



NatureBake Fact Sheet

Founded in 1955, **NatureBake** has been a trusted Northwest family-owned and operated bread company for three generations. NatureBake bakes and distributes organic, whole grain, and sprouted wheat breads to **grocery stores, restaurants and local markets** in Oregon and SW Washington, including Whole Foods, Fred Meyer, New Seasons, and many others. Since the company's humble beginnings, it has relied on a dedication to innovative and healthy baked goods that has been passed down to each successive generation. NatureBake's latest ground-breaking product, **Oregon Grains Bread**, was developed using ingredients from local farmers within 100 miles of their bakery. This bread has made a big splash regionally with health-minded, environmentally-conscious consumers.

Jim and Wanene Dahl founded the family-owned business in 1955, under the name Midway Bakery. They were pioneers in creating delicious whole grain breads that were free from animal fats (a rarity at that time). When the local health food stores heard of Jim's wholesome breads, they began asking him to deliver. One of the first "sprouted wheat" bakers, Jim was always considered an innovator in the baking world. In 1988, his son Glenn Dahl bought the bakery from his parents and continued the family bread-baking legacy. Today, known for its Oregon Grains local and sustainable bread, the bakery is run by Glenn, Shobi (Glenn's son), and Dave Dahl (founder of **Dave's Killer Bread**). Several other family members have also joined the business, including Linda Tereau, Allan Wilson, and Dave's daughter, Jessica Dahl.

NatureBake supports many local charities, including the Multiple Sclerosis Society, Milwaukie Meals on Wheels, and several local food banks that pick up hundreds of loaves of bread per day to feed the homeless in the area. The company also supports schools and civic organizations throughout the local area with product giveaways for events and gift baskets for auctions and door prizes.

Key Management:

- Glenn Dahl, CEO
- Dave Dahl, VP
- Shobi Dahl, VP

Company Headquarters

NatureBake is headquartered near Portland, Oregon, at 5209 SE International Way, in the city of Milwaukie. The bakery is a wholly family-owned private company.

Key Product Attributes:

NatureBake is committed to using only natural and organic whole grain ingredients. Their sprouted grain breads feature a signature chewy texture and uniquely complex flavor. Following is a full list of products:

Product Line:

- Oregon Grains
- Potato Oat
- Stoneground Whole Wheat
- Surviva Sprouted Multigrain
- Original Spelt



The inspiration for the Oregon Grains local bread project came in November of 2009, after Vice President of Naturebake, Shobi Dahl, read a Portland food blog about the 100-mile diet. He imagined how amazing it would be to be able to provide a loaf of bread that supported the local Willamette Valley farmers and could help reduce their carbon footprint at the same time.

After several months of research and dead-end discussions with suppliers, Shobi received a call from Willow Coberly of Stalford Seed Farms, representing a local coalition of farmers from the Willamette Valley called 'Willamette Seed and Grain'. This coalition was formed with the purpose of growing, processing, and marketing grain, beans, and seeds grown locally to the Willamette Valley marketplace. Historically, a large share of the farms in the Willamette Valley have grown grass seed for export around the world. Because so much of our farmland has been used for grass, the Willamette Valley has had to import much of the grain and seeds it consumes. Willamette Seed and Grain member farms (A2R, Stalford Seed Farms, and Harry MacCormack's Sunbow Farm) are leading the way for Oregon's food system to become self-sustaining and to stabilize Oregon's highly volatile farming industry. The honey used in this bread comes from Olsen Honey Farms in Albany, OR.

95% of the ingredients in the NatureBake Oregon Grains bread by weight (wheat, oats, flax, honey, and water) were sourced and processed in the Willamette Valley, less than 100 miles from their bakery. Only the salt, yeast, and gluten are from elsewhere. NatureBake bakes 1,400 loaves per week of Oregon Grains, using 67,000 lbs of local grains and seeds, and 8,500 lbs of local honey annually.

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Glenn Dahl
President / CEO, NatureBake

Glenn grew up working in his family's bakery business, which was established by his parents, James and Wanene Dahl, in the 1950s. At nine years old, he could be found wrapping muffins for 10 cents an hour. Working after school and on weekends he learned how to bake the "old fashioned" way, using whole grains such as spouted wheat and never using animal fats. This was very rare during that time and is one of the reasons the business still exists today. They offered healthy alternatives to the popular white bread of the decade.

While still a senior in high school, Glenn began managing the bread production and continued to take on more management duties until, by the time he was 22, he was the General Manager at NatureBake. Production only ran on Sundays, Tuesdays and Thursdays, and deliveries were made the day after production. This perfect mix of production and delivering fresh-from-the-bakery bread continued for decades. During the late 1970s, Glenn brought a new, modern face to the bakery's branding and packaging improvements were made to the product line for greater appeal to customers.

In 1988, Glenn purchased the family bakery from his parents.

2005 saw the return of Glenn's brother Dave to the business and soon after that Glenn's son Shobi graduated from Willamette University and decided to carry on the Dahl baker tradition. Dave and Shobi had both worked in the bakery while growing up and Glenn approached them about starting a new, hip bread line. Dave's Killer Bread was born that summer. The new brand has had phenomenal growth in the Portland and Eugene area; and in 2007, distribution was expanded into the Seattle area.

The bakery supports local charities such as Project Pooch, Loaves and Fishes, and many local food banks through cash and in-kind donations under Glenn's direction. He also serves on the Board of Directors at SE Works, a local charity that helps the disadvantaged find meaningful jobs. The company also supports schools and civic organizations throughout the local area with treats for events and gift baskets for auctions and door prizes.



Shobi Dahl
Vice President, NatureBake

Shobi began working at the family bakery at an early age, just like his father Glenn and uncle Dave. Through high school and college, he trained in the art of baking by spending summers rising early in the morning to work alongside the bakery's head bakers. In 2005, Shobi graduated from Willamette University with a Bachelors of Arts degree in Economics and joined his father and uncle at the bakery full time. Shobi currently serves as Vice President at NatureBake, managing overall operations including bread production, supplies, quality control, and personnel.

In the three years after moving into their new facility in 2008, Shobi oversaw the addition of approximately 150 new positions across the bakery, including the company's first HR department, a CFO, and the unique Killer Café that provides fresh and nutritious meals to all company employees at no charge. The bakery currently bakes bread at 45 loaves per minute with three shifts running around the clock.

In 2010, Shobi created a new variety of bread for the NatureBake line known as Oregon Grains. This bread is the result of an exercise in locally sourcing bakery ingredients and striving toward the concept of "grow local, buy local." 95% of the ingredients in the Oregon Grains Bread were grown and processed from farms less than 100 miles from the bakery in Portland. Shobi's vision for this project is to inspire local farmers to grow organic grains and seeds to supply the bakery's quickly growing needs.



Dave Dahl
Vice President, NatureBake

Dave grew up working in his parents' Portland bakery, Nature's Storehouse, later known as NatureBake, a small producer of natural and healthy breads, rolls, and cookies. His father, James Dahl, was a "pioneer" in this baking niche, using alternative whole grains, sugars, oils, and seeds in his products. His most successful and well-known product was **Surviva Bread**, which he developed in the 60's and is still available in stores today.

Dave Dahl struggled with severe depression, although it was never officially diagnosed. He turned to drugs more and more. Methamphetamines led him down a road of crime and incarceration. He was sentenced to state prison four times for a total of 15 years. The turning point came in 2001, about 3.5 years into his last sentence, when he found help for his depression via prescription medication and subsequent vocational training for computer-aided drafting/machining and computer literacy. He spent the next 2 years as a drafting tutor and project drafter, helping design furniture, modular housing, and machine parts for the Construction Tech program at Snake River Correctional Institution in Eastern Oregon. He had planned to continue on this course until his expected release in 2007, but was accepted into a drug treatment program at Powder River Correctional Facility in 2003 that resulted in his early release on December 27, 2004.

The fork in the road toward healing led to his reconnection with his brother, **Glenn Dahl**, who had taken over the family business (which he renamed AVB Corp./DBA NatureBake) in the 80's. The result was Glenn giving Dave another chance at being a baker.

Jumping headfirst back into the family business, Dave started back at the bakery as an oven operator in production and moonlighted redeveloping NatureBake's cookie line to eliminate trans fats and animal products in the cookies. (This line of cookies is no longer produced by **NatureBake**.) Dave had planned to keep creating new varieties of cookies and muffins until he redirected his focus toward bread, after brother Glenn inspired him with the thought of developing a successful bread line for a stake in the company.

Within 3 months, Dave had 6 new varieties (originally called "Dave's Bread," but amended to "**Dave's Killer Bread**") ready to take to market. A decision was made to start with 4 of the 6: **Blues Bread**, **Nuts and Grains** (originally called "Killer Bread," but renamed when the line's name was adapted to include the descriptor), **Good Seed**, and **Rockin' Rye**. The 4 varieties debuted at Portland Farmers Market's "Summer Loaf" bread festival in August of 2005, and were an immediate hit.

Dave, along with Glenn's son Shobi, began to build a crew specifically for the new line. At the time of DKB's debut, the company had about 30 employees. Since then, AVB Corp. has grown to about 200 employees (about 30% of whom, like Dave, are ex-felons). Dave serves as Vice President of NatureBake and at the helm of Dave's Killer Bread.

Dave has two daughters, Michelle--26 and Jessica--23, each of whom are recent mothers.

Dave's goal is to continually inspire people by speaking to groups of troubled kids, prisoners, business groups, and others. He believes that the only way to really keep growing is to share the great lessons he has learned.