

Simple Mills Launches Regenerative Organic Certified Baking Mixes

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Simple Mills, the company on a mission to revolutionise the way food is made to nourish people and planet through delicious, better-for-you foods, is elevating the baking aisle with the debut of two new Regenerative Organic Certified Oat Flour Baking Mixes: Original Pancake & Waffle Mix and Cinnamon Swirl Muffin & Cake Mix. Launching just in time for Earth Day, these mixes offer a delicious way to enjoy familiar baking rituals with ingredients sourced from farms with practices designed to support soil health and the prosperity of farming communities.

As a leading Baking Mix Brand in the natural channel, Simple Mills continues its commitment to a more diverse food system with the launch of its first oat-based products. This move into oats introduces a familiar taste and texture that is naturally nut-free, making wholesome baking accessible to more households. Oats are a natural source of dietary fibre, bringing purposeful nutrition to every recipe. By using Regenerative Organic Certified ingredients, Simple Mills is furthering its mission to improve both human and planetary health. Regenerative Organic Certified is a third-party certification that builds on the foundation of USDA Certified Organic with practices designed to increase soil organic matter over time, work towards increasing biodiversity, improve animal welfare, and provide economic stability and fairness for farmers and workers.

This launch represents significant progress in the brand's commitment to a resilient agricultural future as it expands beyond grain-free options to support a wider variety of crops and sustainable farming practices. Both new mixes feature a simple list of just six purposeful, nutrient-dense ingredients, including Organic Oat Flour and Organic Coconut Sugar. By working directly with farmers, Simple Mills has learned the importance of understanding the people, places, and growing practices behind its ingredients.

“We have always believed that one of the most meaningful ways to care for our health is to care for the land and communities that grow our food,” said Christina Skonberg, senior director of sustainability and mission at Simple Mills. “Our first Regenerative Organic Certified Oat Flour Mixes represent a pivotal step in our mission to nourish people and the planet. This launch is a major milestone in our work to turn a simple kitchen tradition into a powerful way to support farming practices designed to build soil health and human health. We’re reimagining these familiar baking rituals as meaningful ways for anyone to be part of a more resilient food system.”