

# They Bring An Old Standard To New Business

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Next time you buy cereal, check the label. It may be made right here in Santa Cruz.

And by two young men and their nine-member staff who are among a concerned number of youths throughout the county who are trying to bring back an old standard to the business world.

Robert Lynch, 24, and Dan Haut, 25, have successfully done just that. They are co-owners of Harmony Foods, a local cereal corporation that they built from scratch with the belief that quality and success can go together.

Their business started out in a small kitchen a year and a half ago. It's been a struggle to get enough capital together to meet production costs. But it's on its feet financially, now.

Today their cereals, Harmony Grits, and Mt. Kilimanjaro

Brand Muesli are sold throughout the United States. They have received letters from as far away as Canada and Australia commending their work.

Their object was two-fold when they started: To make a cereal high in nutritional content, and to price it so that it will be accessible to all "in hope that more people will be able to eat better."

"We've provided ourselves with a living," says Lynch. "It proves that success doesn't necessarily mean wall to wall carpeting, a Cadillac. Our needs are met."

The two became involved in nutritional food after both had felt a need for food with natural vitamins. They wanted to share it with others who had become concerned about a lack of vitamins in processed food.

So they set up shop in a small kitchen where they started mixing and packaging their initial cereal, Harmony Grits, and sold it.

"We try to be as honest as possible and make our cereals something that we would want to eat. I feel we are serving a real need, because our cereal is wholesome food but not at the high prices that have often been synonymous with health foods," Lynch says.

They use only pure or "or-

ganic" ingredients in their cereals. Organic, explains Lynch, is a much abused word. In their business, it simply means crops grown without aid of pesticides, fumigants, or other artificial fertilizers.

"We don't label our cereals 'organic,'" he says, "because we cannot guarantee at the present time that all of our ingredients are 'organic.' We have been contracting crops for next September, though, which will enable us to be certain they will be grown to our specifications. To date, we have relied on Organic Merchants, an organization of Merchants, who check on dealers for us, and of which we are a member. "We have checked our crop sources as best we can, and do guarantee 'wholesome food'," he says.

For example, Harmony Grits contain rolled oats, toasted soy grits, covalda dates, flax seeds, raisins, whole wheat grits, whole brown sesame seeds, millet meal, coconut, sunflower seeds, corn meal, pumpkin seeds, almonds, and cashew nuts.

Lynch says production of the cereal has jumped from "four 110 - pound barrels to 20,000 pounds a month now, and it's

still growing. Next month we'll be making 25,000 pounds."

Last month Harmony Foods made the big step. Products are now marketed by seven dealers, one of whom is a woman who sends their cereals out with her "organic" orange orders. Prior to this, Haut and Lynch delivered most of their sales and sometimes used common carrier. As well as going to all parts of the U.S. the cereals may be purchased at local stores.

Expansion of the business has been "great," says Lynch. "We would rather put our energy into making the cereal and making it better, than to have to worry about marketing it."

"Also we have been able to lower our prices as our sales grew. Original price of Harmony Grits was \$1.20 per pound in July 1969. Then we found that through getting a better knowledge of where to buy materials and dealing in larger volume we were able to lower the price.

"We lowered the price on Harmony Grits to 98 cents, then to 89 cents, the current rate. If you buy it in three pounds it's 86 cents. We could have raised the price but we want as many brothers and sisters

as possible to be able to enjoy wholesome food. We have been able to improve on the quality of the cereal too. So you see, inflation is not really necessary to a successful business if consideration of others comes first."

In January they added a second cereal to Harmony Foods. It's Mt. Kilimanjaro Muesli Brand, a wheat - free cereal which was formulated especially for older people not able to chew well and those allergic to or who do not like wheat, which is the basis for Harmony Grits. Lynch notes they emphasize variation in cereals to suit individual tastes and needs.

They plan to make four other cereals, one of which will be a seven grain product. Eventually, they hope to do all their own milling and roasting. The cereal is made to order, twice monthly. Ingredients are fresh each batch, and the staff works on a piece-meal basis.

Lynch says that both he and partner, Haut, feel that as more organic foods reach the public other larger companies will and are taking note of the need and demand. And he says, they hope that Harmony Foods will serve as a guideline to other businesses.

## Prison Sentence In Hit-Run Case

George Edwin Barker, 52, 124 Catalpa St., Tuesday was sentenced to state prison by Superior Court Judge Charles Franch following a no contest plea to involuntary manslaughter.