

**From:** [Robert Harris](#)  
**To:** [McCutchen, Bill](#); [Bill Rooney](#); [Schuerman, Peter L.](#)  
**Cc:** [Bill Rooney](#); [Peter B. Harris](#); [James Harris](#); [Lloyd Rooney](#)  
**Subject:** Black Sorghum  
**Date:** Thursday, November 12, 2009 1:21:09 PM  
**Attachments:** [Grain Berry FSI 12.pdf](#)  
[FW: grain berry MP-3s.eml \(2.83 MB\).msg](#)  
[RetailConnect\\_full\\_Kroger2.pdf](#)

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It is our understanding that Bill Rooney and his staff developed certain varieties of black sorghum but not all black sorghum since we heard that Kansas State had been working on same. Right now, it is believed that these varieties (TAMU's) are lower in phenolics and ORAC value than the variety we are using (NK8830) for our food products but are higher in a special antioxidant, namely, 3-deoxy (short for 3-deoxyanthocyanins) which may be useful in preventing or mitigating colon cancer.

We have two basic objectives:

1. Find a better variety of sorghum to replace NK-8830 owned by Sorghum Partners to equal or beat yield (about 7500 per acre) and that offers higher levels of antioxidants as measured by ORAC testing done by Brunswick labs (patented method).
2. Evaluate current black (and yellow) varieties developed by TAMU in terms of nutritional and medical benefit. As stated we have ideas on how to use black sorghum in foods and supplements almost immediately and are willing to develop same with our own small test supply with your assistance. We intend to test ORAC values of the current black and yellow as soon as possible.
3. Complete a deal based on NIC/SPK becoming your corporate partner in utilizing test funding by the state within the financial limits discussed.
4. Think carefully about your limiting our rights to only current varieties based on unreasonable expectation of our best efforts (with your best efforts) and not being protected should we fail to achieve objectives with current varieties.

For your interest, I am showing attachments of our print ad and Kroger tie-in ad for 1/31 in our Cincinnati/Dayton test markets. Also, I attach our radio spots to start next week in Cincinnati and Dayton, Ohio.

Bob

**From:** [Helene Farrell](#)  
**To:** ["Robert Harris"](#)  
**Subject:** FW: grain berry.  
**Date:** Wednesday, November 11, 2009 9:50:44 AM  
**Attachments:** [01-Grain Berry 1.mp3](#)  
[02-grain Berry 2.mp3](#)

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Attached are the (2) Grainberry spots that were forwarded to you back in June. All I need are the tags.

Helene Farrell  
JL Media, Inc.  
908-687-8700, Ext. 137  
908-687-9280 (Fax)

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**From:** Rich Russo [mailto:[russo@jlmedia.com](mailto:russo@jlmedia.com)]  
**Sent:** Wednesday, June 24, 2009 10:28 AM  
**To:** 'Robert Harris'; 'Robert M. Harris'; 'Peter B. Harris'  
**Cc:** 'Jerry Levy'  
**Subject:** grain berry and sliver palate spots..

Rich Russo | Director of Broadcast Services  
JL Media, Inc.  
(P) 908 687 8700 xt 157 (F) 908 687 9280  
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FROM THE SILVER PALATE®

# NEW GRAIN BERRY®

Natural Antioxidant  
Ready-to-eat Cereals,  
Crackers and Mixes.

## TOTAL ORAC VALUES ▼

GRAIN BERRY® MUFFIN MIX	11,800 (umoleTE/100g)
GRAIN BERRY® BRAN FLAKES	8,800 (umoleTE/100g)
GRAIN BERRY® TOASTED OATS	7,300 (umoleTE/100g)
GRAIN BERRY® PANCAKE MIX	4,400 (umoleTE/100g)
GRAIN BERRY® SNACK CRACKERS	4,100 (umoleTE/100g)
BLUEBERRIES	6,552* (umoleTE/100g)
POMEGRANATE JUICE	2,169* (umoleTE/100g)

\*USDA Oxygen Radical  
Absorbance Capacity (ORAC)  
of Selected Foods – 2007.

Now - Grain with  
the Antioxidant  
Power of Berries!



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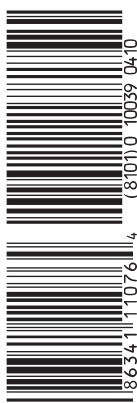
MANUFACTURER'S COUPON EXPIRES APRIL 30, 2010

**SAVE \$1.00**

ANY NEW GRAIN BERRY®  
ANTIOXIDANT SNACK CRACKERS.

**Retailer:** Silver Palate Kitchens, Inc. will  
redeem this coupon for face value plus .08¢  
handling provided coupon is redeemed in  
accordance with our offer. Customer pays any  
sales tax. Void if reproduced or where  
prohibited by law. Invoices proving purchase  
of sufficient stock to cover redemptions must  
be shown on request.

Cash value 1/100¢.  
One coupon per  
item purchased.  
Send to: 211  
Knickerbocker Road,  
Cresskill, NJ 07626.



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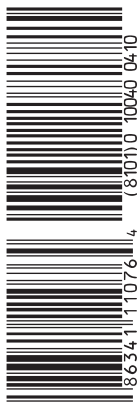
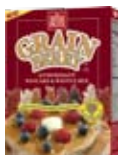
MANUFACTURER'S COUPON EXPIRES APRIL 30, 2010

**SAVE \$1.00**

ANY NEW GRAIN BERRY®  
PANCAKE OR MUFFIN MIX.

**Retailer:** Silver Palate Kitchens, Inc. will  
redeem this coupon for face value plus .08¢  
handling provided coupon is redeemed in  
accordance with our offer. Customer pays any  
sales tax. Void if reproduced or where  
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of sufficient stock to cover redemptions must  
be shown on request.

Cash value 1/100¢.  
One coupon per  
item purchased.  
Send to: 211  
Knickerbocker Road,  
Cresskill, NJ 07626.



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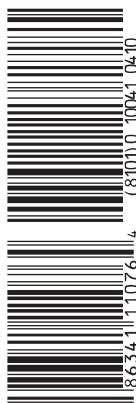
MANUFACTURER'S COUPON EXPIRES APRIL 30, 2010

**SAVE \$1.00**

ANY NEW GRAIN BERRY®  
ANTIOXIDANT CEREALS.

**Retailer:** Silver Palate Kitchens, Inc. will  
redeem this coupon for face value plus .08¢  
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be shown on request.

Cash value 1/100¢.  
One coupon per  
item purchased.  
Send to: 211  
Knickerbocker Road,  
Cresskill, NJ 07626.



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# GRAIN BERRY® ANTIOXIDANT SALE

CONTAINS SPECIAL BRAN WITH  
POWERFUL ANTIOXIDANT ACTIVITY!

## GRAIN BERRY® READY-TO-EAT CEREALS

(Toasted Oats, Bran Flakes  
& Apple Cinnamon Oats)

14 oz. Box Sale Price \$2.49  
Less \$1.00 coupon in this insert

**Final  
Cost: \$1<sup>49</sup>**



*Cuisine for Great Taste...and Good Health™*



## GRAIN BERRY® ANTIOXIDANT PANCAKE & WAFFLE OR MUFFIN MIX

16-18 oz. Box, Sale Price \$2.49  
Less \$1.00 coupon  
in this insert

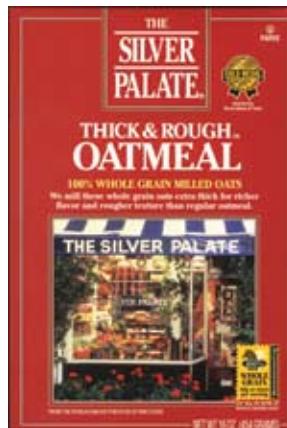
**Final  
Cost: \$1<sup>49</sup>**



## GRAIN BERRY® ANTIOXIDANT SNACK CRACKERS

8 oz. Box, Sale Price \$2.49  
Less \$1.00 coupon  
in this insert

**Final  
Cost: \$1<sup>49</sup>**



## SILVER PALATE® THICK & ROUGH OATMEAL

1 lb. Box  
100% Whole Grain  
Milled Oats

**Sale  
Price: \$2<sup>49</sup>**

PARVE



Advertised prices effective through 2/28/10.  
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**More value for the way you live.**

**From:** [David Baltensperger](#)  
**To:** [Carol Rhodes](#)  
**Cc:** [David Baltensperger](#)  
**Subject:** Borlaug Lectures  
**Date:** Monday, November 09, 2009 6:22:20 PM

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Please also note that we'll have two Borlaug Lectures on December 11. The first, on control of rust in grains, particularly Ug99, will be presented by Dr. Ravi Singh. The second, by Martin Frick on Fulbright Opportunities, will be followed by a panel discussion which will include A&M Fulbright scholars.

David D. Baltensperger  
Professor and Head  
Soil and Crop Sciences  
Texas A&M University  
2474 TAMU  
College Station, Texas 77843-2474

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**From:** [Gina Hoyt](#)  
**To:** [Gina Hoyt](#)  
**Cc:** [Brandon S Gregson](#)  
**Subject:** Brazos County Round Up Organizational meeting  
**Date:** Monday, October 12, 2009 1:29:00 PM

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Brazos County Round Up Organizational Meeting:

County Roundup and Share The Fun meeting--preparing early

October 13, 6 pm Location: Bryan High School Blue Campus Cafeteria

Are you or you and a group of your friends interested in presenting a talk or demonstration on your favorite subject? Or, are you interested in performing, either on your own or with others? County Roundup offers you the opportunity to present and demonstrate your knowledge and skills or perform on your own or with a group of your friends. Join us for an information session and sign up with a group to start developing your program and practicing for Roundup. County Roundup contest will be February 23, 2010.

Gina Hoyt  
Administrative Secretary  
Texas AgriLife Extension  
Brazos County  
979-823-0129  
( <mailto:gjhoyt@ag.tamu.edu> )