



"We found the treasure!"

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PRESS KIT

FOR IMMEDIATE RELEASE

Dutchman's Truffiere uses Indiegogo to Grow Truffles in Arizona Desert

Phoenix, AZ (PRWEB) April 6, 2012 - Dutchman's Holdings, LLC has established Dutchman's Truffiere to be the first French Perigord (tuber malenosporum) truffle orchard in Arizona. Their planting of at least 10 acres of host seedlings will begin after land acquisition has been finalized. With the confirmation of initial soils data, Italian white summer Alba truffles will also be planted commercially for the first time in North American soil.

"This will allow us to bring a very rare and desirable food item to market, not just locally, but nationwide. Fresh black winter truffles are very difficult to get here in the US. Fresh white summer truffles from Italy are impossible to obtain because they spoil too quickly. Eventually we'll even produce our own truffle salt for our sister company, go lb. salt", stated Liz Eckburg, owner and co-founder of Dutchman's Truffiere. "When growing truffles, you need to follow the vines. So we are finalizing site selection for planting in one of the three key wine growing regions in Arizona."

"Dutchman's Truffiere represents a very unique venture. Not only because of its notable crop, but also because we are utilizing Indiegogo to secure the remaining funds necessary to establish and successfully maintain the truffiere for the first 10 years of operation. This is necessary because there can be no expectation of any saleable crop during the first decade as we work to establish the first legacy truffle orchard in the Southwest", stated Aaron Eckburg, co-founder. "This is the largest crowd funded project to date and every backer will be acknowledged as a founder of the truffiere. We see the crowd funding platform as a great way to generate public interest for the project and to introduce a new and emerging crop into Arizona's agriculture program. Most importantly, it will help preserve a unique crop that is becoming increasingly more rare around the world."

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Dutchman's Truffiere is the first and only truffiere for growing French Perigord truffles in Arizona and the greater desert Southwest. If the white truffle part of the venture is successful they will be the first commercial truffiere to cultivate white Alba truffles. As such, they are pleased to announce the start of this project as a unique addition to the Arizona agriculture and viticulture communities and economies.

Individuals interested in learning more about Dutchman's Truffiere can visit www.dutchmanstruffiere.com. Persons who would like to know more about the Dutchman's Truffiere Indiegogo crowd funding project can visit www.indiegogo.com/aztruffle

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Images available on the website or upon request.

COMPANY OVERVIEW

Dutchman's Holdings is the privately held parent company that founded Dutchman's Truffiere to facilitate and establish growth of Perigord truffles and Alba truffles in Arizona. By acquiring both private and crowd sourced funding Dutchman's Truffiere intends to be the first partially crowd funded truffiere in the world.

Partnering with industry experts and utilizing current best practice methods in the commercial truffle industry Dutchman's Truffiere will plant not less than 10 acres of host trees initially. This initial planting will also produce an additional benefit of a carbon sequestering offset of approximately 4,000 tonnes of CO2 per year. This carbon offset will eliminate both the direct and indirect impacts of approximately 50 households in addition to the truffiere.

With a full solar power generation installation, all electrical consumption will be supported off-grid. Independent off-grid water supply and waste disposal will make this the first completely "green" truffiere of it's kind.

With Perigord truffle harvests down more than 98% from historical highs in the late 1800's it is more vital than ever to identify and establish viable methods of commercial cultivation that will protect and preserve truffle growth for decades to come. Dutchman's Truffiere is the first step in the Southwest toward achieving commercial viability for truffle growth.

Dutchman's Truffiere will continue to plant and cultivate additional acreage over the next 20 years. As initial plantings begin to produce, new plantings will be established based on the insights gained from the initial plantings.

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Aaron Eckburg

CO-FOUNDER & CEO

Aaron Eckburg has been a successful business owner and entrepreneur in Arizona since 1996. Ongoing ventures currently operate in the real estate, manufacturing and food industries.

Prior to moving to Arizona in 1995 Aaron spent 5 years working for a global non-profit organization based in Brooklyn, New York. His work there helped refine his community outreach goals and efforts.

During his time in New York, he met his wife and primary business partner Liz Eckburg. During their 16 years together they have established, managed and operated several successful businesses including their most recent venture - go lb. salt.

This company is a purveyor of imported sea salts from around the world along with a unique line of organic blends of unrefined salts and sugars used for cooking, seasoning and cocktail drink rimming. They have also partnered with a local chef to bring to market an - all natural, gluten-free and vegan friendly - herb and spice blend.

It was this venture along with their involvement in the slow food community that created the desire to focus their collective talents on growing truffles.

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Liz Eckburg

CO-FOUNDER & CFO

Liz Eckburg has served as Chief Financial Officer for each of the joint ventures she and Aaron have established since 1996. She also provides freelance bookkeeping services for other entrepreneurs and business professionals as well.

Prior to 1996 she spent two years acquiring her Certificate in Deaf Studies and served as a substitute teacher and teachers aide as well as a residential counselor in the PACES Program at the American School for the Deaf in West Hartford, Connecticut. She also spent two years working part time at the same global non-profit organization where she and Aaron met.

Together they have helped back more than thirty crowdfunded projects since January 1, 2012. The majority of those projects have been food related.

This venture is a natural progression for Liz as she utilizes the skills and talents she has honed to establish the first commercially viable truffiere in the desert Southwest.

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