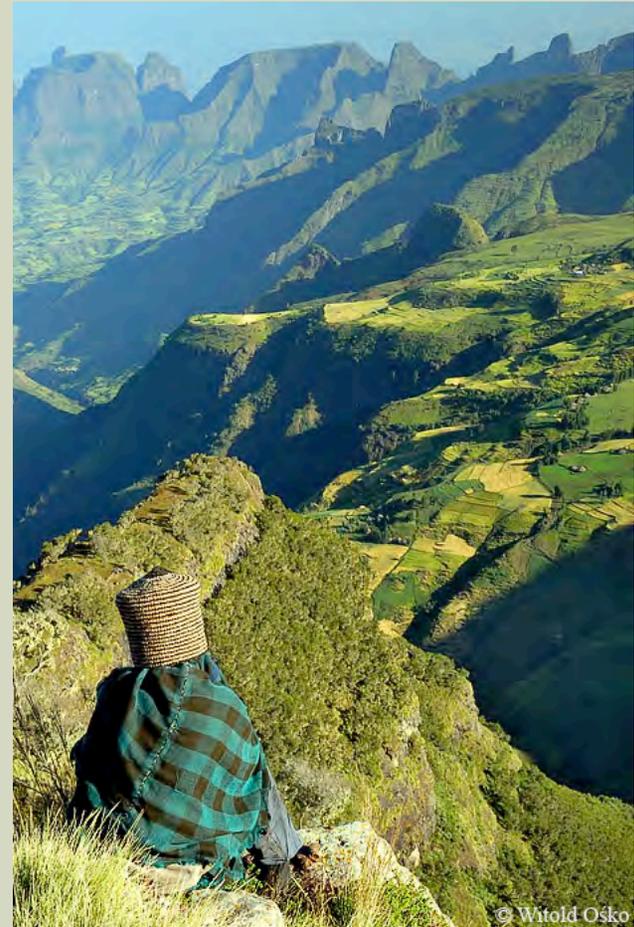


# COMMERCIALIZATION OF AN ORPHAN GRAIN

Teff in America

# FROM SUBSISTENCE TO COMMERCIAL FARMING

- African orphan grains
  - Pearl Millet
  - Teff
- Deficits of the orphan from the standpoint of American agriculture
- First stage farmer partner
- Second stage farmer partner
- No longer an orphan



# AFRICAN ORPHAN GRAINS

- Pearl Millet
  - Transformation to “feed”
- Teff
  - Reestablishment as staple
- No market without product; no product without market



# DEFICITS OF THE ORPHAN FROM THE STANDPOINT OF AMERICAN AGRICULTURE

- No certified experts
- No Government status
- No insurance availability
- No lobby



# FIRST STAGE FARMER PARTNER

- Curiosity
- Skill base
- Equipment base
- Financial strength
- Openness and flexibility
- Imagination

# SECOND STAGE FARMER PARTNER

- Willingness to listen
- Skill and equipment
- Willingness to partner
- Understanding creditors

# NO LONGER ORPHANED

- Successful integration with the economy

