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**DYERSVILLE COMPANY WINS RENEW RURAL IOWA LEADER AWARD  
Company Turns Ancient Grain into a Modern Health Food Solution for Allergy Sufferers**

WEST DES MOINES, IOWA – Nov. 9, 2007 – As many as 1 in 133 Americans will be diagnosed with a gluten allergy, which turns breads, pastas, even cooking oil into an intestinal ‘nightmare.’ But the November Renew Rural Iowa Entrepreneur of the Month winner has made a thriving business out of bringing a natural, gluten-free alternative to an ever-expanding ‘allergy-free’ health food market.

Nu-World Amaranth in Dyersville is a small, family-owned company that develops, mixes and packages amaranth in a variety of foods which are distributed nationally. Nu-World Amaranth is also expanding through the growth of its allergen-free contract manufacturing services and ingredients sales as well as its amaranth-based line of Nu-World foods retail products.

Amaranth, once an Aztec staple, is an ancient grain that nutritionists say has high fiber, amino acids, iron, calcium and a host of other minerals. The demand for amaranth goes beyond those with gluten allergies; consumers with dairy, casein, eggs, wheat, corn, rice, soy, oats or nuts, those looking for whole-grain nutrition are also asking for amaranth products.

Larry Walters, co-founder of Nu-World, with his brother Terry and wife Diane, started the company with a basic goal of providing amaranth in ‘good for you foods that taste good.’ Larry brings 40 years of food industry experience to Nu-World and has seen his company expand over the years to keep pace with demand. That growth has brought several challenges to Walters and his employees.

“We’ve come a long way since I first heard about this ancient grain and saw its incredible potential as a much-needed healthy food alternative. When we first began working with growers and developing our first food products, I had no way of predicting the growth we have seen in the past few years,” said Walters. “Our facilities have grown and we have increased our number of employees.

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We are very pleased that our daughter, Susan Walters-Flood, has joined our team as president, bringing her expertise in strategic business management. I thank Farm Bureau for seeing the potential of this company.”

“We are thrilled to partner with the Renew Rural Iowa program which offers a range of resources – industry, people and financial that are vital to the continued growth of an entrepreneurial company. We both have a focus on the long-term...our joint goal is to offer skilled jobs, company sustainability, high-quality, value-added agriculturally-based food products to the nation. Few programs have forward vision like this one...we are proud to be teamed up with them,” added Walters-Flood.

The Renew Rural Iowa program was launched last year to increase the value of existing or new small town businesses to encourage their growth and reinvestment within the community. The Renew Rural Iowa Entrepreneur of the Month award was created to honor small business leaders as a testament to the vitality, creativity and cooperation of Iowa’s rural communities. To find out more on the mentoring, networking and unique offerings of the Renew Rural Iowa program, visit our website at: [www.RenewRuralIowa.com](http://www.RenewRuralIowa.com).

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### **About Iowa Farm Bureau**

The Iowa Farm Bureau Federation is a grassroots, statewide organization dedicated to enhancing the People, Progress and Pride of Iowa. More than 153,000 families in Iowa are Farm Bureau members, working together to achieve farm and rural prosperity. For more information about Farm Bureau and agriculture, visit the online media center at [www.iowafarmbureau.com](http://www.iowafarmbureau.com).