

# SEED

*an ioma-grown food experience*



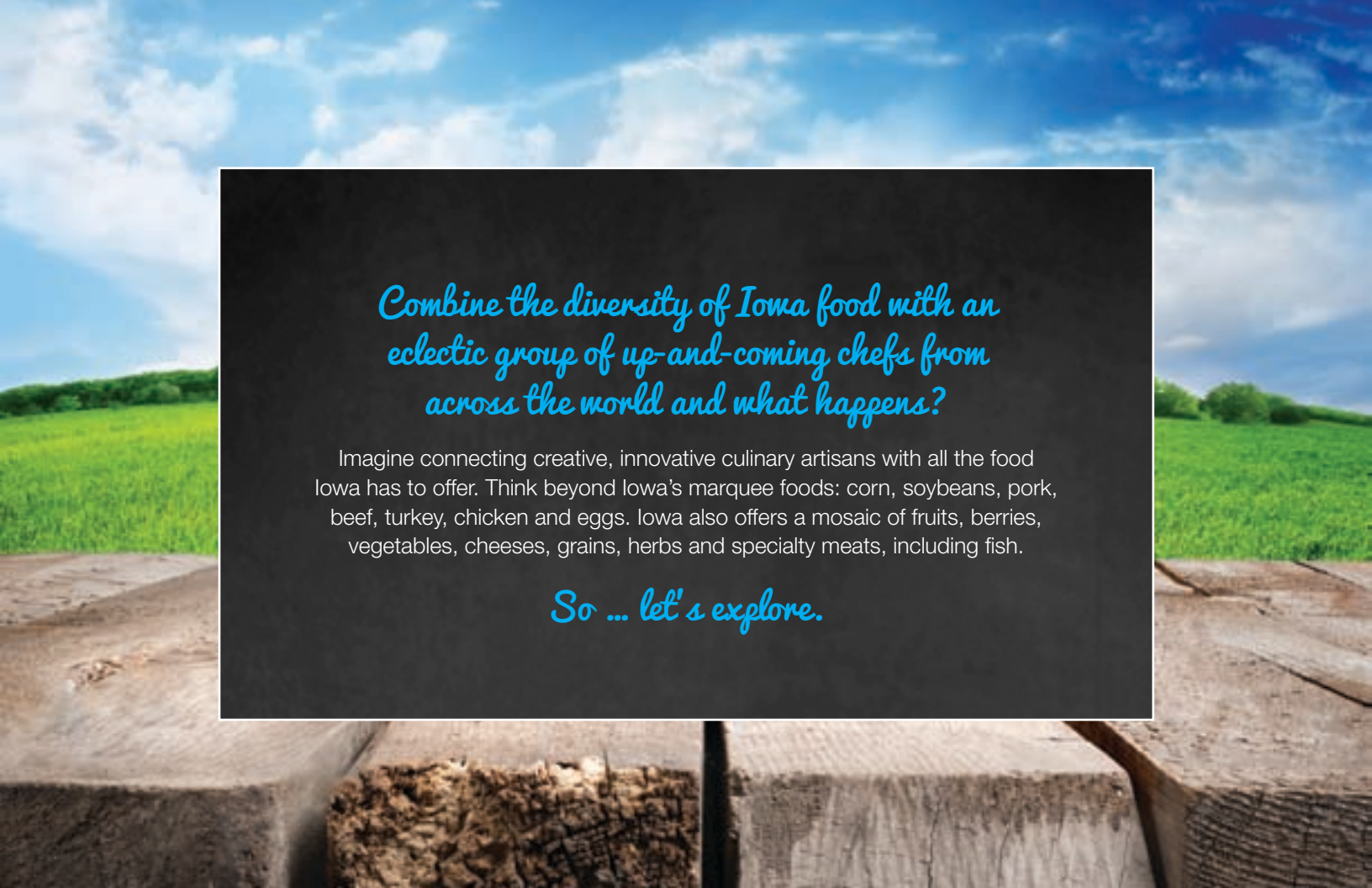




*Combine the diversity of Iowa food with an eclectic group of up-and-coming chefs from across the world and what happens?*

Imagine connecting creative, innovative culinary artisans with all the food Iowa has to offer. Think beyond Iowa's marquee foods: corn, soybeans, pork, beef, turkey, chicken and eggs. Iowa also offers a mosaic of fruits, berries, vegetables, cheeses, grains, herbs and specialty meats, including fish.

*So ... let's explore.*



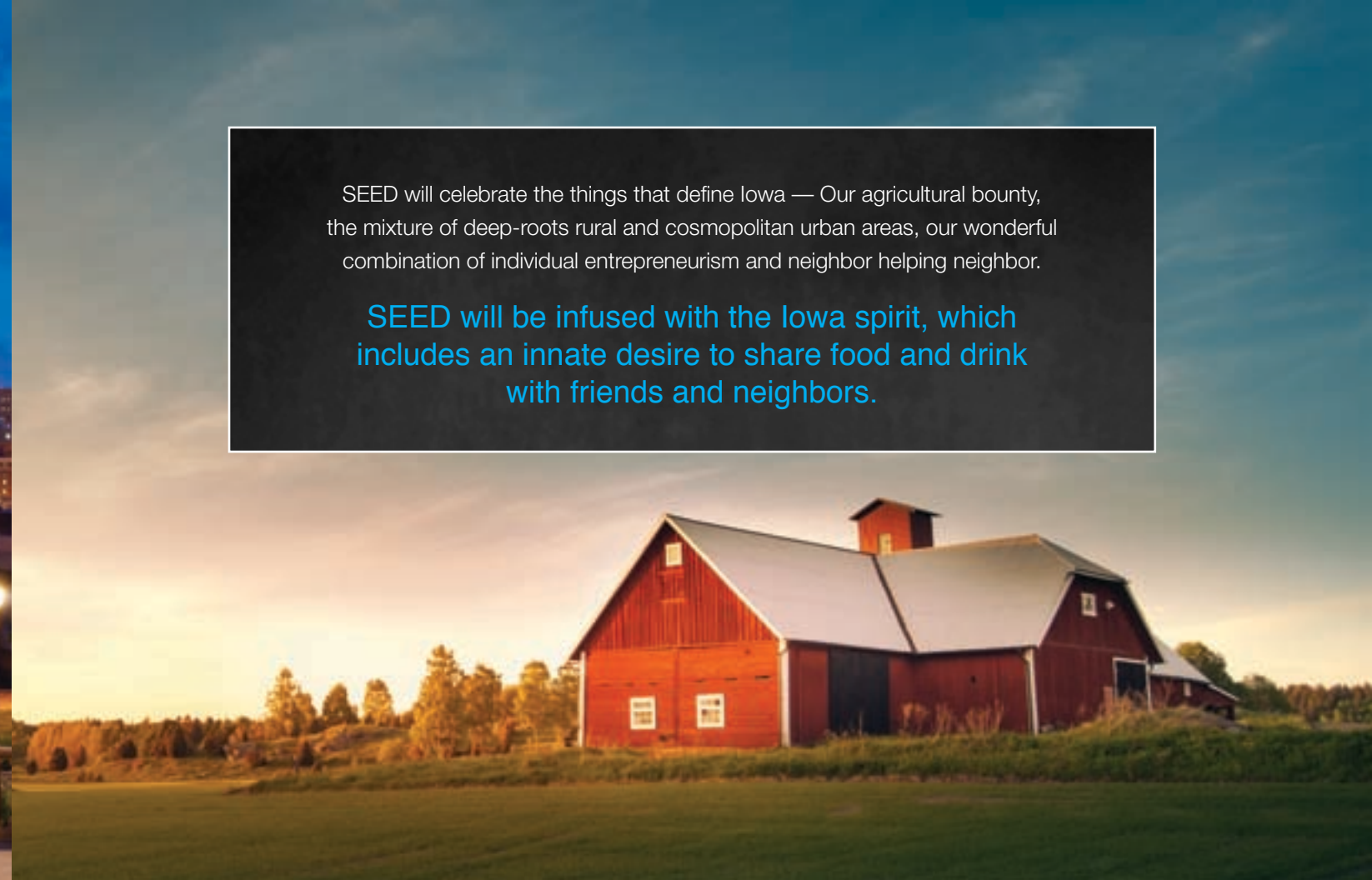


# *Distinctly Iowan*



SEED will celebrate the things that define Iowa — Our agricultural bounty, the mixture of deep-roots rural and cosmopolitan urban areas, our wonderful combination of individual entrepreneurship and neighbor helping neighbor.

SEED will be infused with the Iowa spirit, which includes an innate desire to share food and drink with friends and neighbors.

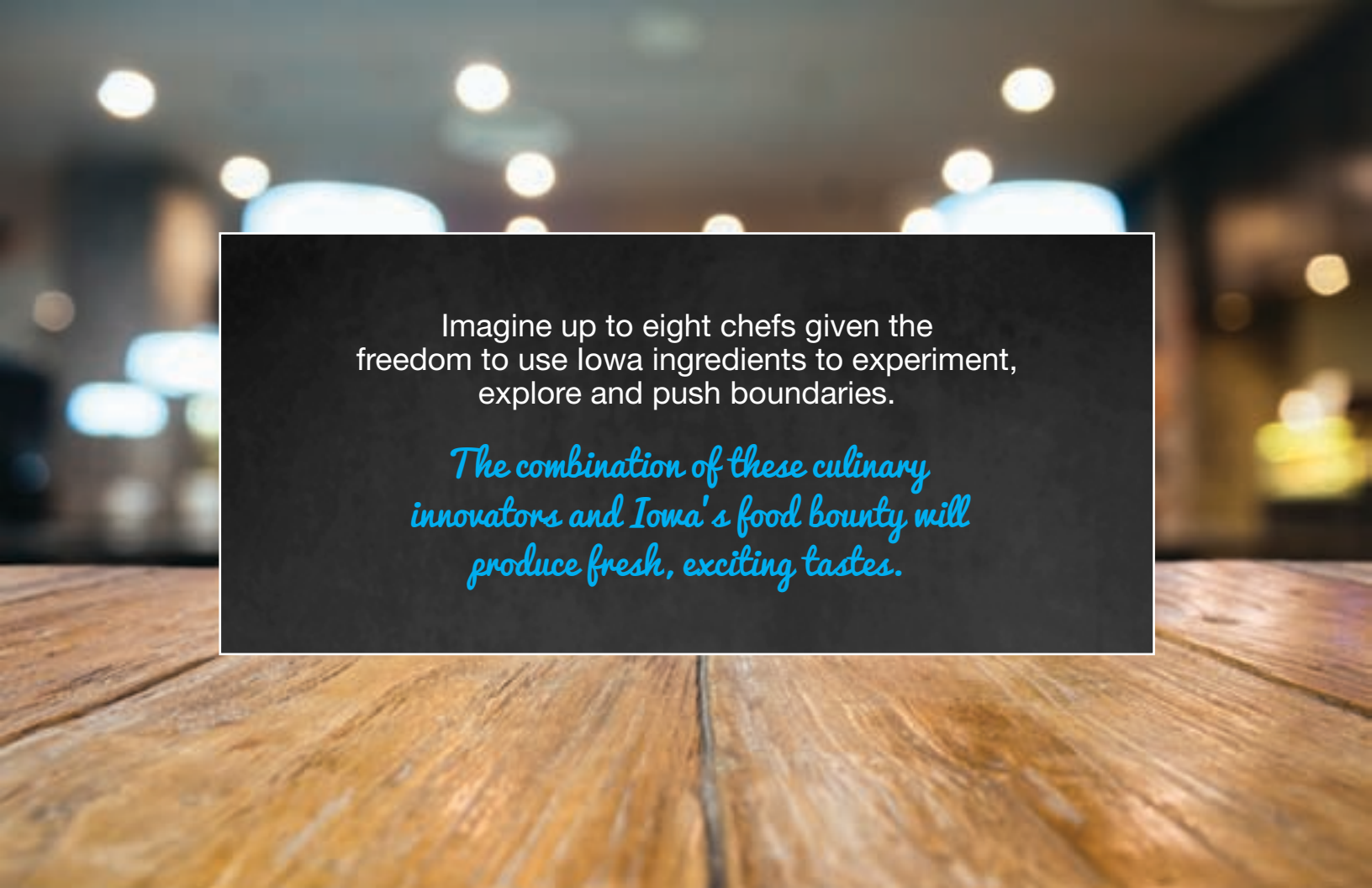




## *A Culinary Incubator*

Imagine up to eight chefs given the freedom to use Iowa ingredients to experiment, explore and push boundaries.

*The combination of these culinary innovators and Iowa's food bounty will produce fresh, exciting tastes.*

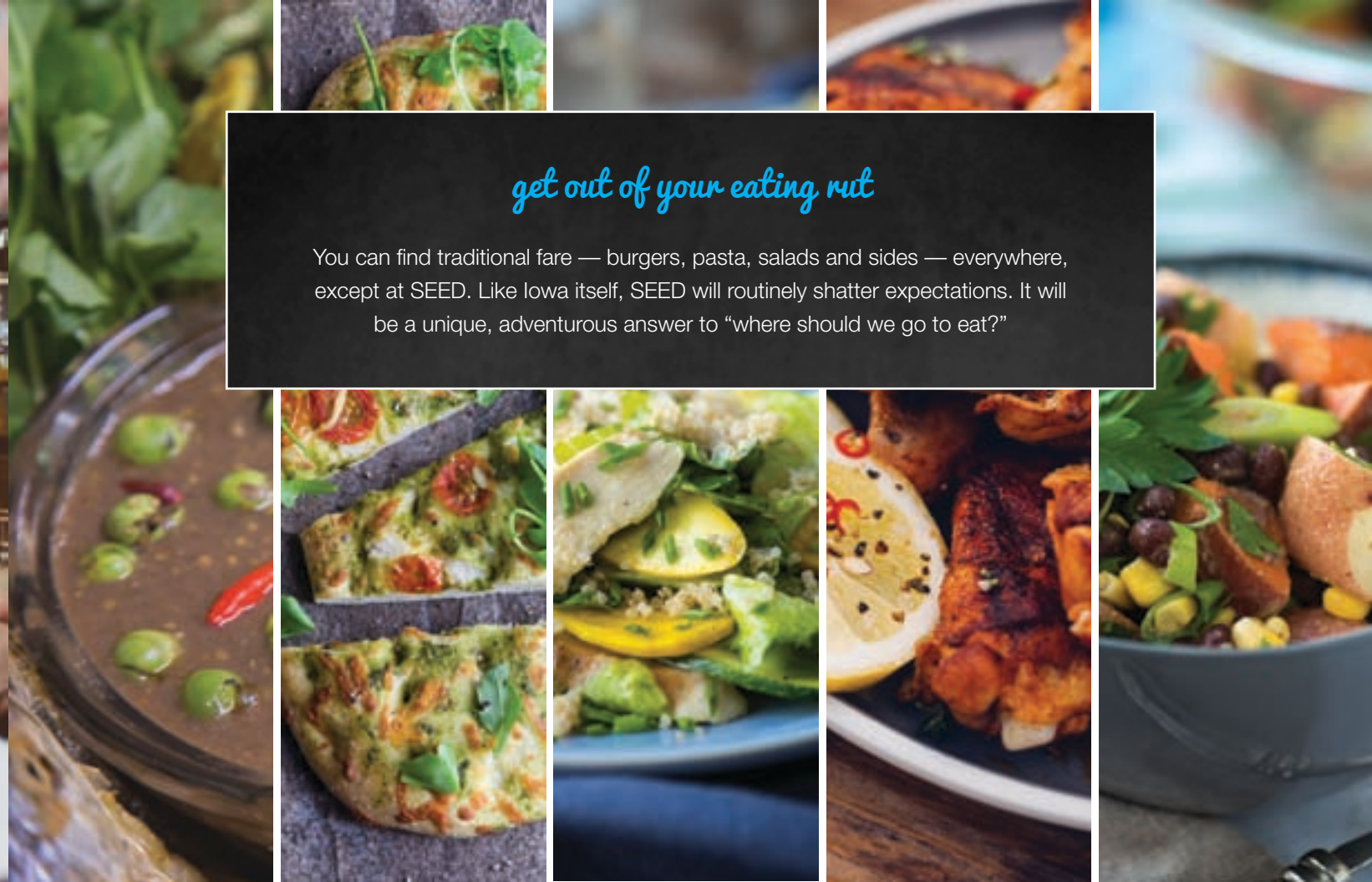






## *get out of your eating rut*

You can find traditional fare — burgers, pasta, salads and sides — everywhere, except at SEED. Like Iowa itself, SEED will routinely shatter expectations. It will be a unique, adventurous answer to “where should we go to eat?”







## *Spanning Iowa, river to river*

This is not just about Des Moines. This is about connecting the best of Iowa's food from every corner of the state with an eclectic array of innovative chefs. It's about searching from the Missouri to the Mississippi Rivers to bringing the best of the bounty to our customers' plates.







*Proving sustainability  
is good for business*

SEED will include the latest in energy-saving and waste-reduction practices. We'll use less energy, recycle everything we can, and partner with community organizations to minimize food waste. We'll prove that there's both social and economic benefit in going green.



*How can you help this exciting concept come to life?*

**Invest.** Together we're building a business incubator that will enhance the quality of life for Iowans and further enhance metro Des Moines' reputation as being on the vanguard of growing, vibrant American communities. Contact us for more information on how you can play a role in making this vision a reality.

**Talk.** Build the buzz by talking to your friends, neighbors and colleagues about this exciting idea. Creating momentum now will help SEED be a success from day one.

**Eat.** When SEED becomes a reality, give it a try. Bring your friends, family and co-workers to experience our taste innovations. Engage your sense of taste and of adventure to support your community and create culinary excitement.

*We'd love to hear from you! Visit us at [seediowa.com](http://seediowa.com).*

*Help us make  
SEED happen.*





