

PRESS RELEASE

FOR IMMEDIATE RELEASE

Christina Madrid
Christie & Co
(818) 621-1897
christina@christieand.co



Columbia Grain™
CULTIVATING GROWTH™

Columbia Grain International is “Cultivating Growth” with New Brand Launch

CGI introduces new branding campaign, across all company touchpoints, to grow and refine its position as the leader in grains and pulses for domestic and international export markets.

Portland, OR (NOVEMBER 2020) — [Columbia Grain International, LLC](#) (CGI) has spent the last 42 years, developing a reliable, sustainable, and traceable supply chain from its farmers in the northern tier of the United States to its customers in domestic and international markets, worldwide. Its new brand identity has positioned CGI as a corporation dedicated to “Cultivating Growth,” as the global leader in the origination, processing, logistics, and distribution of high-quality bulk grains, pulses, edible beans, oilseeds and organics.

[Christie & Co.](#), a strategic branding, design and marketing firm with deep roots in the agriculture and food industry, created a new brand identity that illustrates CGI’s legacy of bringing abundant ingredients to all of its partners, thanks to their trusted relationships with farmers throughout the fertile croplands of Washington, Idaho, Montana and North Dakota.

“We are excited to witness the CGI brand evolve across all company touchpoints, from our logo to our website to our core messaging,” says CEO of Columbia Grain International, Jeff Van Pevenage. “The new branding communicates our purpose: to provide trusted solutions and cultivate high-quality ingredients from our local farmers to nourish the world, safely.”

The brand refresh began with Christie & Co’s proprietary Brand Architecture to analyze current positioning, competitor landscape, industry relevant trends and integrating company growth goals. An extensive review and analysis set the future course for the brand. From the Brand Architecture, the process moved to the Brand Bridge to Design process, an innovative professional brand journey that is based on a deep understanding of the emotional triggers that motivate a brand’s target audience. Christie & Co. used those triggers to tell an authentic brand story in a meaningful, innovative manner that deepens engagement, and creates lasting customer loyalty. The project culminated with the launch of the new and responsive CGI website: www.columbiagrains.com.



“Columbia Grain International is in a unique position, the foundation of their company – supplying the world with quality, consciously-sourced grains and regenerative, plant-based protein, pulses, and supporting local farmers is their expertise, and exactly what the world is looking for right now,” says CEO & Founder of Christie & Co., Gillian Christie. “We simply used our innovative Brand Architecture to our Brand Bridge to Design process to help them tell their wonderful story through concise branding, messaging, and user-friendly design.”



About Columbia Grain International

Since 1978, Columbia Grain International™ (CGI) has been *Cultivating Growth™* as a global leader in the origination, processing, logistics, and distribution of high-quality bulk grains, pulses, edible beans, oilseeds and organics for U.S. domestic and worldwide export markets. Headquartered in Portland, OR, CGI’s reliable supply chain spans the western region of the US, ensuring abundant ingredients for all of its partners, thanks to their trusted relationships with their farmers throughout the fertile croplands of Washington, Idaho, Montana and North Dakota, well known for its high-quality wheat, feed grains, canola and pulses. CGI is an owner of Montana Specialty Mills, who operates an organic and non-GMO oilseed crushing facility in Great Falls, Montana, a mustard seed facility in Conrad, Montana, and most recently Montana Craft Malt — providing specialty malt barley from Montana farmers to the craft brewing world. Today, they are vertically integrated, operating assets including grain elevators, processing plants and agronomy centers to support their farmers, which stretch the northern tier of the United States. With multiple touchpoints across the food supply chain, CGI provides trusted solutions and cultivates high-quality ingredients from their local farmers for a farm to table philosophy that nourishes the world, safely. For more information, visit Columbia Grain International online, For media inquiries, contact Christina Madrid at Christie & Co, www.christieand.co, by phone (818) 621-1897 and/or email christina@christieand.co.

About Christie & Co.

Christie & Co has been growing conscious brands for over 26 years and is honored to help Columbia Grain International communicate its brand essence and create an emotional connection with their suppliers and buyers. The team at Christie & Co helped Columbia Grain International become a leader in a crowded market sustain company culture during growth, and rebrand to fit an ever-evolving technology by creating a refreshed brand identity and digital presence that helps CGI clearly communicate its mission to cultivate high-quality and healthy ingredients from their farmers to nourish the world, safely. www.christieand.co

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