



WELCOME & KEY MESSAGES

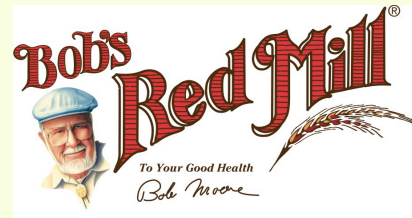
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President

Oldways

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Oldways

Inspire people to embrace the healthy and sustainable joys of the old ways of eating

We believe food is heritage's great gift

Boston-based, with programming around the world

Mediterranean Diet Pyramid & Whole Grain Stamp

Other heritage diets. Culinary travel. Resources for health professionals and consumers



3 Key Messages

1. Whole Grains are not just a “health food”

- No longer a non-delicious food known for health
- Wide ranging culinary applications
- Low environmental footprint
- Emerging areas of nutrition research: gut microbiome, effects of modern processing and sprouting
- Underutilized ways to promote whole grains: flavor and sustainability

2. Whole Grains are mainstream!

- Making progress
- WGC Survey of 1,500 US adults this summer:
- **2 out of 3 people report making at least half their grains whole**
- **4 out of 5 of people who nearly always choose whole grain foods have increased their consumption compared with 5 years ago**

3. Front and Center for the Next Generation

- Consumers' relationship with food and nutrition is changing
- Learn about trends and consumer behavior
- Hear from marketing experts
- Regulatory landscape: Experts from the USDA Food & Nutrition Service