

News Release

Food Alliance Helps Bring Northwest Grown, Eco-Friendly Flour to Portland Pizzeria

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Beginning today, every bite of Portland area's Hot Lips Pizza will be a show of support for Northwest wheat growers who use environmentally friendly, socially responsible growing practices.

Today's lunchtime launch of Food Alliance certified dough at Hot Lips Pizza's Pearl District venue celebrates what project collaborators hope is the first in a series of deals that will grow the market for sustainably grown Northwest wheat flour and other grains. Staff at Food Alliance, a Portland based non-profit organization that certifies the practices of sustainable farms and ranches, brought the project collaborators—growers, bakers, and restaurateurs—together about two years ago to see if there was a fit.

Grain growers Karl Kupers and Fred Fleming founded Shepherds Grain last year in an effort to market Food Alliance certified flour. At today's event, Karl Kupers said, "As a wheat farmer who typically sees his crop go into an anonymous bin, it's really exciting to see a food product with origins on my farm, and to know that our vision, of a viable market for environmental stewardship, is being realized."

Karl, Fred, and the other four Food Alliance certified grain operations currently involved in Shepherds Grain all use 'direct-seed' cropping systems. This system, also termed 'no-till', avoids plowing and other heavy movement of the soil, and achieves a host of environmental benefits: soil erosion commonly resulting from tilled, fallow fields is dramatically reduced; fuel usage (and the attendant pollution) is cut in half, and year round cover provides wildlife habitat.

David Yudkin, co-owner of Hot Lips Pizza, said, "We're really pleased to use their flour to make our dough. We've been committed to using local, sustainable, and organically grown products in our menus for some time, and this just takes it to a new level. And I can't tell you how pleased we are to have a direct relationship with the people who grow the wheat."

Hot Lips has been recognized elsewhere for its other sustainability efforts, including installation of a system to heat hot water using waste heat from his



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pizza oven; use of a hybrid vehicle in his delivery fleet, and an aggressive recycling program.

Also attending the event was Ben Davis, president and owner of Grand Central Baking and one of the early collaborators on this project. Ben said, "After two years of work growing, testing, baking and figuring out how to get this to work, it is exciting to see the scope of this project exceed our original ambitions, and begin to realize the greater potential for NW wheat growers."

About Food Alliance

Food Alliance (www.foodalliance.org), a national non-profit organization based in Portland, Oregon, is dedicated to promoting expanded use of sustainable agriculture practices using market-based incentives. To accomplish this mission, Food Alliance operates one of the nation's leading certification programs for environmentally friendly and socially responsible agriculture practices. To date, Food Alliance has certified over 200 different agricultural products, including fruits, vegetables, wheat, wine, livestock and dairy. Food Alliance has affiliate organizations in St. Paul, Minnesota and New York City.

About Hot Lips Pizza

Hot Lips Pizza is the pizza for pizza fanatics. They are equally passionate about food, as they are about working with the local community and being stewards of the earth in the development of their business. Hot Lips utilizes fresh, seasonal, and organically grown ingredients in handcrafted pizza and other complimentary related offerings. They are located in the Pearl District (in the nationally recognized Jean Vollum Natural Capital Center), on SW 6th Avenue near PSU and in the Raleigh Hills Shopping Center. Hot Lips Pizza is a family owned local Portland business since 1985. For more information, please contact Jeana Edelman at 503.224.2069.

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