Our Story



ARTICLE

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Read about how Seeds of Change™ got its start and how you can adopt a new way to eat healthy and sustainable food.

In 1989, Seeds of Change™ embarked on a mission to protect biodiversity and revolutionize the food industry with organic food. It began, as all big ideas do, with a seed — or more accurately, *seeds*.

A BIG MISSION WITH SMALL BEGINNINGS

To change how current and future generations think about food, we looked at why people choose to eat what they do. Busy lifestyles drive people toward convenience foods, which are often over-processed and contain artificially or genetically modified ingredients, chemicals and high levels of salt, sugar and fat.

At Seeds of Change™, we believe people shouldn’t have to compromise nutrition and health for convenience. That real food can be simple, tasty and better for you.

And that begins with how food is grown. Putting our passion for sustainable farming into action, we became the country’s first organic seed company. Through our seed catalog, we helped pioneer the organic food system that people know and trust today.

A NEW WAY TO EAT HEALTHY

Our quest to revolutionize the food industry with healthy, natural ingredients took us far afield. In Bolivia, we were introduced to quinoa — a delicious and versatile whole grain — that we were excited to make known throughout the U.S. While we began to scale organic quinoa production, we worked with women’s co-ops in Bolivia, taking care not to disrupt the local food systems with which we partnered.

In 2009, Seeds of Change™ was among the very first to make organic quinoa commercially available in the U.S. This convenient and nutritious new food soon became our most popular product.

HOW WE LIVE OUR MISSION TODAY

Today, we continue to drive change by sowing seeds that have the power to change our health and the health of the planet. We’re closer than ever to fulfilling our mission to revolutionize the food industry by making organic food accessible, convenient and appealing to all. We invite our community leaders and neighbors near and far to be a seed of change and to share their stories.

THE SEEDS OF CHANGE™ TIMELINE

1974

Dr. Alan Kapuler founds our predecessor, Peace Seeds, in Southern Oregon.

1989

Seeds of Change Research Farm and Gardens is founded in Gila, New Mexico.

1990

Organic farmer Dr. Howard Shapiro joins the company as Vice President of Agriculture.

1995

Mars, Inc. acquires Seeds of Change.

1997

Seeds of Change foods launches in the United States.

1999

Seeds of Change foods launches in the United Kingdom.

2009

Seeds of Change™ Organic Quinoa & Brown Rice launches.

2014

Seeds of Change™ Organic Brown & Red Rice with Chia & Kale is introduced.

2015

Seeds of Change™ Organic Quinoa, Brown & Red Rice with Flaxseed is introduced.

2020

Massachusetts-based Green Garden Products acquires Seeds of Change™ garden seed line.

Start gardening now



Is a Flexitarian Diet Right for You?

Find out how adopting a flexitarian diet can be a practical and long-term way to embrace healthy eating for real life.

EXPLORE



Composting Simplified

Discover how to make nutrient-rich soil for free with natural materials you have around your garden.

EXPLORE



Growing Healthy Seedlings Indoors

Follow these simple tips on how to grow a garden from seeds to increase your chances of success.

EXPLORE



7 Fast and Easy Organic Recipes

Check out these 8 fast and easy organic recipes you can make with ready-to-heat grains.

EXPLORE

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