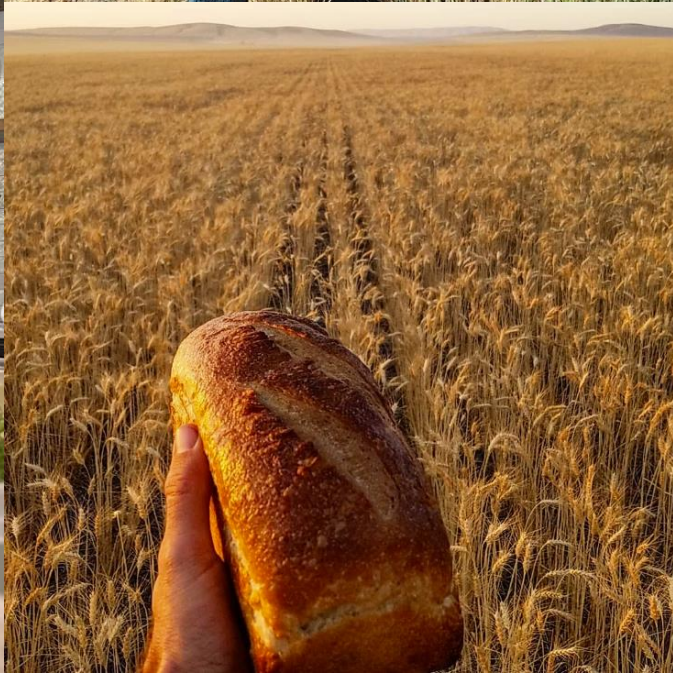




**Moon Family Farm
Ethos Bakery
and Ethos Stone Mill**



Our Story

- Fifth generation family farm in Horse Heaven, Washington.
- We focus on sustainably growing nutritious bread wheat by dryland cropping – ancient, natural farming method well adapted to our regional ecosystem. No irrigation water/energy used.
- 100% No-till – soil erosion virtually eliminated while sequestering CO₂ as healthy soil organic matter.
- Independently certified with Food Alliance/Salmon Safe.

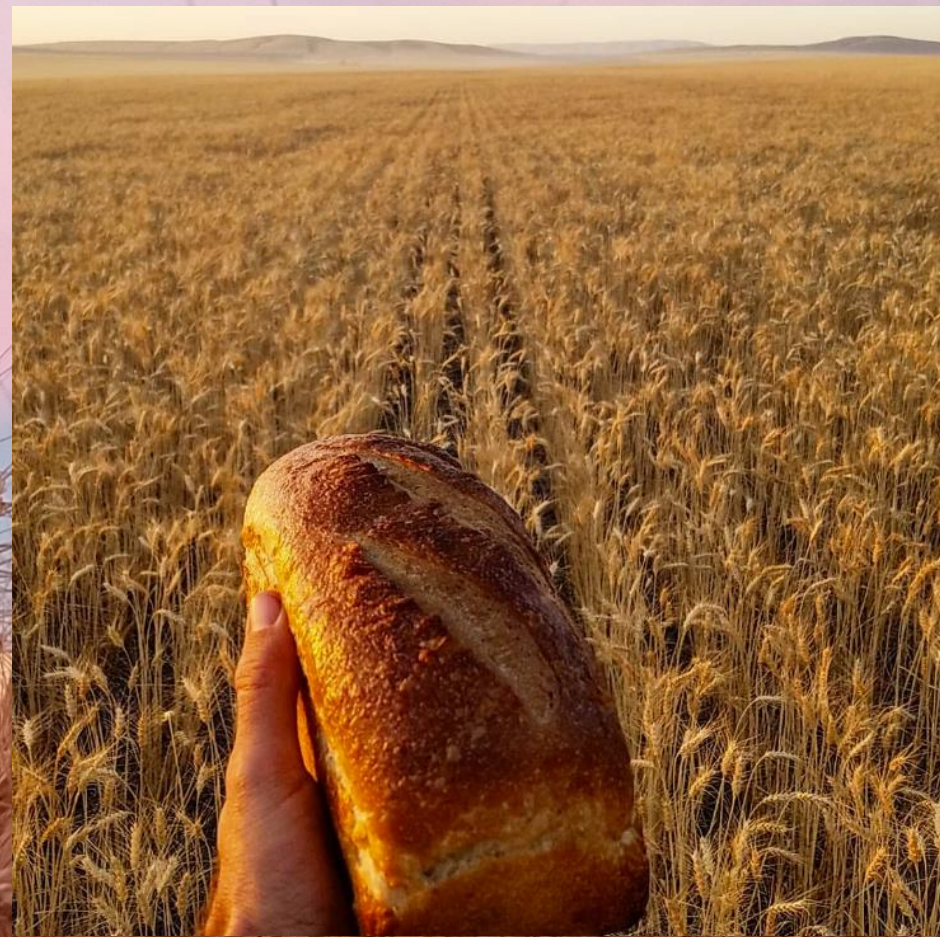


How we are working to grow local and regional markets for artisan grains

- We're seeking partners who prioritize sustainability.
- We are working to grow local and regional markets for artisan grains by creating many large and small connections and partnerships, including with our nearest and dearest: Ethos Bakery and Stone Mill.
- We also enjoy promoting sustainable farming through educating - on social media and in person events. The more people know about how their food is grown, the more comfortable they are.



Ethos flour and bread with Moon wheat... 😊



Why we are doing it

- Direct sales reduce food miles for both buyer and seller, helping reduce carbon footprint and the cost of freight.
- There's a growing demand for sustainably sourced and locally produced foods.
- Supporting us as the farmer locally helps support all the extra conservation efforts we put in to the land.
- Supporting a local business helps the community, through our vendors and employees.
- Partnering helps enhance your reputation, as well as increase marketing opportunities and connections.



How can others do this?

- Build partnerships with local farmers, mills, bakeries, maltsters/brewers who share your values. Have clear communication with them and with customers.
- Develop a strong brand that emphasizes quality and sustainability of your grains. Use social media and local events to promote and educate.
- Consider grants or funding opportunities.
- Be patient and willing to adapt and innovate as market conditions and consumer preferences change: for us, it was adding more cleaning, handling, and storage of identity preserved grains, as well as marketing! Knock on all the doors! 😊