



THE KING ARTHUR. FLOUR COMPANY; INC.

EST: 1790 100% employee owned • 100% committed to quality

March 20, 2014

The Honorable Kevin Mullin, Chair
Senate Committee on Economic Development, Housing and General
Affairs State Capitol
Montpelier, VT 05602

Dear Senator Mullin:

I am writing to share King Arthur Flour's support for the proposed Vermont Products and Services Licensing Program to be established by the Agency of Commerce and Community Development (ACCD).

Nearly 30 years ago, King Arthur Flour relocated from Boston to Norwich, Vermont, and has grown from 2 employees then to 320 today. We started in a single small office on Route 5, and now occupy close to 100,000 square feet in 4 different buildings. In 2012, we completed construction on a new bakery, café, school, and store, all dedicated to bringing the joy of baking to our visitors. And just this week, we are completing construction on a new manufacturing facility, where we will blend and package over 300 baking mixes and ingredients. These products are developed and tested just across the road where our research and development team create the very best quality products.

We are proud to be 100% employee-owned, and take tremendous pride in the products we make and the way we do business. We are committed to being a responsible member of our communities, and became a founding B Corporation in 2007, and a Vermont Benefit Corporation in 2012, adopting the corporate purpose of *creating a material positive impact on society and the environment*.

The Vermont brand is of such great value. With "Made in Vermont" not available to all Vermont businesses that create jobs and economic growth, the proposed bill would extend the Vermont brand to businesses that design, engineer, formulate, or manufacture products or services in Vermont by identifying approved claims, and licensing marketing materials to communicate those claims to consumers.

I hope you to take this opportunity to ensure that Vermont businesses be given additional means with which to share their contributions to Vermont's economic development.

Sincerely,

Karen Colberg, CMO
King Arthur Flour

CC: Senator Philip Baruth, Vice
Chair Senator Christopher Bray
Senator Don Collins, Clerk
Senator Bill Doyle
Secretary Lawrence Miller