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Suntava Named Minnesota's Ag Innovator of Year

Afton, Minnesota, July 8, 2010 — Suntava™, a Minnesota-based ingredient technology company that has developed a highly versatile purple corn hybrid, was recently named Ag Innovator of the Year by Minnesota's Agricultural Utilization Research Institute (AURI.)

The award is presented each year to the Minnesota business that has demonstrated the greatest innovation in their products or processes, has achieved market success, and has positively impacted Minnesota agriculture.

According to AURI spokesperson Teresa Spaeth, "Every year we honor an entrepreneurial company like Suntava that has achieved success in the marketplace — and used AURI's services to get there."

Suntava was recognized for the unique, health-conscious products derived from their proprietary, non-GMO purple corn hybrid. Their initial product was Sayela™, a vivid red natural colorant that serves as a stable, sustainable, all-natural replacement to synthetic Red Dye #40.

Additionally, Suntava's unique processing technology has the ability to extract the high value natural red dyes and antioxidants from low value portions of the plant. As a result, the most widely utilized ingredients of the corn—the starches, proteins and oils, remain intact after extraction and available as value-added whole grain products and vegetable juice concentrates. Further, an anthocyanin-rich nutraceutical delivering four times the antioxidant power of blueberries is currently in development.

Suntava CEO Bill Petrich said, "This award validates the Suntava mission to develop ingredients and processing technologies that promote healthier consumer products, while also contributing to the regional economy. We're very proud to have been recognized by AURI as a leader in agricultural innovation."

Suntava's Purple Corn delivers ingredient stability, reliability, and affordability in products, including:

- soft drinks
- fruit and vegetable fusion juice drinks
- confections
- baked goods
- corn and tortilla chips
- cereals and other extruded products
- dairy
- cosmetics

- dietary supplements

AURI was created and funded by the Minnesota legislature to foster long-term economic benefit through increased business and employment opportunities to rural Minnesota. AURI is governed by a board of directors made up of representatives of the state's commodity groups, agribusinesses, and members of the Minnesota House and Senate agriculture committees.

For more information on unlocking nature's brilliance™, visit www.suntava.com or call at 651.998.0723.