



Noble Popcorn Farms was founded in the mid 1940's as an offshoot of Noble Manufacturing Co., a farm equipment maker, who used small packages of unpopped popcorn as customer and dealer appreciation promotions. The company has had several changes in ownership over the years, but until the mid 1980's the focus had remained in processing and packaging raw popcorn for fund raising, wholesale, and mail-order customers.

In 1985, Milo and Sally Lines, along with Herb and Colletta Auen, bought the business and started marketing microwave and flavored popcorn along with raw popcorn. The flavored popcorn was a big hit with our fund raising customers and to meet the demand, we remodeled the kitchen area of the plant three times over a six-year time span. After repeated requests from customers who had been exposed to our flavored popcorn and were asking where they could purchase it in their locations, we began working on a way to introduce our products to a new market. In 1995, we began marketing Cedar Creek popcorn through wholesale distributors to the convenience stores in Iowa. In 2000 Milo and Sally Lines became sole owners of Noble Popcorn. Today we do business with over 35 wholesale distributors who do business in over 40 states, with 95% of sales being in the popped, flavored items.

Besides the convenience stores and grocery stores, our Cedar Creek popcorn is sold in gift and specialty shops. Our customers comment that they like our Cedar Creek popcorn because of the taste, quality, packaging, and price. In 2004 in response to requests from our gift basket customers, we began packaging our popcorn in colorful foil bags under the "Noble" brand.

Fund raising is still a large part of our business. Schools and youth groups sell our popcorn products to raise funds for their various activities. We have supplied popcorn to the Mid-Iowa Council of the Boy Scouts of America for over 20 years. We are able to silk-screen school mascots and or logos on one gallon plastic canisters and fill them with our flavored popcorn. Last year we began working with printed boxes filled with one flavor of our popcorn. We believe this will be an exciting new trend for us in the future.



As the business has grown, at times, it is difficult to keep up with the demand. In June of 2001, we moved our production and shipping into a 5000 square foot building and nearly doubled our production capacity. New, automated equipment gives us the flexibility to keep up with the increased demand and allows us to add other products in the future. As we planned this new expansion, our chief concern was that we not compromise the quality of our products, as we realize that the quality of our products is the main reason for our success. We are excited about the future and we are looking forward to continuing to serve our loyal customers and expand with new ones.

Once again in 2008 we were bursting at the seams, so another plant expansion was announced and we are again adding new equipment which will double our production.

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