

MISSOURI  
\* USA \*

# CASTOR RIVER

HABITAT & FARM



INVESTMENT DECK  
RAISING \$5M USD

*Harvesting Profits, Sustaining Tomorrow*

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MISSOURI  
\*USA\*  
**CASTOR  
RIVER**  
HABITAT FARM



FAMILY 1954 OWNED

**WHITE RICE**  
LONG GRAIN

*Regenerative Farming • Sustainable • Grown*

GROWN, MILLED  
& PACKED



ON OUR FAMILY  
FARM

NET WT. 32 OZ (2 LB) 907g

*Growing a  
Legacy of Good*

MISSOURI  
\*USA\*  
**CASTOR  
RIVER**  
HABITAT FARM



FAMILY 1954 OWNED

**BROWN RICE**  
LONG GRAIN

*Regenerative Farming • Sustainable • Grown*

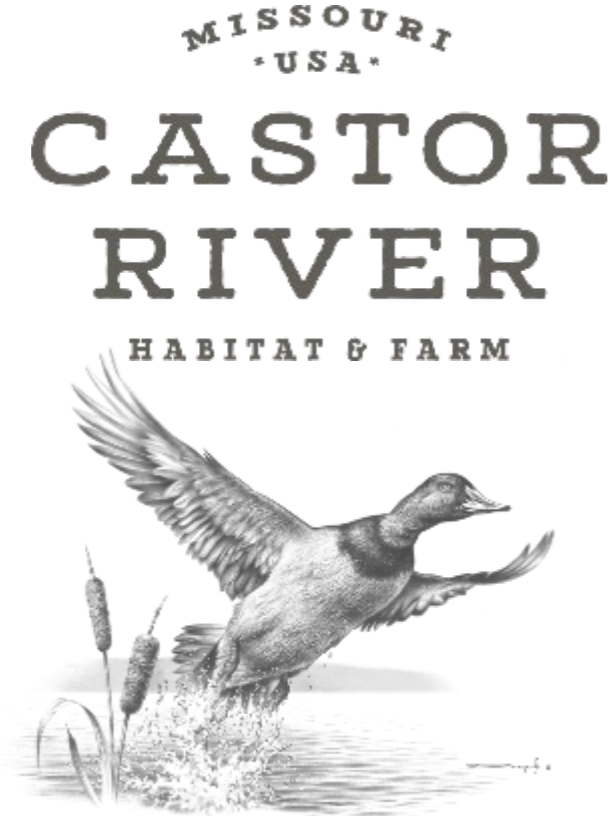


OUR VALUES

# TRACEABILITY, RESPONSIBILITY & QUALITY

## REGENERATIVE FARMING

- No tilling, burning or flooding
- No insecticides or fungicides
- Cover crops
- Produces nutrient dense food
- Improves soil, water & air quality
- Reduces soil erosion



## SUSTAINABLE PRACTICES

- Award winning conservation
- Compostable packaging
- Certified Non-GMO
- Lower carbon footprint
- Increased Organic Matter
- Lower water usage

## VERTICAL INTEGRATION





**JOHN HUNTER II**  
CONSERVATOR | FARMER | CEO



A PERSONAL COMMITMENT

# THIRD-GENERATION CONSERVATOR OF THE HUNTER FAMILY LEGACY

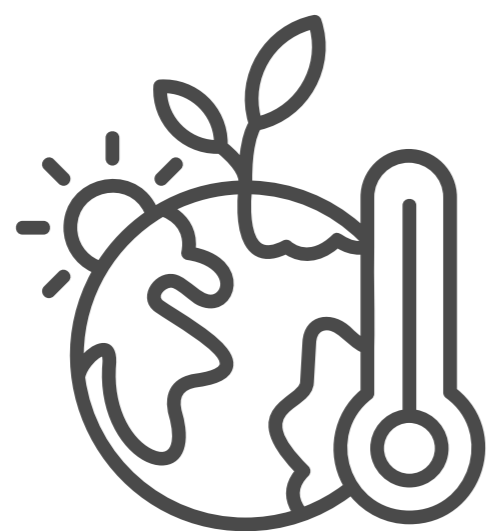


Castro River Habitat and Farm was founded as a tribute to the work and sacrifice given by the ones who came before us, and as a commitment to all who will follow. Our unrivalled passion for soil health and the habitat we protect, has transformed this family farm into the sustainable food company it is today



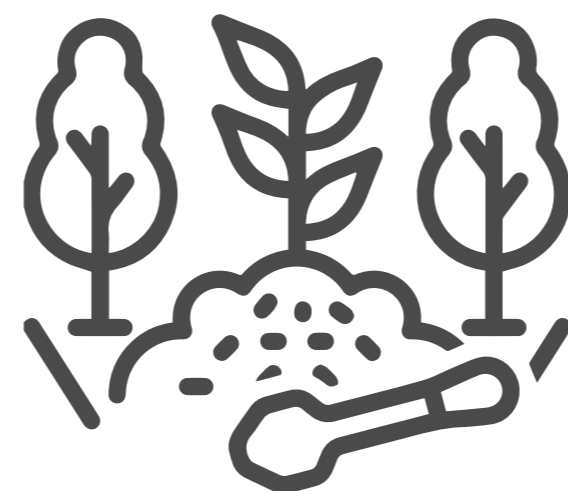
THE BENEFITS OF

# REGENERATIVE FARMING



## CLIMATE RESILIENCE

Regenerative agriculture practices, like no-till farming, help combat climate change by sequestering carbon in the soil. Choosing our regenerative rice means taking a proactive step towards a sustainable future for our planet.



## SOIL HEALTH

No-till farming, minimizes soil disturbance, preserving its structure and promoting biodiversity. Healthy soil means healthier crops, better water retention, and increased resilience against pest and disease. By choosing regenerative rice, you're investing in the long-term vitality of our land.



## WATER CONSERVATION

With no-till farming, we minimize erosion and runoff, which means less water, pollution, and better water conservation. By maintaining a healthy soil structure, our regenerative rice fields can better absorb and retain water, reducing the need for irrigation.

T H E B E N E F I T S O F

# REGENERATIVE FARMING

Rice is the most consumed grain on the planet and is the staple of diets all over the world. In the U.S., 27 pounds of rice per person per year is consumed: 4.8 million metric tons. The modern U.S. consumer has grown increasingly concerned with the impact that the food supply chain makes on the environment and data reveals how that affects their purchase decisions.



The United States rice market revenue is around 6.5 billion dollars and is expected to grow at 2.6% annually. This figure represents “at home” sales channels we currently operate in.

**CASTOR RIVER WANTS TO CAPTURE 1% OF U.S. MARKET SHARE IN THE NEXT 10 YEARS TO GENERATE OVER \$65 MILLION IN REVENUE.**



INVESTMENT PROFILE

# RAISING \$5M USD

*Harvesting Profits,  
Sustaining Tomorrow*

## WE WILL

01

### INVEST IN SALES CHANNEL STRATEGY

Acquire talent and engage relationships with proven track records of success in the CPG and food service industry that will help accelerate our growth.

02

### DEVELOP SUPPLIER PARTNERSHIPS

Develop an onboarding and training program to assist growers in their transition to regenerative farming. Through our partnership agreements we will secure exclusive rights to the regenerative rice they produce.

03

### AMPLIFY THE BRAND

The Castor River Habitat & Farm brand represents much more than rice. We feel that the brand has the long-term potential to transcend food and become a lifestyle. We aim to deploy capital behind trade and consumer marketing efforts to achieve velocity centric goals.



C A S T O R   R I V E R

# ABOUT US

*Dedicated to Freshness  
and Sustainability*

## KEY COMPANY TRAITS

- ✓ **Regenerative Agriculture**
- ✓ **Family Run Company**
- ✓ **Vertically-Integrated**
- ✓ **Woman-Owned Business**
- ✓ **Rural Economy**

## IT ALL STARTS WITH THE SOIL.

For the last 65 years, the Hunter family has been growing healthy and nutritious food in Southeast Missouri’s Delta Region. Third generation farmer, Johnny Hunter II, specializes in soil conservation—putting a focus on nurturing rich, healthy soil to produce rich, healthy crops year after year. His award-winning farming methods lower carbon emissions and elevate the quality and taste of Castor River Habitat & Farm rice.



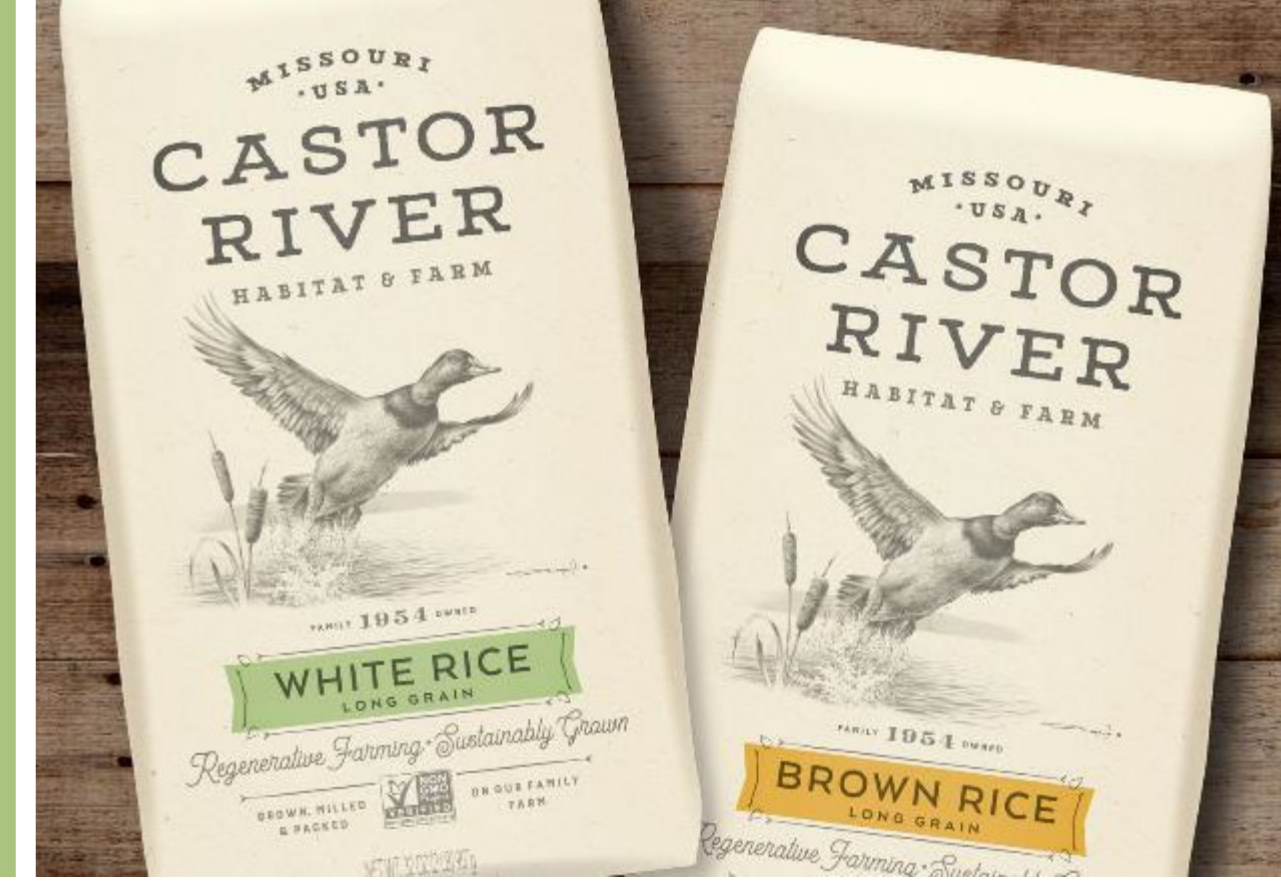
## SMALL TOWN FARM. SMALL TOWN VALUES,

Castor River Habitat & Farm has always been family owned and operated. We never outsource—every bag of rice you’ll find has been handled by our team from seed to shelf. We’re dedicated to freshness, sustainability and quality products that are nutritious, great tasting and anything-but-ordinary. Each and every bag of rice is packed with care to ensure that only the best makes it to your table.





We currently have ongoing discussions with Good Food Holdings Ltd., Loblaws and Kroger. Current 2023 branded sales mix: 58% CPG/Retail and 42% Food Service.



We are now in over **2,500 grocery retail locations including Walmart, Whole Foods, The Fresh Market, Dierbergs, Central Market and other regional chains and independents.** We have seven DC's with KeHE, three with UNFI, Chex Finer Foods, and other regional distributors.

We now have a mix of food service warehouse distribution and drop-ship relationships with **US Foods, Performance Food Group, Gordons Food Service and DOT Foods.** In October 2023 we presented the company at the annual Retail Innovation Council meeting to develop private label opportunities.

We are a self-funded family enterprise, utilizing cash from operations and debt financing to fund operations and growth. **We are raising \$5,000,000 in capital to execute marketing strategy, support growth and channel strategy execution for the CPG, food service, and private label channels.**

C A S T O R R I V E R H A B I T A T & F A R M

# COMPANY OVERVIEW

Castor River Habitat & Farm is the CPG and food service brand for rice products grown, milled, packaged, and distributed by the Castor River family of companies, privately owned, and managed by the Hunter family based in Southeast Missouri. Castor River launched its CPG brand in 2018 with a direct-to-store and distribution sales model.

In 2021 we updated the branding to 'Castor River Habitat & Farm' to differentiate from other brands using 'farm(s)' and emphasize our regenerative agriculture efforts. In 2022 we added **food service distribution becoming a regenerative rice supplier for the Just Salad restaurant group, University of Missouri, and Washington University in St. Louis.**



# INVESTMENT HIGHLIGHTS

## PROVEN MARKET DEMAND

**High-Quality Product:** Castor River Farms produces premium regenerative rice, meeting increasing consumer demand for sustainably grown and high-quality food products.

**Market Growth:** The global market for sustainable and organic foods is rapidly expanding, offering significant growth potential and a strong return on investment.

## STRONG FINANCIAL PERFORMANCE

**Revenue Growth:** Consistent year-over-year revenue growth with robust profit margins driven by premium pricing and cost-efficient farming practices.

**Scalable Operations:** Existing infrastructure and operations are well-positioned for scale, ensuring efficient use of the \$5M investment to expand production capacity and market reach.

## HABITAT RESTORATION AND RURAL IMPACT

**Sustainability Commitment:** Dedicated to sustainable farming practices that support environmental conservation, biodiversity, and long-term ecological balance.

**Rural Community Engagement:** Strong ties to local Missouri communities, providing jobs, education, and economic support, enhancing the brand's reputation and rural impact



# INVESTMENT HIGHLIGHTS

## INNOVATIVE FARMING PRACTICES

**Regenerative Agriculture:** Utilizing advanced regenerative farming techniques, Castor River Habitat & Farm improves soil health, reduces carbon footprint, and increases crop resilience.

**Technology Integration:** Leveraging state-of-the-art agricultural technologies for efficient water management, pest control, and yield optimization.

## EXPERIENCED MANAGEMENT TEAM

**Industry Expertise:** Led by a seasoned team with extensive experience in agriculture, sustainability, and business management, ensuring strategic decision-making and operational excellence.

**Proven Track Record:** Demonstrated success in implementing regenerative practices and achieving market penetration, positioning Castor River Farms as a leader in the regenerative agriculture product sector.

## GENERATIONAL PERSPECTIVE

**Passion and Dedication:** Family-run, woman-managed businesses like Castor River Farms operate with a long-term vision, focusing on sustainability and legacy rather than short-term gains. This generational perspective ensures stability and steady growth for investors over time.

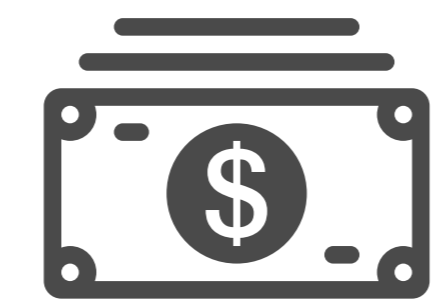
**Responsible Financial Management:** Prudent investment over risky ventures with profits reinvested back into the business to fuel growth and innovation.



# BUILT TO SCALE

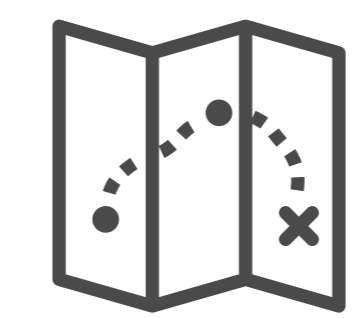


## A PATHWAY TO SUSTAINABLE PROFITS



### CONSISTENT REVENUE GROWTH

Castor River Farms has demonstrated strong year-over-year revenue growth, driven by high-quality products and efficient operations. Our premium pricing strategy and cost-effective practices contribute to healthy profit margins, setting the stage for substantial financial returns.



### CLEAR PATH TO EXPANSION

With the \$5M investment, we plan to significantly expand our production capacity and market reach. This strategic expansion is designed to capture a larger market share and accelerate revenue growth, ensuring that we achieve our target returns.

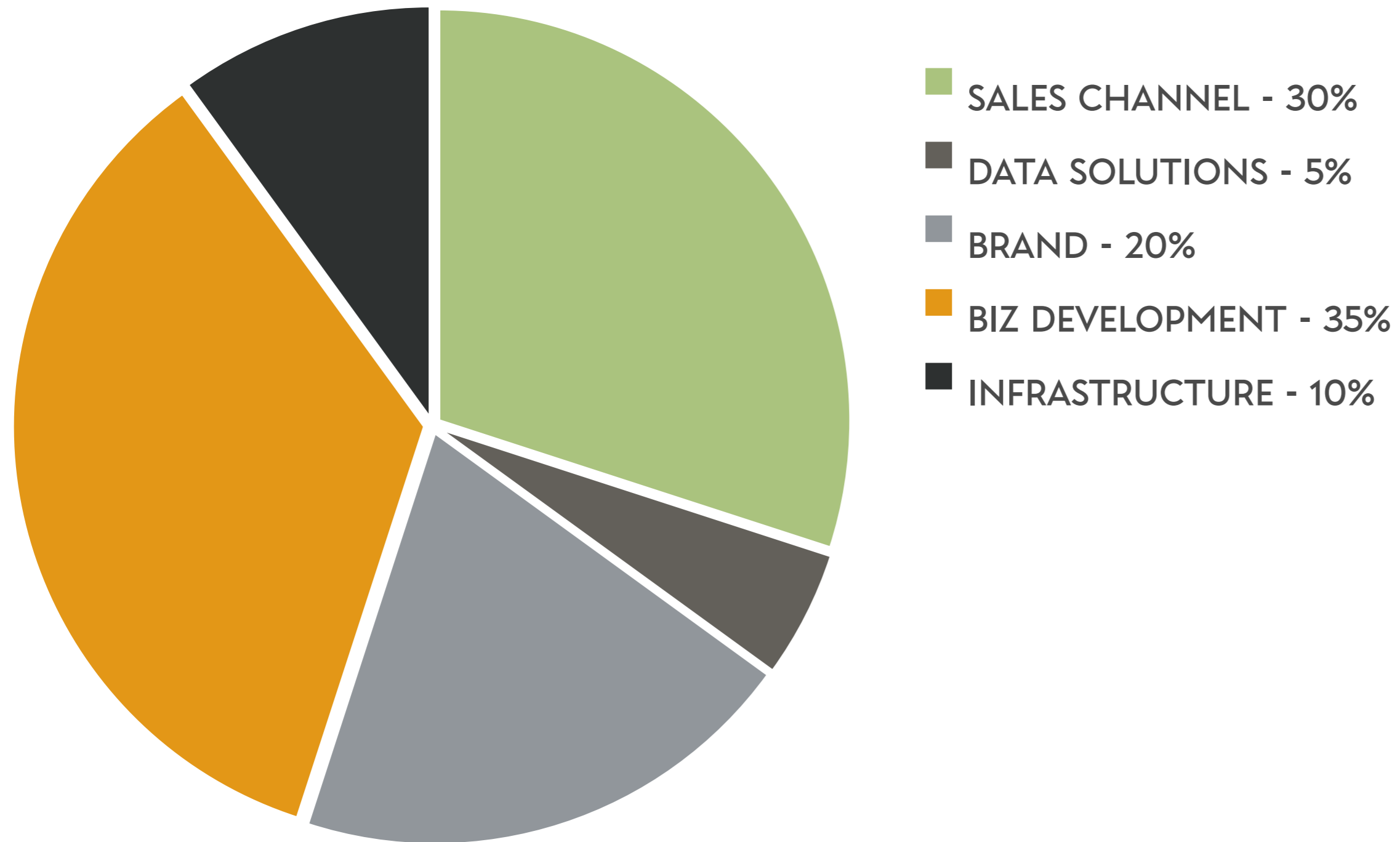


### FOCUSED GROWTH STRATEGY

We have a clear, well-defined growth strategy that focuses on expanding our farming operations, increasing market penetration, and enhancing our product offerings. This strategic vision, combined with our operational excellence, positions us to deliver the targeted large returns over the next five years.



# GROWTH CAPITAL PRIORITIES



## SALES CHANNEL STRATEGY & EXECUTION

- 3rd party relationships and compensating brokers based on results

## DATA DRIVEN SOLUTIONS

- Syndicated data, reports, trends, and extrapolate trends to address opportunities

## HIGH END BRAND COMMERCIALIZATION

- Money being put towards “Awareness” – Consumer Education – Influencers/Social Media

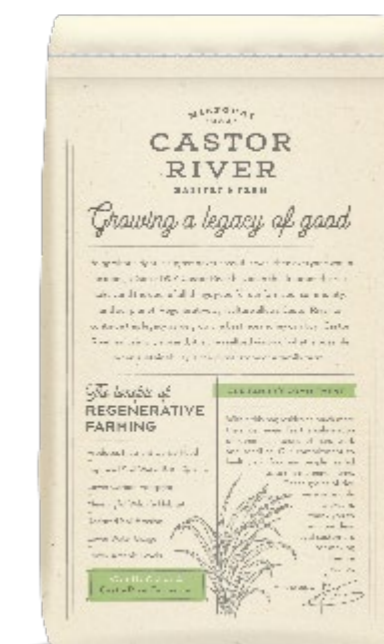
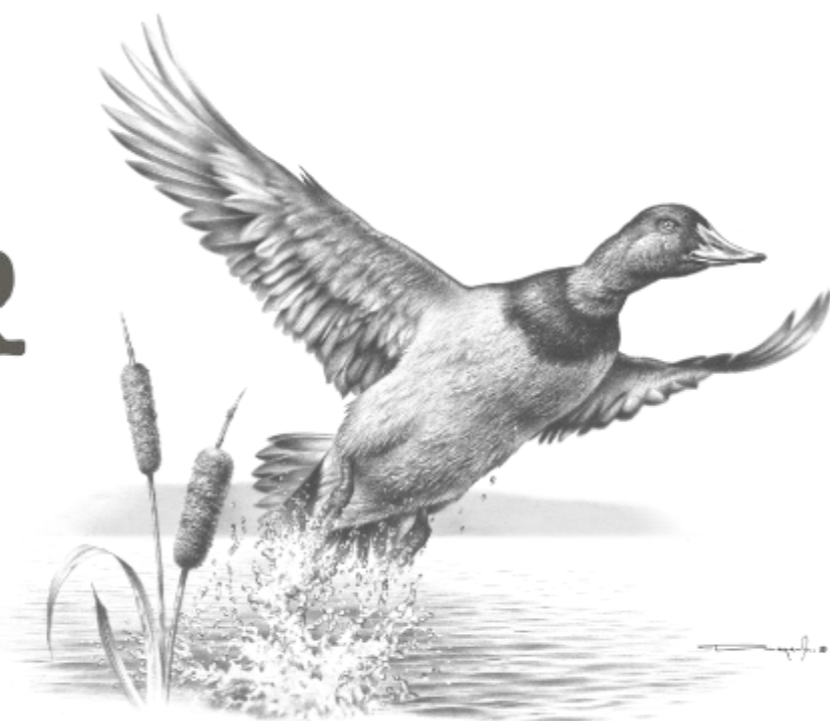
## BUSINESS DEVELOPMENT/STRATEGIC PARTNERSHIPS

- Brand ambassadors

## INFRASTRUCTURE CAPITAL

- Invest in high quality facility improvements to increase milling capacity and food safety
  - Satake Color Sorter
  - Second Magnet
  - Automated 1lb/2lb Packaging Line
  - Expand Warehouse
  - Semi Truck Loading Dock

# CUSTOMER SUCCESS & MARKET PENETRATION



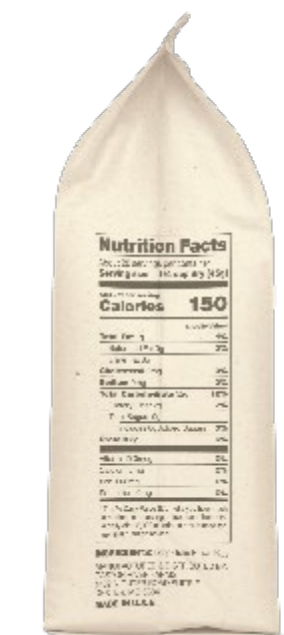
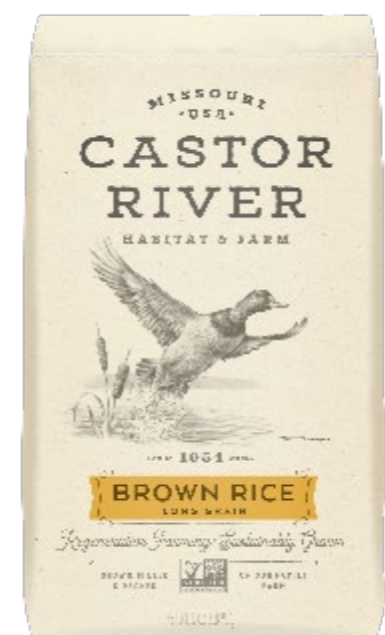
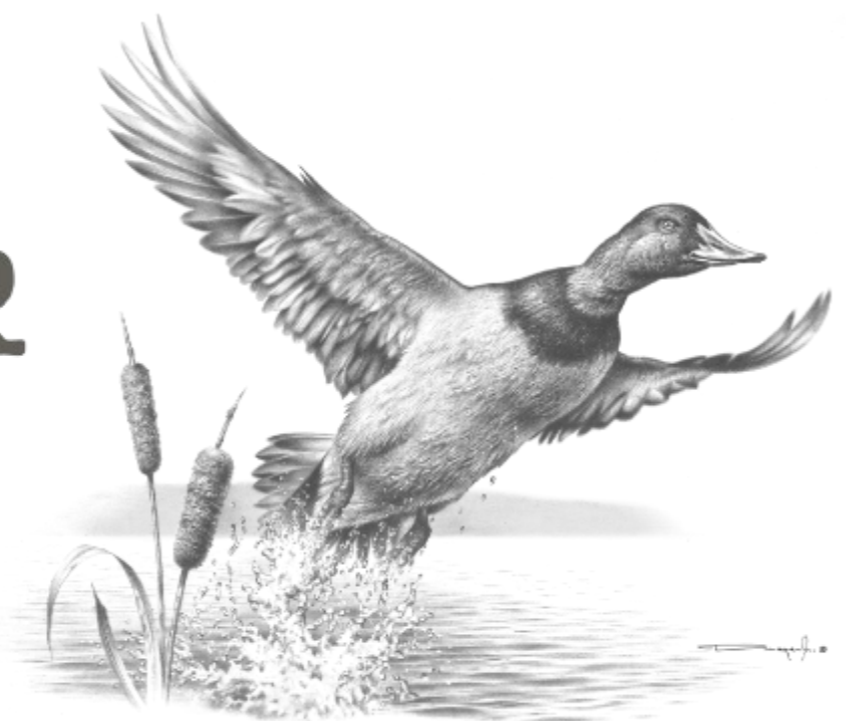
## CURRENT KEY GROCERY RETAIL ACCOUNTS



## CURRENT KEY FOOD SERVICE ACCOUNTS



# EXPANDING DISTRIBUTION REACH



## CURRENT KEY DISTRIBUTION PARTNERS





CASTOR RIVER HABITAT & FARM

# EXPERT STRATEGIC PARTNERS

AmeriGrow Ventures USA

New Nexus Group

JPG Resources

McClean Design

Green Nature Marketing

JMK Consultants

Limbaugh Law Firm

RubinBrown

Food Masters Logistics

LCG Foods Distribution



# ROBUST SALES PIPELINE

PRIVATE LABEL TARGETS
Whole Foods (Awaiting conditional award of business)
Walmart
Good Food Holdings
Loblaws
Kroger
Wegmans

**BENEFITS :** Higher CRF margins (no trade spend or slotting fees), DC consolidation, leverage to include brand distribution. Customer's exclusive offering

RETAIL TARGETS
WFM (Regional expansion)
NE regional accounts - CRF has a DC located here, we have a distributor, smaller/regional footprints that allow for regional expansion

**BENEFITS :** Grow velocities within existing east coast retailers (The Fresh Market, Whole Foods Florida), new outlets where upfront ROI makes sense. DC concentration and efficiencies. Focus on increasing on-shelf velocities with existing distribution (marketing, awareness, and trial). Leverage cross-promotional opportunities for similar usage occasions.

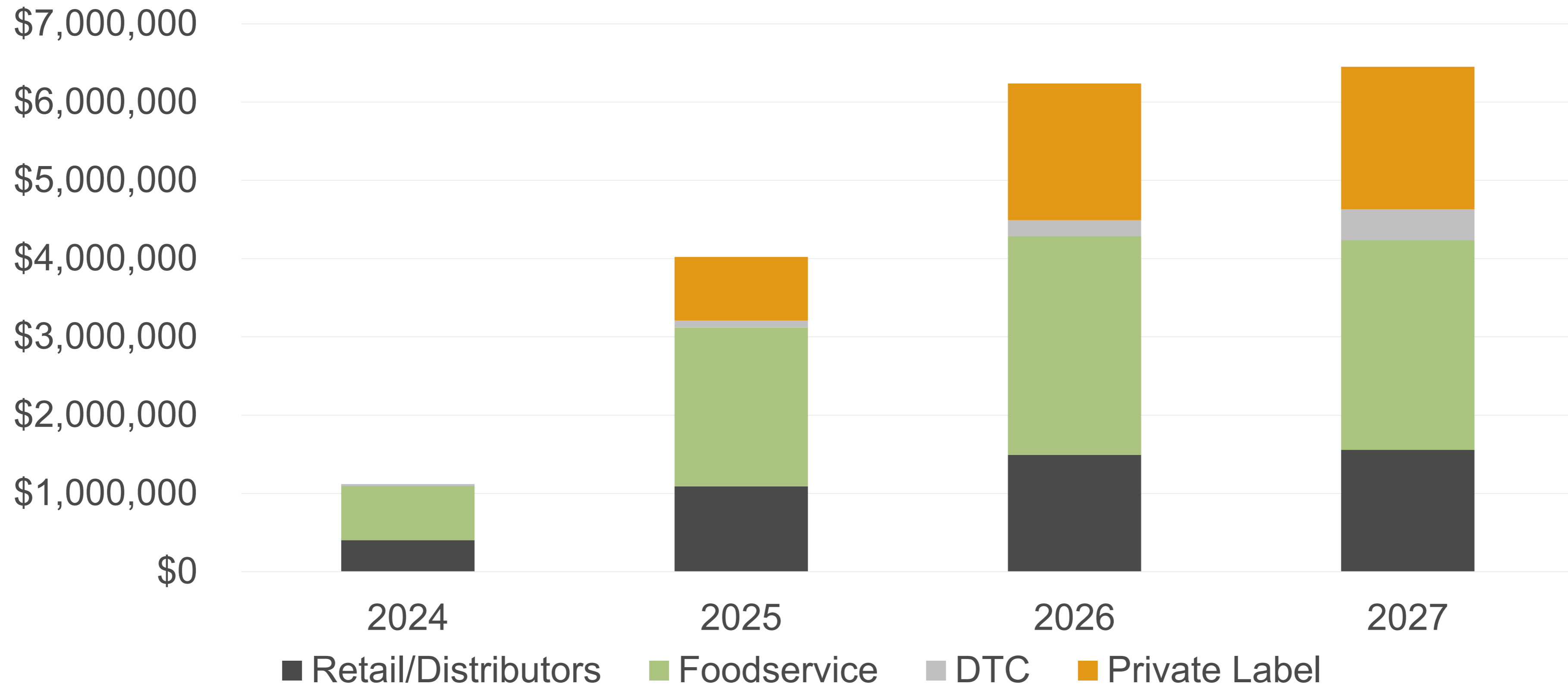
FOOD SERVICE TARGETS
NE Sysco clients (Consolidated distribution center)
NRA show leads (need to get this from broker as I am not directly involved)
Caesar's Group (Las Vegas)
Chipotle
CAVA

**BENEFITS :** Higher CRF margins (no trade spend or slotting fees), distributor consolidation, branding (awareness/PR) and trial/validation. Customer's exclusive offering



# PROJECTED GROWTH

### Gross \$ by Channel (2024-2027)





# MANAGEMENT TEAM BIO

Since 2005, Johnny has founded or co-founded 7 companies – of which 3 were exited and 4 continue to operate through his leadership. When looking at a deal, Johnny likes to focus on three things: people, opportunity, and capital. He believes in the importance of “boots-on-the-ground” and loves creating value where others are unable to see success. Johnny considers his values in both life and business as a legacy passed down through generations. He is a third-generation farmer specializing in soil conservation and soil health through sustainable farming systems. For the last 65 years, the Hunter family has been sustainably growing crops in Southeast Missouri’s Delta Region.

**RETURN TO FARMS** - In 2006, 24-year-old Johnny returned to the family farm and began his solo farming career. He implemented conventional methods of farming which proved successful at the time. In 2012, the Midwest was hit with a record setting historic drought and the farming practices and irrigation that had made so many good crops for no longer worked. He faced a large financial setback and was left wondering what had gone wrong. He spent the next many months researching and realizing the magnitude and significance of soil health. Years of heavy tillage and overuse of chemicals and fertilizers had left the soils degraded and unhealthy. He ultimately changed his farming methods completely and went 100% no- till and 100% cover cropped within a year.

**CASTOR RIVER FARMS** - To continue his family legacy, Johnny decided to build a rice mill and brand of national repute; a brand that represented all that was good about his family, his land, and the sustainability he could bring to the market. The idea was to have a rice mill business on a no-till farm that emphasizes soil health and its link to a high-quality product. Johnny and his family launched Castor River Farms on Jan 1, 2018. Nearly four years later the rice is available in over 2,500 retail locations nationwide.

## JOHNNY HUNTER

### CEO

Founder of the Missouri Delta Soil Health Alliance.





## COURTNEY HUNTER GILMER

COO & General Counsel

# MANAGEMENT TEAM BIO

Courtney Hunter Gilmer serves as the Chief Operating Officer and General Counsel of Castor River Habitat and Farm. With a robust legal and business background, Courtney brings a wealth of experience and expertise to the company, ensuring its operations and legal frameworks are aligned for optimal success.

After graduating from the University of Missouri and Vanderbilt University Law School, Courtney began a distinguished 21-year legal career in Nashville, Tennessee. Courtney honed her skills in financial services litigation, financial regulatory compliance, and chapter 11 bankruptcy during her time with two prominent Nashville law firms. Transitioning from the law firm environment, Courtney joined a financial services company as Legal Counsel and Compliance Officer. In this role, she gained invaluable experience working directly with businesses to address and resolve legal and compliance issues. This hands-on experience has been instrumental in shaping her ability to provide innovative solutions tailored to meet the specific needs of businesses operating within complex regulatory environments.

Courtney joined her brother Johnny Hunter at Castor River Habitat and Farm in 2024. Her client-centric approach ensures that she can deliver practical, effective solutions that drive business growth. At Castor River Habitat and Farm, Courtney leverages her extensive background to oversee the company's operations and legal strategies, positioning the brand for sustained growth and success in the competitive CPG, foodservice, and private label markets.





## CHRISTINE BARNES

Chief Financial Officer

# MANAGEMENT TEAM BIO

Christine is the Chief Financial Officer at Castor River, Inc., where she oversees all financial aspects of the company's operations. With a career of 11 years in finance and accounting, Christine brings extensive expertise in financial strategy, budget management, and corporate finance.

Christine joined Castor River, Inc. in 2020 and has been instrumental in driving financial growth and stability. Her leadership has guided the company through financial and entity restructuring, revenue growth, and industry expansion. Under her stewardship, Castor River, Inc. has consistently improved their profitability margins through effective cost control. Additionally, she has overseen advancements in technology integration, resulting in improved monitoring of operational efficiencies. Christine has also implemented risk management frameworks that mitigate financial risks and ensure compliance with regulatory requirements. She is recognized for her strategic acumen and proficiency in aligning financial objectives with broader business goals.

Prior to joining Castor River, Inc., Christine gained valuable experience in various key roles. She worked as a staff accountant in a local CPA firm preparing and reviewing client tax returns, financial statements, and payroll reports. She held the position of accountant and payroll manager in a nationwide appraisal company that diversified into multi-family development during Christine's time there, where she honed expertise in financial planning and analysis along with risk management. Christine holds a Bachelors degree in Accounting from Southeast Missouri State University, and a Masters in Business Administration from Missouri State University.





# MANAGEMENT TEAM BIO

James Moss has +25 years' experience in FMGC, primarily in the functional areas of Commercial Sales and Finance. He has worked in larger organizations such as Cadbury Schweppes' beverage division (Dr Pepper Snapple Group) in both London, UK and Dallas, Texas and GlaxoSmithKline's Consumer Healthcare division in Los Angeles, California. Since 2005 he has either been CEO or led the Sales function for various PE and VC-backed emerging food and beverage brands.

His ability to execute a strategy with smaller brands while implementing measurable benchmarks has assisted with the growth of brands that are seeking to enter or expand within the complex US market. He is an active member within the US food and beverage industry, often contributing on boards and discussion panels at key industry events.

James has a B. Science in Business (Marketing) from the University of Colorado @ Boulder and an MBA (Finance) from the University of Denver. He also teaches Entrepreneurial Business part-time at the University of Colorado and lives in the US food-centric city of Boulder, Colorado.

Skills: Financial Planning & Analysis, Strategic Planning, Sales & Marketing, Operational execution.

**JAMES MOSS**

**Chief Commercial Officer**



F E A S T M A G A Z I N E

# RECOGNIZED & AWARDED EXCELLENCE

Castor River Farms grows and mills quality rice, green rice on sustainable maintain land in southeast Missouri.

For Johnny Hunter II, taking the reins at Castor River Farms meant continuing and evolving his family's business and legacy

The farm, which is located near the Castor River in southeast Missouri has been in the family for three generations. Hunter's grandfather, Furg, transformed their land in the Missouri bootheel from swap plan to row crops, leveling it, draining it and implementing modern irrigation.

# FEAST

INSPIRED LOCAL FOOD CULTURE



as seen in

# FEAST





T A S T E M A K E R S

# A JOURNEY TO PROMINENCE

"Rice production on planet Earth goes back thousands and thousands of years," says Johnny Hunter of Castor River Habitat & Farm. "Rice is one of the, if not the, most consumed grains on the planet." The majority of rice production relies on tillage, flooding and post-harvest burns.

Those practices aren't aligned with Hunter's focus on soil health, so he cultivates rice by farming "with nature, not contend against her at every turn." After a decade of soil-first farming, Hunter says that he's found that "the more closely we can align ourselves with nature, the easier our life gets."

**TASTE  
MAKERS**





MISSOURI USA <b>CASTOR RIVER</b> HABITAT & FARM	
PREMIUM LONG GRAIN RICE	
WHITE RICE	
1 lb	0 51497 28977 5
2 lb	7 93150 59519 8
BROWN RICE	
1 lb	0 51497 28977 5
2 lb	7 93150 59519 8

CASTOR RIVER HABITAT & FARM

# PREMIUM REGENERATIVE RICE BRANDED PRODUCTS



*Cooking Instructions*  
RINSE THOROUGHLY

**STOVE TOP**  
Bring water (brink optional) and a pinch of salt to a rapid boil. Slowly add rice and butter (oil optional). Reduce heat to simmer and cover with a tight fitting lid. Simmer 18 minutes or until rice is tender and water is absorbed. Do not lift the lid or stir during cooking. Remove from heat and let stand for 5 minutes, covered. Fluff with a fork and serve.

**RICE COOKER**  
Add all ingredients and set rice cooker according to the manufacturer's directions. If the rice is crunchy at the end of cooking time, it may be necessary to add 1-2 Tbsp liquid and simmer longer.

Servings (1 cup cooked rice)	2-3	4-6	8-10
Long Grain Rice	1 cup	1 cup	2 cups
Water (brink optional)	1 cup	2 cups	4 cups
Butter (oil optional)	1 tsp	1 tsp	1 1/2 Tbsp

MISSOURI USA  
**CASTOR RIVER**  
HABITAT & FARM

*Crawling a legacy of good*

Doing what's right is almost never easy. If it was, then everyone would be doing it. Since 1954 Castor River has been the dreamer, the risk taker, and the doer of all things good for our farm, our community, and our planet. Regenerative agriculture allows Castor River to continue this legacy as we grow the best rice money can buy. Castor River isn't simply a brand, it is the realized vision of what is possible when sustainability is the cornerstone of a family farm.

**The benefits of REGENERATIVE FARMING**

- Produces Nutrient Dense Food
- Improved Soil, Water & Air Quality
- Lower Carbon Footprint
- Meaningful Wildlife Habitat
- Reduced Soil Erosion
- Lower Water Usage
- Lower Nitrate Levels

**OUR FAMILY'S COMMITMENT**  
Within this bag resides so much more than rice, herein lies the culmination of three generations of hard work and sacrifice. Our commitment to healthy soil, food and people has led us to this moment in time. These grains of rice were once only a dream, thank you to our countless loyal customers for making them a reality. All the best, *HS*

Visit Us Online At [CastorRiverFarms.com](http://CastorRiverFarms.com)

**Nutrition Facts**

About 20 servings per container  
Serving size 1/4 cup dry (46g)

Amount per serving		% Daily Value*
<b>Calories</b>	<b>160</b>	
<b>Total Fat</b> 0g		0%
Saturated Fat 0g		0%
Trans Fat 0g		
<b>Cholesterol</b> 0mg		0%
<b>Sodium</b> 0mg		0%
<b>Total Carbohydrate</b> 30g		13%
Dietary Fiber 1g		4%
Total Sugars 0g		
Includes 0g Added Sugars		0%
<b>Protein</b> 3g		6%
Vitamin D 0mcg		0%
Calcium 0mg		0%
Iron 0.30mg		2%
Potassium 0mg		0%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**INGREDIENTS:** Long Grain White Rice.  
MANUFACTURED & DISTRIBUTED BY:  
CASTOR RIVER FARMS  
1420 N OUTER ROAD SUITE E  
DEXTER, MO 65824  
MADE IN U.S.A.



# GET IN TOUCH

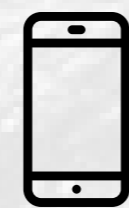
We're a small-town farm that's big on changing the rice industry. If you have questions about our farming methods, or want to see Castor River Habitat & Farm in a grocery store near you, let us know—we love to talk rice.

## **CASTOR RIVER HABITAT & FARM**

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