



Meet the Grower

Professor Torbert's Orange Corn

West Lafayette, IN

Professor Torbert & His Orange Corn

Professor Torbert's Orange Corn is the result of our founder's lifelong dedication to improving the world through science and agriculture. Over 20 years ago, as a young professor, Torbert set out to answer a simple, but revolutionary question: can we naturally make corn more nutritious? Could we deliver the benefits of a vegetable through a grain?

Today, non-GMO Orange Corn is helping fight micronutrient deficiencies in more than 10 African countries. The vibrant orange color comes from significantly increased levels of carotenoids, the same kind of natural antioxidant pigments that give carrots their color and nourishing reputation. Some, like beta-carotene can be converted into Vitamin A, while others are critical for maintaining eye health and protecting our vision as we age.

After several African dignitaries asked, "If orange corn is so good, and you want us to eat it here in Africa, do you eat it in the US?" Torbert decided to see what he could do with it here at home. To his delight, he found that not only could Americans' eye health potentially benefit from its higher levels of antioxidant carotenoids, but it also tasted unbelievably good.

Now, Professor Torbert's Orange Corn is helping to raise awareness - and funds - for the global effort aiming to eliminate micronutrient deficiencies through more nutritious staple crops. So, when you choose Professor Torbert's, you aren't just saying yes to better flavor, you're helping deliver better nutrition on a global scale. Tastes good, feels good.

