To Your Health Sprouted Flour Company

In 2005, Peggy Sutton started baking bread with sprouted grains for her friends. Word quickly spread about how delicious (and nutritious) Sutton’s bread was so in September 2006, Sutton’s husband Jeff built a commercial kitchen in the family’s barn. Peggy obtained a state license to be a food processor, hired two part-time employees and To Your Health Sprouted Grain Breads came to life.

In February 2008 the business transitioned from baking to producing and selling sprouted organic grains and flours and was renamed as To Your Health Sprouted Flour Company (TYH). Since 2008, TYH’s sales have gone through the roof, and the Sutton’s give some of the credit to the Troy University Small Business Development Center (Troy SBDC).

“The Small Business Development Center at Troy University has been one of our most valuable assets as we’ve grown, providing expert counseling for moving us forward,” said Peggy.

TYH continues to expand and provides more than 15,000 pounds of organic sprouted flour weekly to businesses in the U.S., Canada, and UK. 65% of TYH’s annual sales are from large commercial retailers including Whole Foods Market, which is the world’s fifth largest retailer. TYH has also recently automated its sprouting process with machinery that has been specially designed for their application.

In 2011, Jeff and Peggy began working with the Alabama International Trade Center, in an effort to explore the export potential for their products. They already have foreign customers in several markets, and look forward to growing their international sales. Jeff recently attended a trade show in Germany, and thanks to AITC’s assistance, will be meeting with a group of foreign buyers at another trade show in Anaheim, CA.