



KPUSA Annual Newsletter 2020

Well, this last year is almost over and it was an unprecedented year, with new challenges came new opportunities and with it a new strategy with the same goals in mind. 2021 plans are already in the works and is exciting indeed.

2020 Milestones

All seeds were sold with 8 times more seed sales than in 2019. Presale seed orders are already 20 times this.

Our third book “Unlocking the Mysteries of Kenaf” by Matt Malouf has been released and is available as a digital edition <https://kenafpartnersusa.ecwid.com/Unlocking-the-Mysteries-Of-Kenaf-p248657695> and on Amazon kindle and paperback.

Kenaf Partners USA is all about inclusion and now anyone can spread the word about kenaf by promoting our digital edition of “Unlocking the Mysteries of Kenaf” and get paid through our Affiliate Program. We are working out the details on how to include all of our products and services in this Affiliate Program. You can sign up for free <https://kenafpartnersusa.postaffiliatepro.com/affiliates/>

Our first 2 books “Kenaf Seeds for Life” and “Kenaf Seeding the World” continue to sell in digital <https://kenafpartnersusa.ecwid.com/Kenaf-Seeds-For-Life-p156280950> and paperback <https://www.booksmakebooms.com/Small-business-marketing-magic.html>

These 2 books written and illustrated by Mary and Richard Rensberry.

A new book “Conversations with Sasquatch” written and illustrated by Richard Rensberry is a story about the mysterious Sasquatch/ Big Foot living in a parallel world that is centered around “Kenaf” book one is available and the chapters for book 2 are rolling out weekly.

<https://www.booksmakebooms.com/big-foot.html>

In December this year Richard and I toured an industrial hemp/kenaf processing center in central Michigan and were blown away by what we saw and the people we met. One of the



things we found out was Michigan regulations on industrial hemp requires growers to rotate non-industrial hemp crops between years. Because of this regulation kenaf is being considered as an option for Michigan industrial hemp growers. Samples of our kenaf seed flour before processing and after processing with their advanced technology equipment were sent to California's new \$200 million dollar USDA approved laboratory.

Initial plans have been launched to set up 2 additional processing centers in FL and TN.

Richard Rensberry is not only an author and illustrator, he has also participated in our kenaf pilot projects and is currently working on large kenaf growing partnerships with farmers in Fairview, Michigan area.

Our kenaf seed oil has been tested by an approved USDA lab along with our kenaf seed meal and kenaf seed flour. Oil at 29.5% protein, Meal at 30% protein and Flour at 35.5% protein. Our flour was processed at the new facility in Central Michigan and sent to the new lab in California. Our flour was about 150 microns and when processed at the central Michigan facility the results were around 50 microns.

We have been experimenting with the oil and flour and have a chewy granola recipe using the 150-micron flour that made it past our first panel of judges and is being sent to the 3rd largest flour mill in the US for further testing. New recipes continue to be tested and those that make it through the complete testing process will be added to a kenaf recipe book and released sometime in the future.

We tested 17 varieties of kenaf in Onaway, Michigan and Fairview, Michigan for seed yield along with fiber/core yield. 4 varieties flowered before the early frost killed them. Decent fiber/core yield on one variety and only 3 seeds were harvested. We are still in search for ultra-early maturing varieties with acceptable fiber/core yields to test in northern Michigan.

In order to keep up with demands for seed we now have a seed growing partner in Belize Central America. Starting out with Whitten kenaf variety we will get 2 crops of seed/fiber/core each year. Our first harvest is scheduled for March 2021.



New Partners

We now have 231 members on our Facebook page.

A major turning point was my connection and partnership to Mira Rubin and Scott Billie with Sustainability Now Global. <https://www.sustainabilitynow.global/> via Zach Bush interview and Introduction to Farmers Footprint and Soil Academy. After my interview with Mira Rubin (podcast 28) key global changemakers met and things have taken off since. Thursday night “Movie Night” is now a weekly must for me as it continues to be a highly successful action.

Another turning point was when I met Derek Cross via the Hemp Chat and was interviewed. Derek is familiar with kenaf and shares the understanding that kenaf and hemp growers need processing centers that can service both. Working together has many benefits.

Michael Elley has been involved with kenaf for over 11 years. His and my connections complement each other’s, filling in vital pieces that has fast tracked our plans. As we dive into the next steps, we are discovering we have some mutual connections as well.

Brent Brasher Founder and President of Kengro has been a kenaf farmer for over 30 years. With their specialty product line servicing the gas and oil industry their team brings valuable experience they have been willing to share. <https://www.kengro.com/our-company>

Lee Schunk and Michael Schunk with <https://amerihempusa.com/> are our most recent partners in central Michigan. With over 90 years and 5 generations of experience as farmers and diversified businesses they have a lot to bring to the table.

I would like to thank and acknowledge all of our partners from the beginning for their support, participation and their pioneering efforts that have gotten us to where we are today.

A special heartfelt thanks goes out to Mary and Richard Rensberry who from the beginning jumped on board, not only with their illustrated books on kenaf but have been busy growing kenaf as part of our research pilots. They love to help, so reach out to them <https://www.booksmakebooms.com/> Custom Books To Help Boom Your Business Or Charitable Cause



Opportunities in 2021 and Beyond

Farmers

Having successful kenaf seed growing businesses in the USA is vital for all USA kenaf associated businesses. The need for seed growing operations in every state continues to grow, and with that the opportunity to start in 2021 in latitudes 37N and south with the Whitten variety. You can pre-order now for delivery after March harvest.

<https://kenafpartnersusa.ecwid.com/>

Thousands of acres for growing kenaf for fiber/core are needed to supply our central Michigan processing center with the raw material to meet market demands.

In addition to Michigan, growers are needed in central TN and FL for new processing centers being planned there. Our team of architect, engineer, legal team, real estate broker/investor are in place to roll out a whole system design for our processing centers. Growers will be needed to meet the supply demands long into the future. Plan ahead and get ready now by scheduling a consulting call with Bob Lawrason bob@kenafpartnersusa.com

Investors

Patterning the successful model developed by Ray Croc with McDonalds, investors can participate in land/building investments with long term leases for each of our processing centers. Your proposals can be sent to bob@kenafpartnersusa.com .



Double your money on a small investment of \$10,000.00. Interested parties contact bob@kenafpartnersusa.com

Have a special interest in the kenaf industry and want to invest in its' success? Send details to bob@kenafpartnersusa.com and we will connect you to available participants within our network.

Entrepreneurs

So far, we have not seen an issue with competition for new ideas. In fact, new ideas have been unique, and we would like to see your ideas for a kenaf business you are passionate about. Take a chance and let's see if we can forward your idea to your ideal partners or your existing kenaf business to targeted prospects. bob@kenafpartnersusa.com

This is something anyone can participate in. Help get the word out on what kenaf is and all that it can do, by promoting to others you are connected with and generate some extra income. Starting out with our newest book on kenaf, "Unlocking the Mysteries of Kenaf" sign up as an affiliate and earn \$2.50 on each book sold that you have promoted to. By signing up now and learning the professional tools available you will be ready to promote additional products and services offered by Kenaf Partners USA in the future. Get your copy of this book and be directed right afterwards to the sign-up page.

<https://kenafpartnersusa.ecwid.com/Unlocking-the-Mysteries-Of-Kenaf-p248657695>

Teachers

Get your students' imaginations in high gear with our books about kenaf that stimulate their interests and careers. Stay tuned for our kenaf workbooks and study exercises available soon.

Artists

What part would you like to play as an artist and the future of the kenaf industry and our planet?

A real treat for you to enjoy! <https://www.youtube.com/watch?v=XHJqs2PmOAM>



Conclusion and Summary

In December 2018 was the beginning of Kenaf Partners USA website. As of December 2020, over 1,000 new visitors each month with an average of 8 pages per visit. Visitors from 50 countries and an average of 70% from the good ole USA.

15 pages in the top 10 pages on google. 4 of these on the first page.

11 pages in the top 10 pages on Bing. 10 of these on the first page.

The number one key word search is for Kenaf Partners USA.

Most popular pages in order are:

1	1469	19.60%	/
2	246	3.28%	/keylineplow.html
3	240	3.20%	/kenaf-fiber-industry.html
4	228	3.04%	/KenafSeedCatalog.html
5	219	2.92%	/LateMaturingKenaf.html
6	219	2.92%	/kenaf-blog.html
7	183	2.44%	/MediumMaturingKenafSeed.html
8	158	2.11%	/Eco-FriendlyHousing.html
9	152	2.03%	/Right-Seed.html
10	148	1.97%	/KenafAndSoil.html
11	141	1.88%	/kenaf-bio-fuel.html
12	139	1.85%	/Organization.html
13	139	1.85%	/ProcessorMap.html
14	137	1.83%	/kenaf-investors.html



15	136	1.81%	/EarlyKenafSeed.html
16	136	1.81%	/kenafwoodindustry.html
17	135	1.80%	/CO2.html
18	135	1.80%	/KenafFarmersMap.html
19	135	1.80%	/Podcasts.html
20	132	1.76%	/equipment.html
21	131	1.75%	/Mission.html
22	128	1.71%	/Markets.html
23	128	1.71%	/Veterans.html
24	127	1.69%	/job-career.html
25	126	1.68%	/Maps.html
26	121	1.61%	/soil-testing.html
27	120	1.60%	/KenafNewsletter.html
28	118	1.57%	/MarketStrategy.html
29	118	1.57%	/energy.html
30	114	1.52%	/SoilTools.html
31	110	1.47%	/processors.html
32	109	1.45%	/books.html
33	103	1.37%	/Food-Fodder-Forage.html
34	90	1.20%	/Investing-strategy.html
35	90	1.20%	/manufacturers.html
36	86	1.15%	/research.html



37	81	1.08%	/research-investment.html
38	80	1.07%	/RegenerativeInvesting.html
39	80	1.07%	/privacy-policy.html
40	77	1.03%	/Events.html
41	43	0.57%	/sitemap.xml
42	31	0.41%	/food-fodder-forage.html
43	19	0.25%	/john-wilson-founder-kenkashi.html
44	18	0.24%	/mississippi.html
45	17	0.23%	/marketing-and-sales-rep-wanted.html
46	15	0.20%	/kenaf-fibers.html
47	15	0.20%	/kenaf.xml
48	15	0.20%	/scott-miller.html
49	14	0.19%	/bob-l-founder-ceo-kenaf-partners-usa.html
50	14	0.19%	/kenaf-wood-3-mil-houston-texas-wanted.html
51	14	0.19%	/keyline-plow-services-wanted.html
52	14	0.19%	/wanted-us-mayors-and-senior-staff-looking-for-solution-to-city-water-issues.html
53	13	0.17%	/200-lbs-whitten-kenaf-seed-wanted.html
54	13	0.17%	/hemp-chat-kenaf-and-hemp-with-derek-cross-and-bob-lawrason.html
55	13	0.17%	/keyline-plow-services-wanted-in-ct-comment-form.html
56	13	0.17%	/keyline-plow-services-wanted1.html
57	13	0.17%	/partners-wanted-onaway-michigan.html



58	12	0.16%	/kenaf-fibre-requirement-in-bulk-quantity.html
59	12	0.16%	/kenaf-partners-usa-tv-channel.html
60	12	0.16%	/keyline-plow-services-wanted-in-ct.html
61	12	0.16%	/maximizing-kenaf-yields-with-ggo-international1.html
62	11	0.15%	/ferdinand.html
63	11	0.15%	/investing-in-seed-growing-operations.html
64	11	0.15%	/supply-chain-sponsors-wanted.html
65	10	0.13%	/charles-g-diyer-tiny-home-builder-and-homesteader-comment-form.html
66	10	0.13%	/ferdinand-comment-form.html
67	10	0.13%	/hemp-chat-kenaf-and-hemp-with-derek-cross-and-bob-lawrason-comment-form.html
68	10	0.13%	/investors-wanted-togo-africa-kenaf-and-paper.html
69	10	0.13%	/kenaf-wood-chips-brings-life-back-to-dead-tangerine-trees-comment-form.html
70	10	0.13%	/kenaf-wood-chips-brings-life-back-to-dead-tangerine-trees.html
71	10	0.13%	/student-wins-1st-place-comment-form.html
72	10	0.13%	/wanted-us-mayors-and-senior-staff-looking-for-solution-to-city-water-issues-comment-form.html
73	9	0.12%	/a-sharing-community-success-comment-form.html
74	9	0.12%	/a-sharing-community-success.html
75	9	0.12%	/kenaf-paper-pulp-comment-form.html
76	9	0.12%	/maximizing-kenaf-yields-with-ggo-international-comment-form.html
77	9	0.12%	/maximizing-kenaf-yields-with-ggo-international.html



78	9	0.12%	/natural-investments.html
79	9	0.12%	/planting-kenaf-seed-3-years-ago-in-haitti.html
80	9	0.12%	/scott-miller-comment-form.html
81	8	0.11%	/bob-l-founder-ceo-kenaf-partners-usa-comment-form.html
82	8	0.11%	/charles-g-diyer-tiny-home-builder-and-homesteader.html
83	8	0.11%	/investors-wanted-togo-africa-kenaf-and-paper-comment-form.html
84	8	0.11%	/john-wilson-founder-kenkashi-comment-form.html
85	8	0.11%	/kenaf-fibre-requirement-in-bulk-quantity-comment-form.html
86	8	0.11%	/kenaf-paper-pulp.html
87	8	0.11%	/kenaf-partners-usa-tv-channel-comment-form.html
88	8	0.11%	/kenaf-stalk-donation-wanted.html
89	8	0.11%	/kenaf-wood-3-mil-houston-texas-wanted-comment-form.html
90	8	0.11%	/keyline-plow-services-wanted1-comment-form.html
91	8	0.11%	/marketing-and-sales-rep-wanted-comment-form.html
92	8	0.11%	/supply-chain-sponsors-wanted-comment-form.html
93	8	0.11%	/whitten-kenaf-seeds-for-sale.html
94	7	0.09%	/kenaf-fiber-contracts-wanted.html
95	7	0.09%	/kenaf-seeds-wanted.html
96	7	0.09%	/partners-wanted-onaway-michigan-comment-form.html
97	7	0.09%	/student-wins-1st-place.html
98	7	0.09%	/whitten-kenaf-seeds-for-sale-comment-form.html
99	6	0.08%	/kenaf-fibers-comment-form.html



100	6	0.08%	/kenaf-seeds-wanted-comment-form.html
101	6	0.08%	/kenaf-stalk-donation-wanted-comment-form.html
102	6	0.08%	/maximizing-kenaf-yields-with-ggo-international1-comment-form.html
103	6	0.08%	/mississippi-comment-form.html
104	6	0.08%	/planting-kenaf-seed-3-years-ago-in-haitti-comment-form.html
105	5	0.07%	/200-lbs-whitten-kenaf-seed-wanted-comment-form.html
106	5	0.07%	/investing-in-seed-growing-operations-comment-form.html
107	5	0.07%	/kenaf-fiber-contracts-wanted-comment-form.html
108	5	0.07%	/keyline-plow-services-wanted-comment-form.html
109	5	0.07%	/natural-investments-comment-form.html
110	1	0.01%	/Kenaf Industry Monthly-June2020.html
111	1	0.01%	/Kenaf Industry Monthly-backissues.html
112	1	0.01%	/googlef073ec4490769f67.html

Here is to your 2021 and beyond success with kenaf!

Regeneratively,

Bob Lawrason

Kenaf Partners USA