



Welcome to the 22nd Annual ISGA Convention

Building a Global Sprout Growers Community



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President: ISGA
President: Jonathan Sprouts, Inc.

“Sprout”: a word that explains and promotes itself:

- To begin to grow; give off shoots or buds.
- To emerge and develop rapidly.
- To cause to come forth.



Acorn,



Alfalfa,



Sango,

Peas,



Coconut

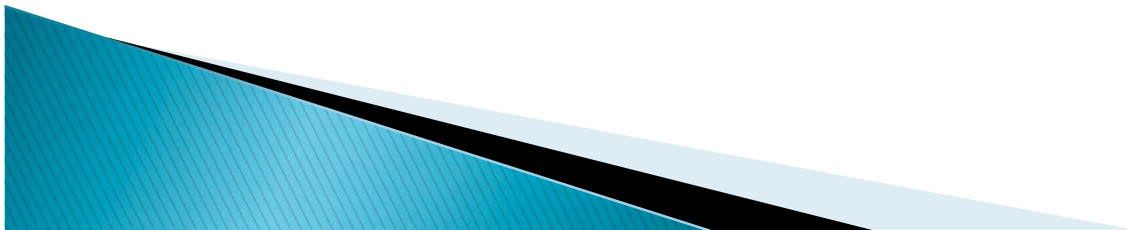
What is the sprout industry?

- Globally:

- Green sprouts and related products that are consumed raw– a small part of the whole industry
- Mung and Soy bean sprouts– a staple food in much of Asia
- Other sprouted seeds – used around the world in cooked dishes

US:

- The ISGA – about half of the US industry
- Other groups–
- Independents –



There's a world out there...



Moth Bean sprout recipes from India

Sprouts have great significance for the poor countries, where there is not enough to eat...

“Nutrient changes noted in sprouted wheat....”

“Sprouting sorghum enhances taste and nutrition....”

“Sprouted millet is higher in key nutrients...”

“Etc...etc..



–and for the rich countries, where there is too much of the wrong kinds of foods to eat.

“SPROUTED BUCKWHEAT EXTRACT DECREASES BLOOD PRESSURE...”

“SPROUTED BROWN RICE FIGHTS DIABETES...”

“CARDIOVASCULAR RISK REDUCED BY SPROUTED RICE...”

“SPROUTING RYE INCREASES AND PROTECTS FOLATE....”

“SPROUTED RICE REDUCES COMMON ALLERGENS...”

“Etc...etc.

Source: Whole Grains Council <http://www.wholegrainscouncil.org/>



Different product categories:

- ▶ Mung and soy beans: long tradition as a staple – traditionally cooked



- ▶ Partially sprouted grains, seeds & pulses: traditional staple – cooked in recipes



- ▶ Green leaf sprouts: mostly new in Western markets – consumed raw



Shoots & microgreens: stem and leaf are eaten, but not the root – consumed raw



All these sprout categories transform seeds from an unpalatable state to an inexpensive, nutritious, and versatile food...



Pea Shoots

Changes in fresh produce world continue to affect the sprout industry:

- Mass production and distribution
 - Used to be grown for immediate, local consumption
- Refrigerated transport and retail display
 - Longer sell-by dates
- Continually improving epidemiological surveillance
 - Problems used to be “out of sight, out of mind”
- Increasing dietary shift toward healthier diets: raw or minimally-cooked foods



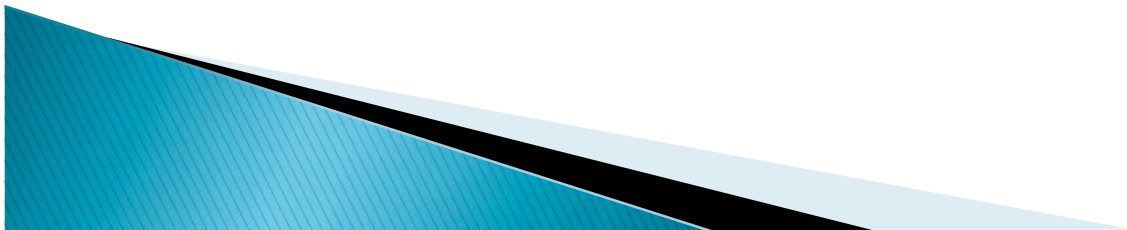
(ISGA) founded in 1989:

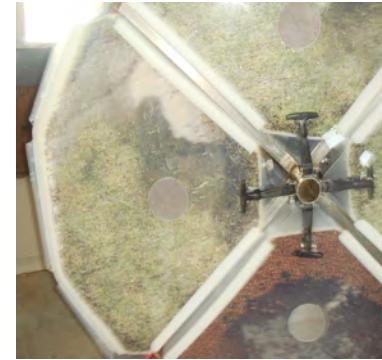
Expression of positive outlook of new green-sprout industry; merger of new and traditional dietary preferences

Desire to network with others

Combine resources to promote sprouts

Over 100 members at one point in the past:
why not many more in the future?





Entrepreneurial invention has been a key to the development of the sprout industry

Even more creative energy is needed to take the next step.



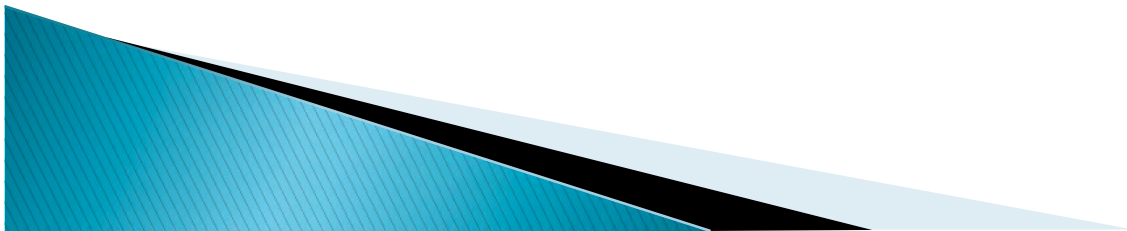
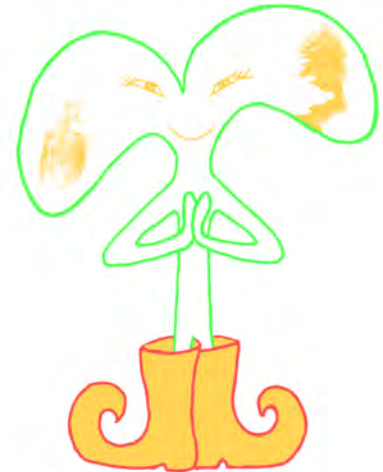
The continuing growth of the sprout industry depends on:

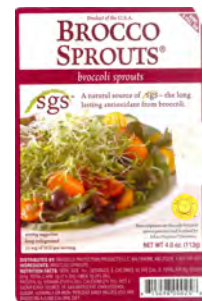
Identifying and implementing the most critical aspects of safe production, that can be implemented by small, medium & large producers,

with the industry taking primary responsibility for developing best practices,

working not only to supply existing markets, but to more effectively provide wholesome food to those who suffer from poor nutrition,

either through poor food choices, food addictions, or economic hardship.





Thank You!

