PREFERRED



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Since its founding, Preferred Popcorn has sought to provide our valued customers with the safest and highest quality popcorn products on the market. Our process starts with our growers and ends with our popped popcorn in your home. Every step that our popcorn takes is marked by processes to ensure that the bag you open is perfect every time. This protection starts in the ground with our popcorn seeds. We seek to protect our seeds from any outside contaminates using the best farming practices.

Neonicotinoids are a group of products that are used to coat the seeds to protect them from insects. These products protect the seed from being compromised by soil pests while in the ground until it sprouts. Humans will never consume the popcorn seed that is planted, and the popcorn that is produced by seeds treated with neonicotinoids is not harmful to humans. Because there are conflicting reports in regard to the impact of neonicotinoids on the environment, Preferred Popcorn will order 85% of our seed for the 2016 growing season with no neonicotinoid treatments applied. We will reduce the use of the treated seed as much as possible for the 2016 season, and will not purchase any seed treated with neonicotinoids for the 2017 season. Using our association with universities, seed corn companies, and agricultural supply companies, Preferred Popcorn is committed to the furthering of research into the effects of these chemicals and their long term ramifications.

For our consumers and associates who want to ensure that their popcorn was raised without the use of pesticide, Preferred Popcorn is excited to announce the availability of certified organic popcorn. Our organic popcorn has never been treated with pesticides of any kind, and we use only natural fertilizers in the fields where it is grown. Preferred Popcorn is consistently pursuing new opportunities to provide you, the consumer, with beneficial options to meet your needs while also protecting the environment. Being farmer owned means, at Preferred Popcorn, we endeavor to grow popcorn that we are proud to have on our table and on yours. This commitment is what drives us to provide the highest quality products to our consumers.

Norm Krug

CEO Preferred Popcorn