



PRESS RELEASE

FOR IMMEDIATE RELEASE

Christina Madrid

Christie & Co

(818) 621-1897

christina@christieand.co

From Farm to Feast, Balanced Bushel Debuts at the Specialty Food Association’s Winter Fancy Food Show at the Las Vegas Convention Center, February 6-8, 2022

Sourced from the fields of our American farmers, Balanced Bushel is a delicious new line of beans and pulses just waiting to make it into your next culinary endeavor.

Las Vegas, NV (FEBRUARY 2022) — [Columbia Grain International](#) (CGI) furthers its mission to nourish the world, safely with the launch of its first-ever consumer packaged line of beans and pulses, Balanced Bushel, to debut at the SFA’s Winter Fancy Food Show in Las Vegas from February 6-8, 2022 at **Booth 1362**. Grown by American farmers, Balanced Bushel offers the “Field to Feast” experience featuring navy beans, pinto beans, black beans, lentils, chickpeas, split green peas, and small red beans. Incorporate chickpeas as the sole protein source in your next colorful salad, swap out the meat for lentils in a hearty, warming winter Bolognese, or try split peas as the base of your next creamy hummus! **Stop by our booth to meet with the VP of the Pulse Division, Tony Roelofs on Sunday, February 6 or Monday, February 7 to find out firsthand how beans and pulses are fueling the plant-based eating phenomena.**

Balanced Bushel includes Navy Beans (16oz), Pinto Beans (16 oz and 32 oz), Black Beans (16 oz and 32 oz), Lentils (16 oz and 32 oz), Chickpeas (16 oz), Split Green Peas (16 oz), and Small Red Beans (16 oz). Balanced Bushel will be sold through online channels, grocery and specialty food stores, and is available for food service distribution.

Balanced Bushel is brought to you by Columbia Grain International, a leader in supplying the world with only the highest-quality beans and legumes sourced from their American farmers, who are connected to the rhythms of their farm and the work that brings fresh, good food into people’s lives. Beans and legumes are plant-based powerhouses, and the sky is the limit when it comes to incorporating them into every dish be it breakfast, lunch, dinner or as a snack. Environmentally friendly, affordable, and incredibly tasty, beans are bursting with nutritional benefits and offer lots of versatility in cooking.



“From our farmers’ fertile croplands to tables worldwide, we are “Cultivating Growth and Cultivating Balance” to ensure our producers’ nutritious foods make it into your wildest culinary adventures. Our farmers take great pride in growing the best beans in America, and we are excited to introduce this delicious new offering to the industry,” said Tony Roelofs, Vice President of Pulse Division, Columbia Grain International.

Tony Roelofs Biography

Tony Roelofs is the Vice President of the Pulse Division for Columbia Grain International. He joined CGI in 2017 and has worked in the agriculture industry since 2008. Before coming to CGI, he worked for ADM in a variety of merchandising and management roles in their Oilseed Processing Division. Tony initially joined CGI as a merchandiser in the pulse division and was promoted to Vice President in 2019.

About Columbia Grain International

Since 1978, Columbia Grain International™ (CGI) has been *Cultivating Growth™* as a global leader in the origination, processing, logistics, and distribution of high-quality bulk grains, pulses, edible beans, oilseeds and organics for U.S. domestic and worldwide export markets. Headquartered in Portland, OR, CGI’s reliable supply chain spans the western region of the US, ensuring abundant ingredients for all of its partners, thanks to their trusted relationships with their farmers throughout the fertile croplands of Washington, Idaho, Montana and North Dakota, well known for its high-quality wheat, feed grains, canola and pulses. CGI is an owner of Montana Specialty Mills, who operates an organic and non-GMO oilseed crushing facility in Great Falls, Montana, a mustard seed facility in Conrad, Montana, and most recently Montana Craft Malt — providing specialty malt barley from Montana farmers to the craft brewing world. Today, they are vertically integrated, operating assets including grain elevators, processing plants and agronomy centers to support their farmers, which stretch the northern tier of the United States. With multiple touchpoints across the food supply chain, CGI provides trusted solutions and cultivates high-quality ingredients from their local farmers for a farm to table philosophy that nourishes the world, safely.

For media inquiries, contact Christina Madrid at Christie & Co, www.christieand.co, by phone (818) 621-1897 and/or email christina@christieand.co.

###