the producing soil left on those farms for the next generation. They say a picture says a thousand words and Lee speaks loudly with his pictures and descriptors of what you are seeing.

We are in the process of setting next year's price of wheat the producers will receive and the resulting approximate price of Shepherd's Grain flour products. We set this new price now which will go into effect this fall as we switch to the new crop. This enables you to know your raw product cost well in advance of implementation.

As always, we thank you for your support of Shepherd's Grain. We hope you will be able to utilize the new marketing tool we have created to provide you greater bottom line value in your business.

Respectfully submitted, The Shepherd's Grain Food Producers