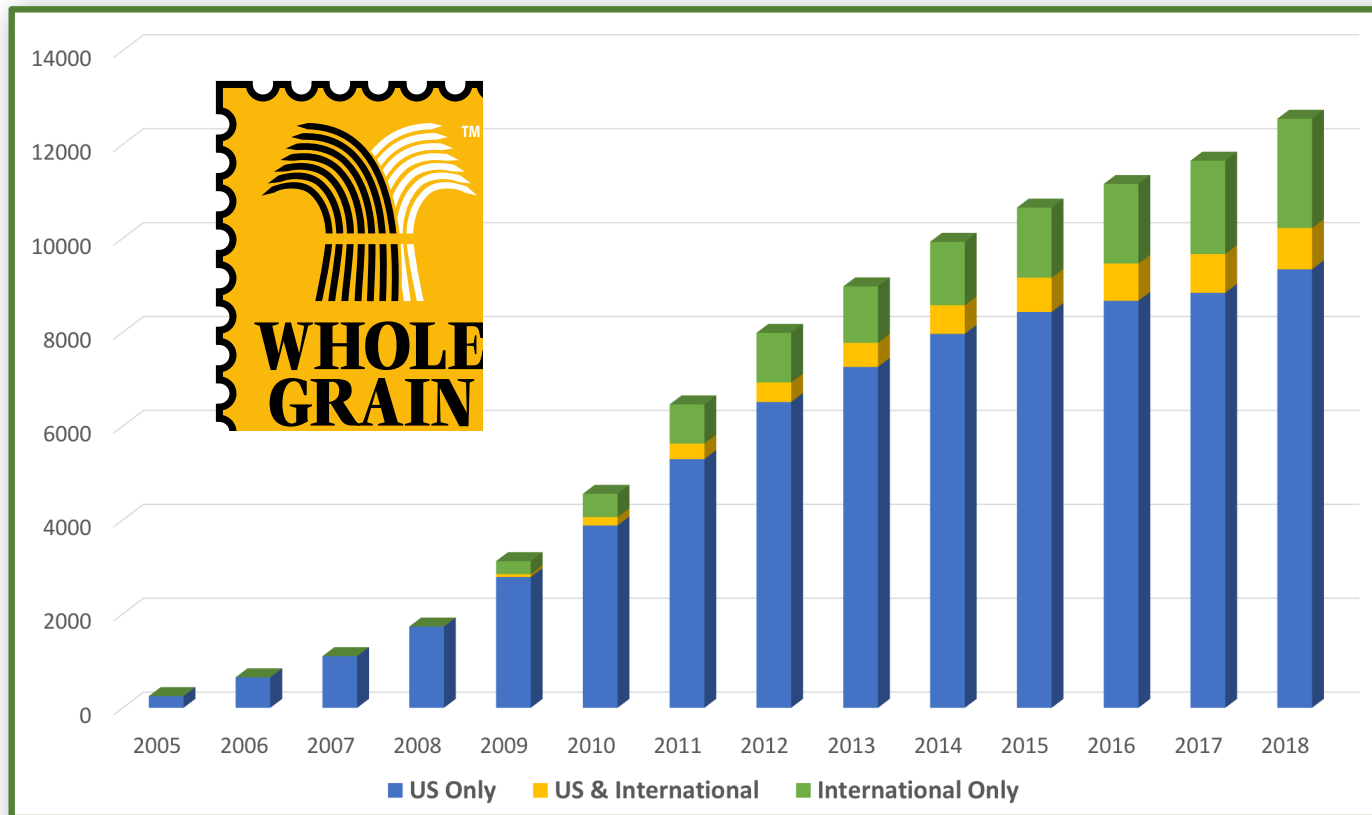


Overview

- Data from Our Whole Grain Stamp Database
 - Growth in Global Stamp Use
 - Ancient Grains Trend
 - Sprouted Grains Trend
- Results of Our 2018 Consumer Insights Survey
- Ways to Get Involved and Push the Momentum Further

Global Whole Grain Stamp Growth 2005 - 2018



Source: Oldways Whole Grains Council

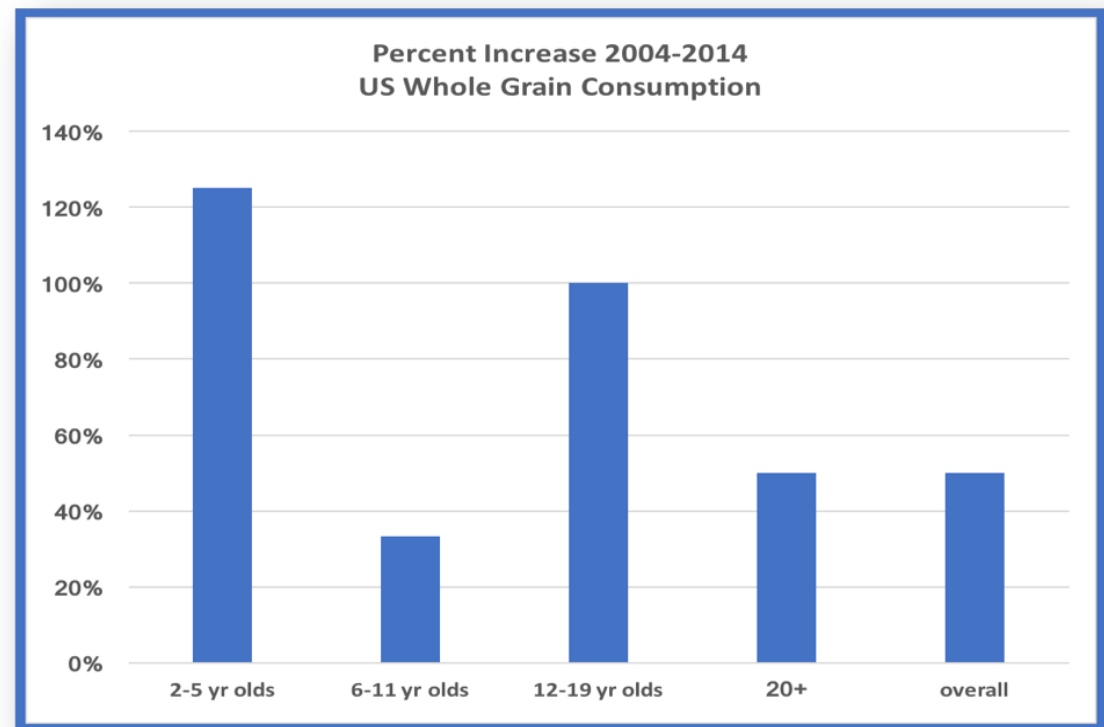
November 2018
#WholeGrains2018



Oldways Whole Grains Council Impact Since 2005

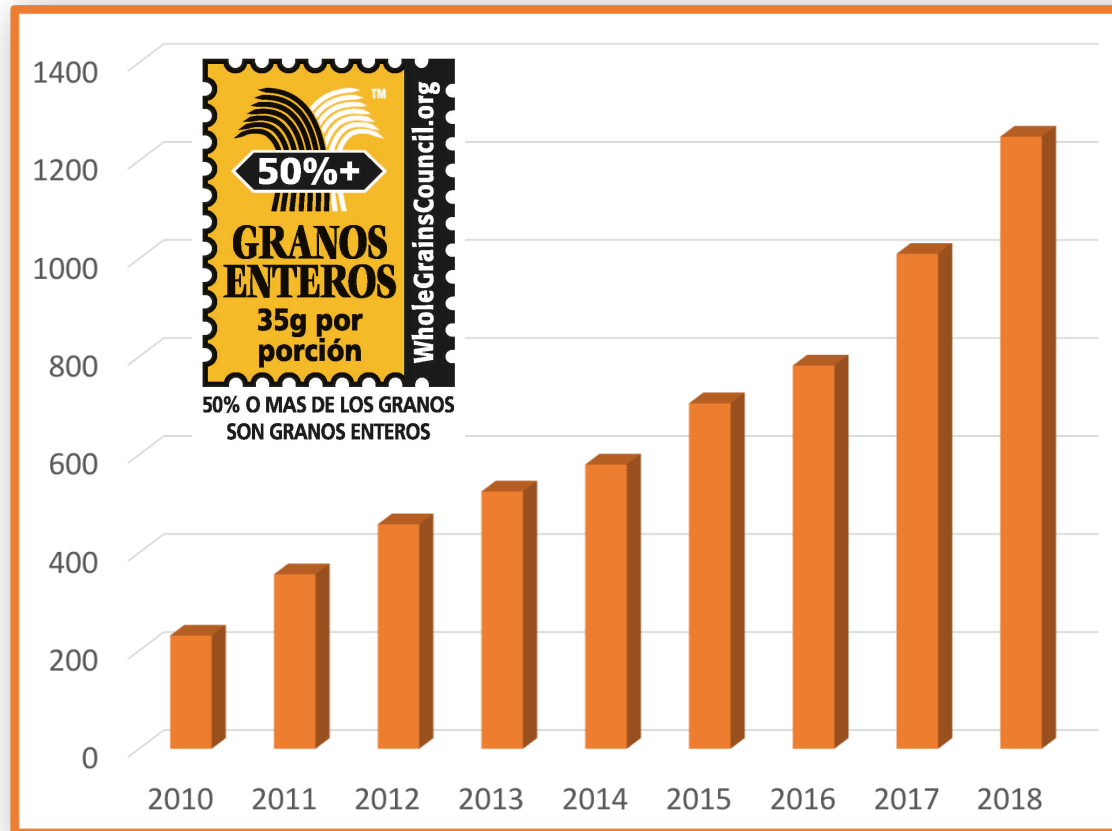


November 2018
#WholeGrains2018



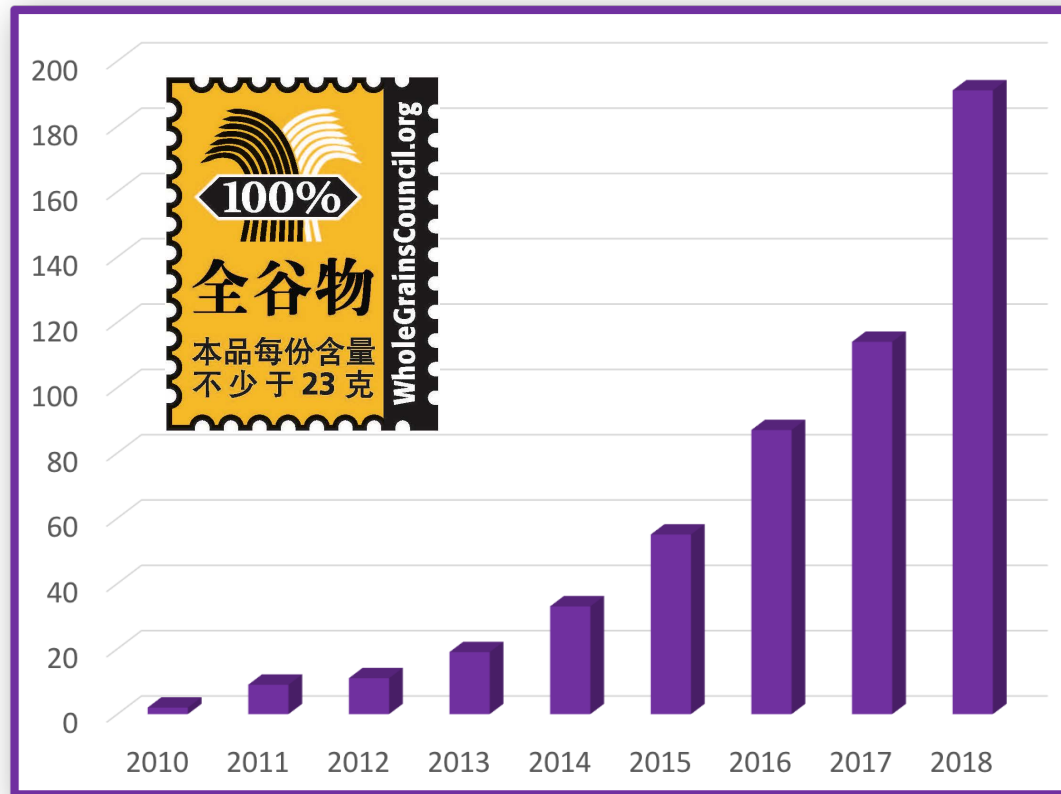
Source: USDA/NHANES 2004-2014

Latin American Whole Grain Stamp Growth 2010 - 2018



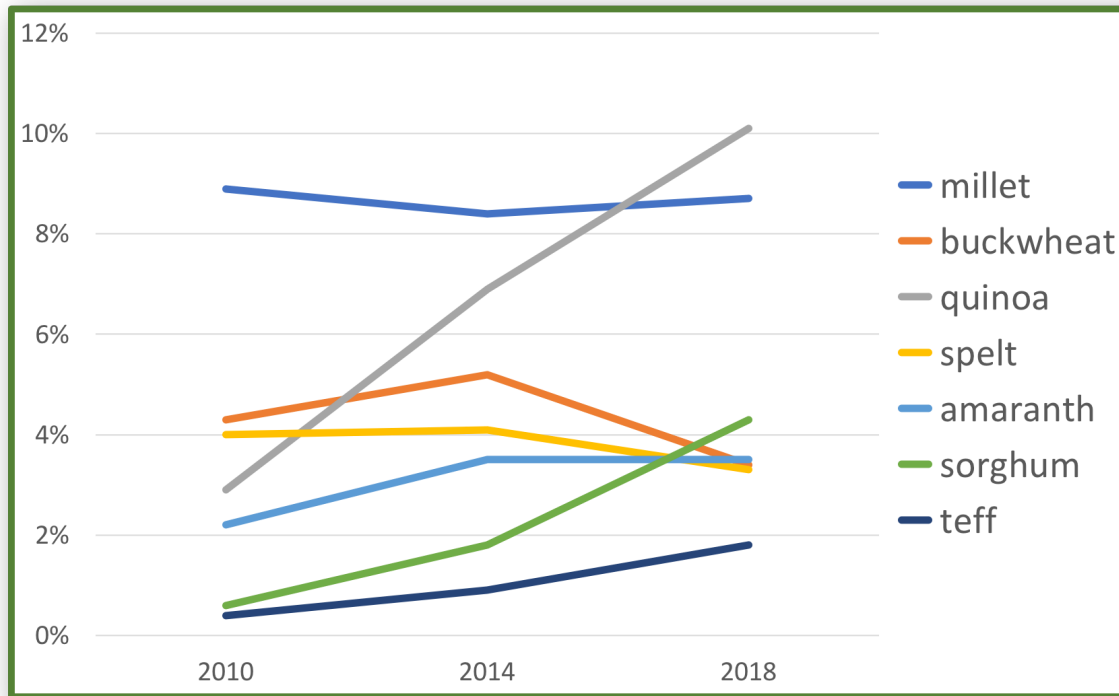
Source: Oldways Whole Grains Council

Asian Whole Grain Stamp Growth 2010 - 2018



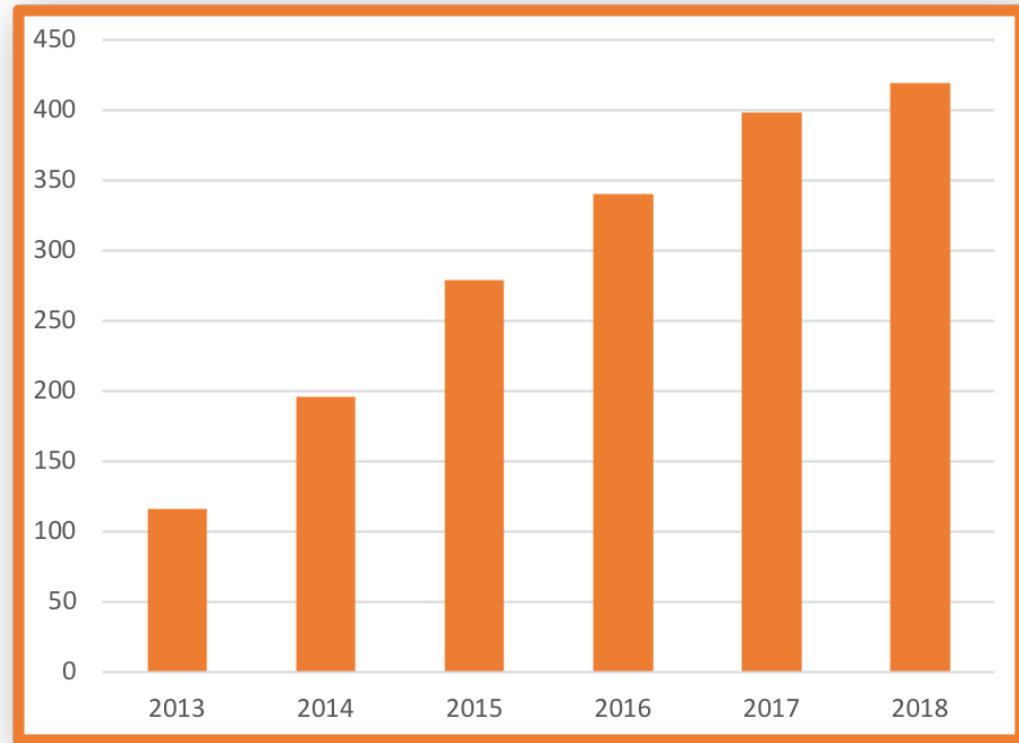
Source: Oldways Whole Grains Council

Ancient Grain Trends in Stamped Products



Source: Oldways Whole Grains Council

Sprouted Grain Products Using the Whole Grain Stamp



Source: Oldways Whole Grains Council

November 2018
#WholeGrains2018

2018 Consumer Insights Survey

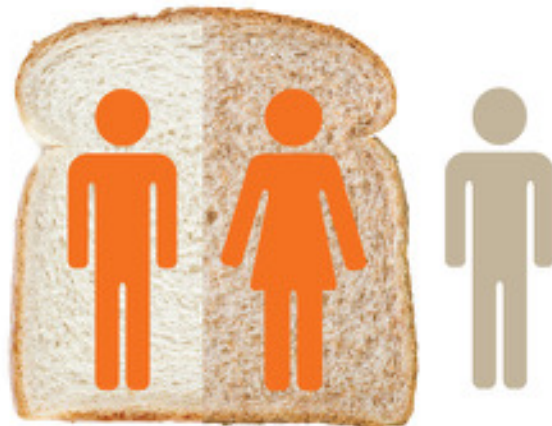
We wanted to know:

- What do consumers know about whole grains?
- In switching from refined grains to whole, what motivates people – or holds them back?
- Have they heard of farro, teff, amaranth?
- Which grains are most beloved?
- How do consumers use the Stamp to make purchasing decisions?



Whole Grains Are the New Norm

2 OUT OF 3 people make at least **HALF** their grains **WHOLE**



4 OUT OF 5 of those who **NEARLY ALWAYS CHOOSE WHOLE GRAIN FOODS** have



2018 WGC/Qualtrics Consumer Insights Survey of 1,500 adults

Why Are Whole Grains So Popular?

2006



2018



2006 Harris Interactive "Healthy Eating" survey of 1,040 adults



2018 WGC/Qualtrics Consumer Insights Survey of 1,500 adults

November 2018
#WholeGrains2018

Which Whole Grains Top the Charts?

WHOLE GRAIN BREAD

People eat whole grain bread **MORE OFTEN** than refined



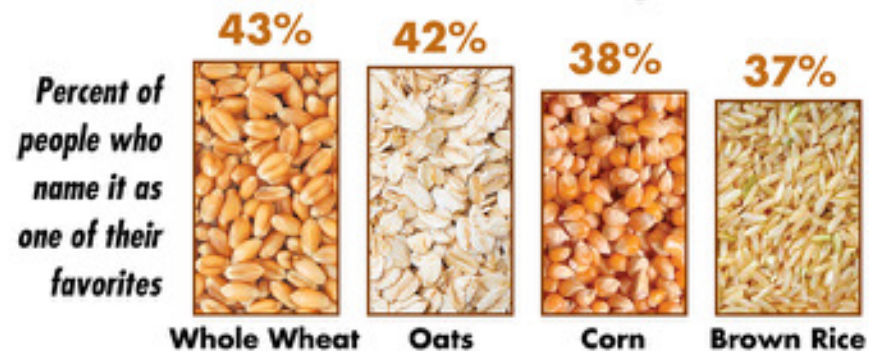
WHOLE GRAIN CEREAL

People eat whole grain cereal **MORE OFTEN** than refined



WHOLE GRAIN FAVORITES

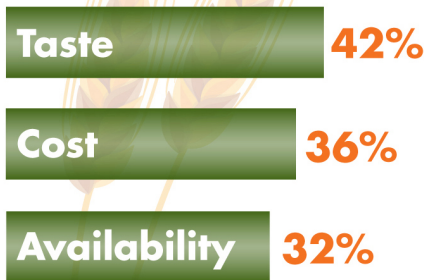
Despite the rising popularity of “ancient grains,” like quinoa, teff and farro, the **MOST POPULAR** whole grains are



2018 WGC/Qualtrics Consumer Insights Survey of 1,500 adults

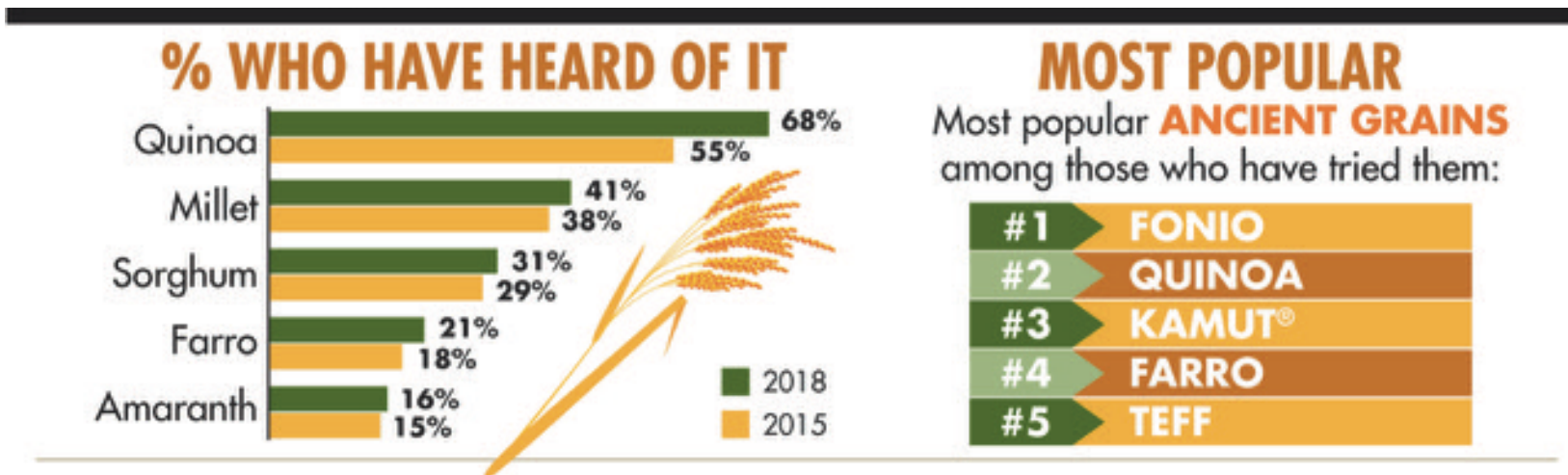
Understanding the Market

TOP 3 BARRIERS to **WHOLE GRAIN** consumption



2018 WGC/Qualtrics Consumer Insights Survey of 1,500 adults

Ancient Grains Are on the Rise!

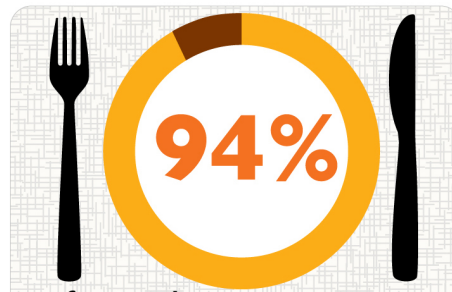
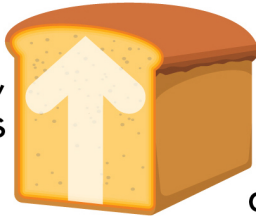


2018 WGC/Qualtrics Consumer Insights Survey of 1,500 adults

Navigating the Gluten Free Market

1 IN 2 PEOPLE

have no idea that **GLUTEN** is a **NATURAL PROTEIN** found in wheat, barley, and rye, and that it helps bread rise.



of people eat **GLUTEN**, although **24%** have "cut back"



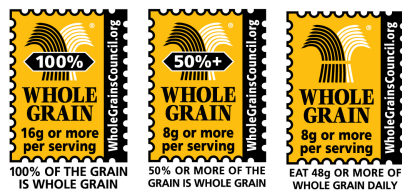
ONLY 1 IN 5

of those who avoid gluten has a **MEDICALLY DIAGNOSED PROBLEM** with gluten.

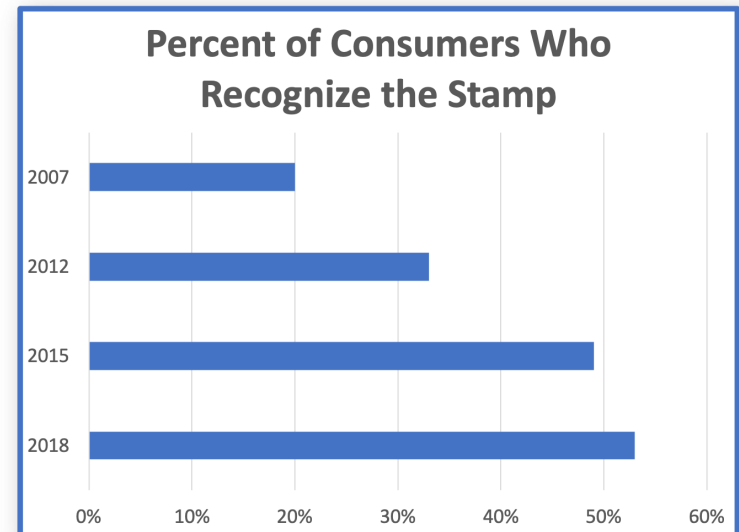
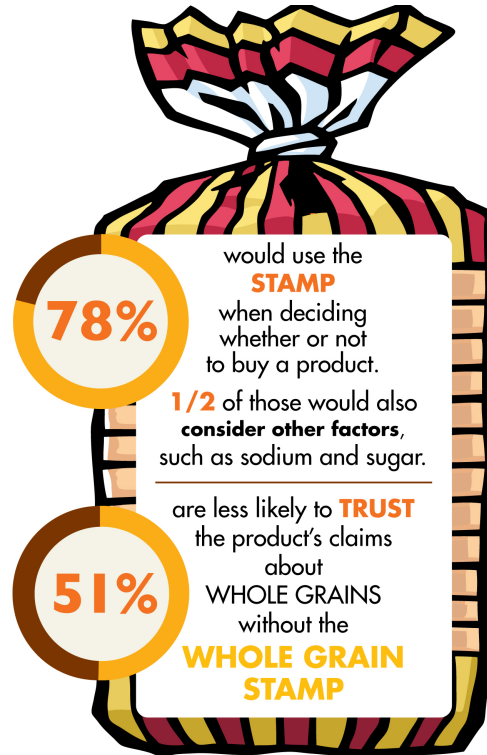


2018 WGC/Qualtrics Consumer Insights Survey of 1,500 adults

The Whole Grain Stamp Sells More Product



4 OUT OF 5
people **TRUST** the **WHOLE GRAIN**
STAMP to **ACCURATELY** state
WHOLE GRAIN content



2018 WGC/Qualtrics Consumer Insights Survey of 1,500 adults

Whole Grain Sampling Day – March 27, 2019



Bob's Red Mill Natural Foods
March 28 at 2:00pm · 🌐

Did you know it's Whole Grain Sampling Day? We're celebrating this fun day with OldwaysPT and giving away a whole grain every hour from 9 am to 4 pm PT. BUT WAIT! We're also doing this on Instagram- so many chances to win. // Our 6th giveaway is for a bag of our Organic Gluten Free Rolled Oatmeal! To enter, tell us what your favorite way to eat oatmeal is! **All winners will be chosen at random from those who enter by 11:59 pm on 3/29/18 for each picture. Winners must be 18 or over and reside in US or Canada.**



Bob's Red Mill Natural Foods
Business Service

Send Message

Like Comment



**SAMPLE
WHOLE GRAINS**

**WEDNESDAY
MARCH 27, 2019**

WholeGrainsCouncil.org

November 2018
#WholeGrains2018



Thank you!

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