

Media Contact

Above Food

media@abovefood.com



***Farmer Direct Organic Launches North America's First
Regenerative Organic Certified Oats***

Above Food's wholly owned subsidiary, Farmer Direct Organic, launches first Regenerative Organic Certified Oats into North American retail market.

Saskatoon, Saskatchewan (November 23rd, 2022) — [Above Food Corp.](#) (Above Food), a vertically integrated, regenerative ingredient company, today announced the launch of North America's first regenerative organic certified oats into the retail market, through its Farmer Direct Organic brand, in addition to several leading Private Labels.

Farmer Direct Organic (FDO) is North America's largest regenerative organic certified (ROC) grain producer, according to the Regenerative Organic Association (ROA) - the governing body for the ROC certification. With the launch of their range of value added Regenerative Organic Certified oats SKUs, FDO further expands its leadership position, while creating a new standard for organic oats in the North American retail market.

Leveraging a vertically integrated model that includes long term relationships with Regenerative Organic Certified producers across North America, Farmer Direct Organic is able to protect the identity of these market leading grains, from seed-to-shelf, ensuring its retail partners and their consumers get the high-quality products they have come to expect from FDO.

"Since founding Farmer Direct in 2012, it's been our intention to expand our range to include staples like oats. We've been working closely with our farming partners to deliver these amazing oats, and are proud to provide them to our valued retail partners, creating the first ROC oat SKUs ever available in North America" said Jason Freeman – CEO of FDO.

By combining its state-of-the-art production facility with the highest food safety certification possible in food manufacturing – BRC-AA rating, and a unique lot numbering system on the back of their consumer branded products, Farmer Direct Organic provides a new level of food safety, and traceability for the value-add oats segment.

“Farmer Direct Organic represents the future of food. Today we’re talking about oats, tomorrow we’ll have new innovations in adjacent segments that deliver on the value represented by the Regenerative Organic Certification”. said Martin Williams, President and Chief Innovation Officer of Above Food.

For more information, please visit www.abovefood.com and follow the regenerative food conversation on social [@above_food](https://www.instagram.com/above_food).

###

ABOUT ABOVE FOOD CORP.

Above Food Corp. is a first-of-its-kind, regenerative ingredient company with a vertically integrated supply chain that celebrates delicious products made with real ingredients, real nutrition, real flavor, and real transparency. Founded in Canada by food production ecosystem veterans and visionary co-founders, Lionel Kambeitz, Donato Sferra, Tyler West and Martin Williams, Above Food’s vision is to create a healthier world — one seed, one field, and one bite at a time. With a complete chain of custody of plant proteins, enabled by scaled operations and infrastructure in primary agriculture and processing, Above Food delivers food to businesses and consumers with unparalleled traceability, quantifiable sustainability, and superior nutrient density. Above Food’s brands are available online at www.abovefood.com and in leading grocers across Canada and the USA. For more information about Above Food, please visit www.abovefood.com or follow Above Food on Instagram ([@above_food](https://www.instagram.com/above_food)), Facebook ([Above Food](https://www.facebook.com/AboveFood)) and LinkedIn ([Above Food](https://www.linkedin.com/company/above-food)).

ABOUT FARMER DIRECT ORGANIC

FDO's mission is to offer healthy, organic foods sustainably grown by organic, regenerative family farmers who receive a fair price within a transparent, ethical supply chain. Purchasing Farmer Direct Organic products supports farmers who employ these farming methods. The company currently sells ROC™ rolled oats, organic large green lentils, organic whole red lentils, organic split red lentils, organic French green lentils, organic black lentils, organic split greens peas, organic pinto beans, organic black beans, organic chickpeas and organic hemp hearts.

FDO promises to offer the cleanest products possible — packed with dietary fiber and nutrients, grown without pesticides, herbicides or GMOs — with full transparency around how our products are produced and priced. It is why FDO is certified to these standards. The company has a high ethical bar up and down our supply chain, which means FDO is dedicated to fair pay for its farmers. For more information about FDO, please visit www.fdorganic.com or follow FDO on Instagram ([@farmerdirectorganic](https://www.instagram.com/farmerdirectorganic)), Facebook ([@FarmerDirectOrganic](https://www.facebook.com/FarmerDirectOrganic)) and LinkedIn ([farmer-direct-organic](https://www.linkedin.com/company/farmer-direct-organic)).