



## DAVID JANOW, CEO – Biography

David J. Janow, Chief Executive Officer and President of Axiom Foods, Inc., Growing Naturals<sup>®</sup>, LLC and Simply Rice, is an expert in plant ingredient manufacturing, and is best known for developing Oryzatein<sup>®</sup>, the soon to be the USP monographed standard for hexane-free whole grain brown rice protein. He is a global expert on the subject of plant-based protein whose opinion has been sought by the FDA, USDA and in international forums such as Health Ingredients Europe and the American Food Technology & Innovation Summit. He is on the cutting edge of the world's third crop, rice, becoming the "new wheat."

David's traditional education includes a B.S. in Biology and Psychology, a JD, an MBA, plus a Masters in Law, followed by practicing law and then getting into commodities, which is where the ideas started to flow. After designing and setting rice ingredient manufacturing standards that are still followed today, he became solely focused on the untapped possibilities of whole grain brown rice fractions, among other superfood fractions.

Founded in 2005, David's greatest success to date is Los Angeles-based Axiom Foods, which manufactures plant-based food, beverage, nutraceutical, and cosmetic ingredients. Axiom has been growing over 100% each year thanks to Oryzatein<sup>®</sup> whole grain brown rice protein concentrates and isolates, as it expands into an extensive range of additional rice fractions, plant proteins, plus new super food fractions.

Recent accomplishments include achieving GRAS approval and becoming patented for Oryzatein rice protein, starting an ongoing series of clinical trials to help prove the benefits of plant based ingredients, co-founding the World Rice Alliance, product development including VegOtein P™ Raw Yellow Pea Protein and Incatein™ Sacha Inchi Protein, plus establishing increased quality standards as he expands throughout Europe, South America and Canada.

David remains dedicated to proprietary research and hexane-free, natural processing methods, with the ultimate goal of helping food, beverage, household cleaning and nutraceutical products world-wide become more inclusive by using allergen-friendly plant ingredients. While he continues to invest in time and money, David will always let nature and his customers guide his direction.