

## San Francisco firm to donate 100,000 lbs. of certified-sustainable flour

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JOG Distribution, Inc., which sells certified-sustainable flour and pancake mixes under its Stone-Buhr brand, said it will give away up to 100,000 pounds of flour in 2011 through its new All Purpose with a Purpose initiative.

The San Francisco-based company said every consumer purchase of Stone-Buhr Flour will mean a flour donation to partner food banks located in Oregon, Washington and Northern California.

“As 2010 came to a close, I was really impacted by reports on the rise in the use of food stamps, and the number of people who go hungry in our country,” said Stone-Buhr CEO Josh Dorf. “We’ve always donated flour on request, but the donations didn’t have a focus or involve our customers in a meaningful way. Stone-Buhr’s All Purpose with a Purpose initiative will do just that.”

Stone-Buhr is kicking off the All Purpose with a Purpose program by donating an initial 10,000 pounds of flour to Oregon Food Bank, Northwest Harvest and Second Harvest in Wash., and San Francisco Food Bank.

Each quarter, based on sales, additional pallets stacked high with five-pound bags of Stone-Buhr All Purpose flour will sift their way into thousands of food boxes.

Donations will be tracked on Stone-Buhr’s website and on the company Facebook page.

Stone-Buhr’s certified-sustainable, all-purpose wheat flour - the first of its kind – is available in major retail grocery stores throughout the Western United States.

It is the only major wheat flour product to be certified sustainable by Food Alliance, the nation’s leading third-party certifier of agricultural producers and processors, whose standards go beyond

pesticide use to address labor conditions, animal welfare, humane animal care, and wildlife habitat stewardship.

Other products sold under the Stone-Buhr label include the leading 100% Whole Wheat Flour, milled from the entire spring wheat berry, and Unbleached White Bread Flour from 100 percent hard red winter wheat.

The sustainable flour is milled from wheat grown by an alliance of Northwest family farmers known as Shepherds Grain.

Through their use of "no-till" or "direct seed" practices, the Shepherds Grain farmers are able to use less fossil fuel, dramatically reduce soil erosion and enhance water retention, and preserve the soil's ability to trap and keep carbon out of the atmosphere.