

The Importance of Whole Grains on Every Plate

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President, Oldways

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Oldways and the  Whole Grains Council

Mediterranean Diet Pyramid

A contemporary approach to delicious, healthy eating

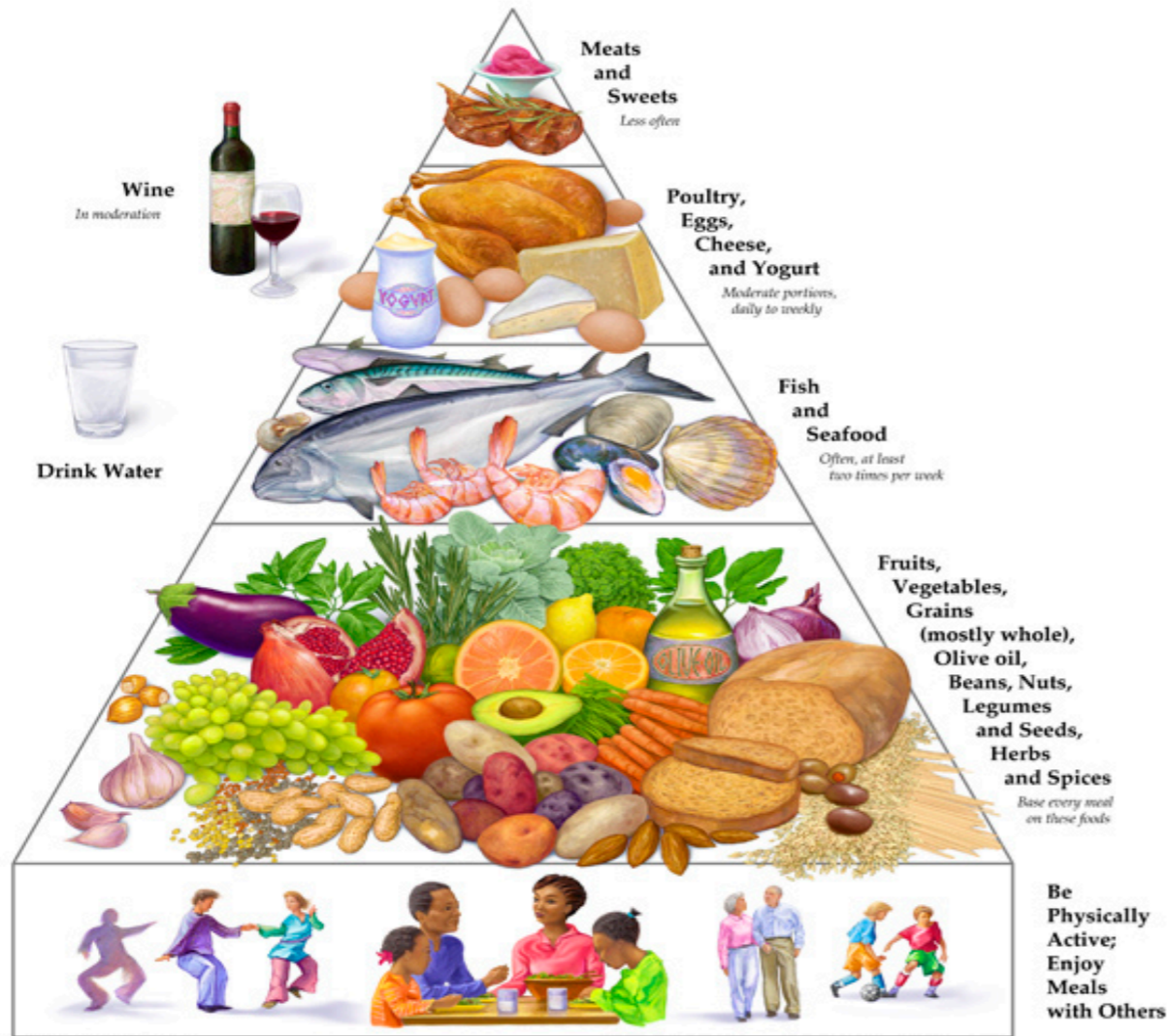
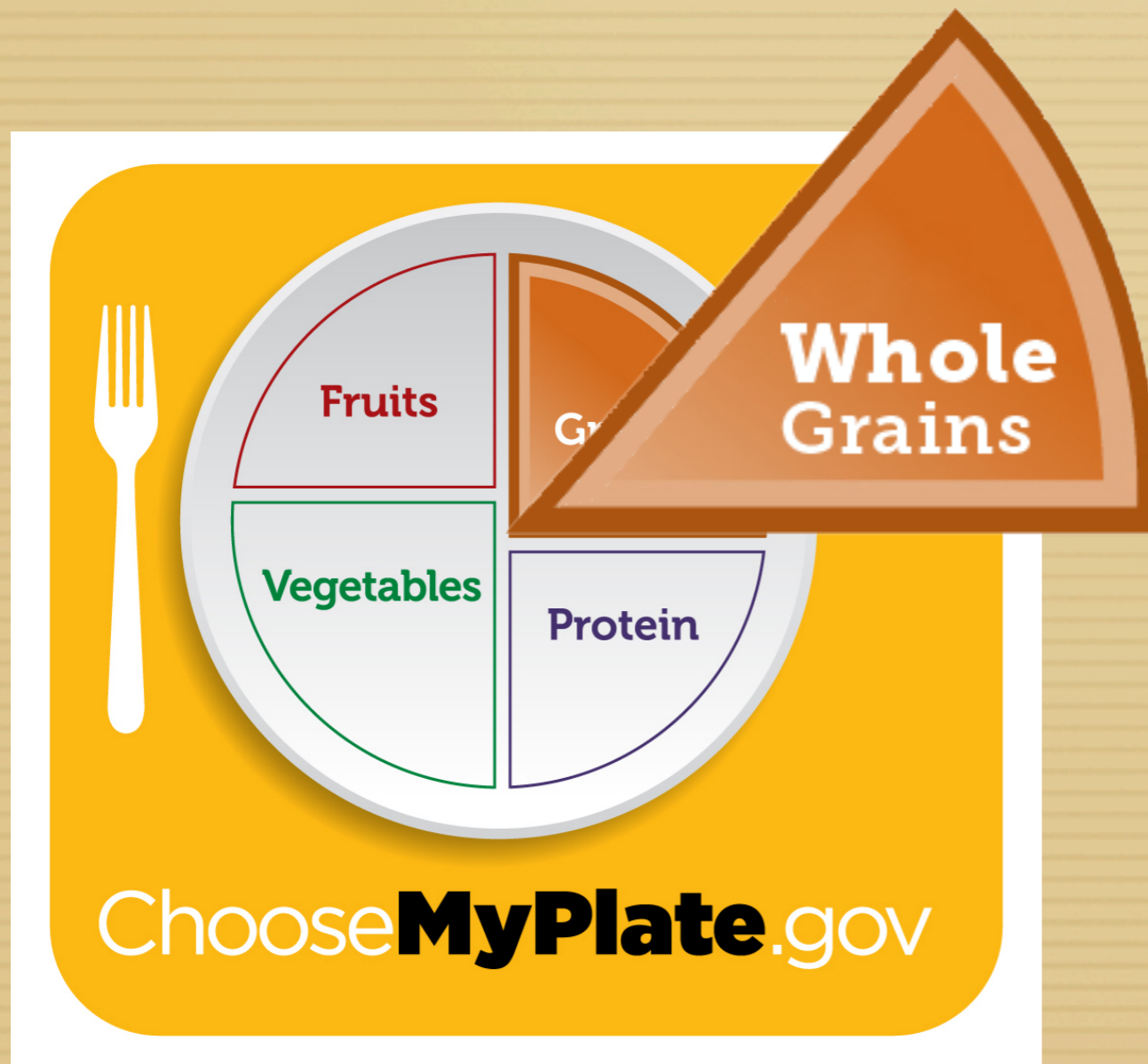


Illustration by George Middleton

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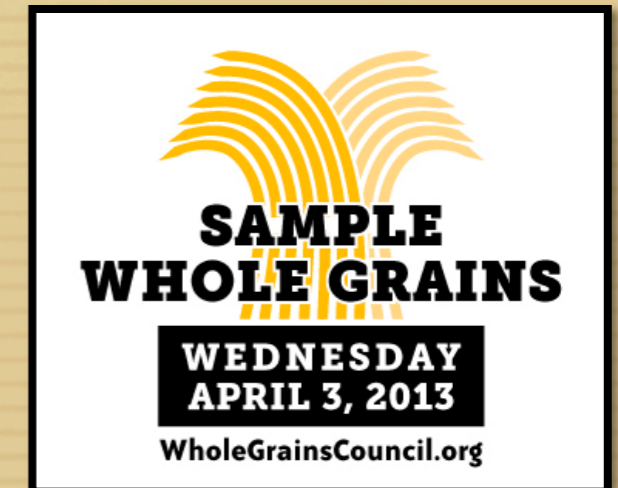
Nutritional Guidelines Born from Science, Cultural Traditions and Enjoyment

Make At Least Half Your Grains Whole!

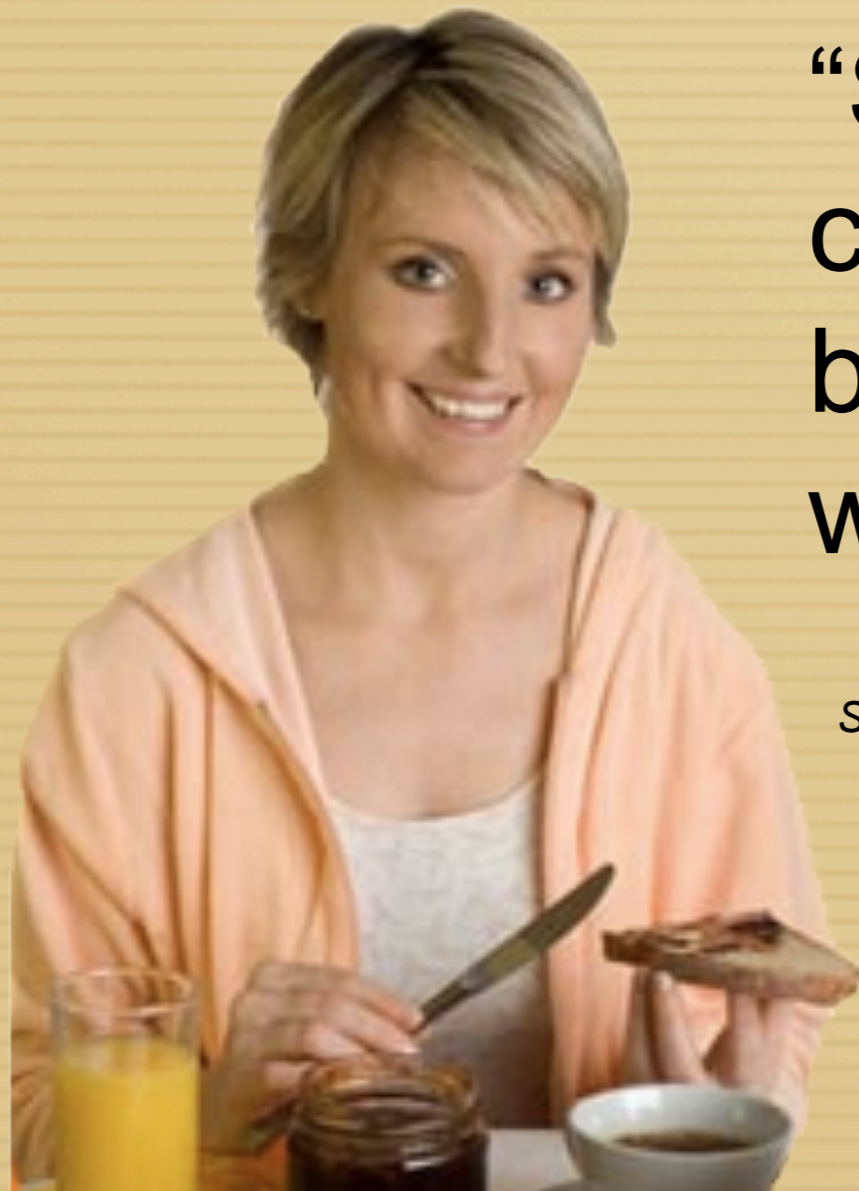


But HOW do we
make it happen?

Oldways & the WGC create momentum



Whole Grain Bread is Up



“Since 2010, roughly 55% of consumers have ditched white bread for whole-wheat or whole-grain varieties.

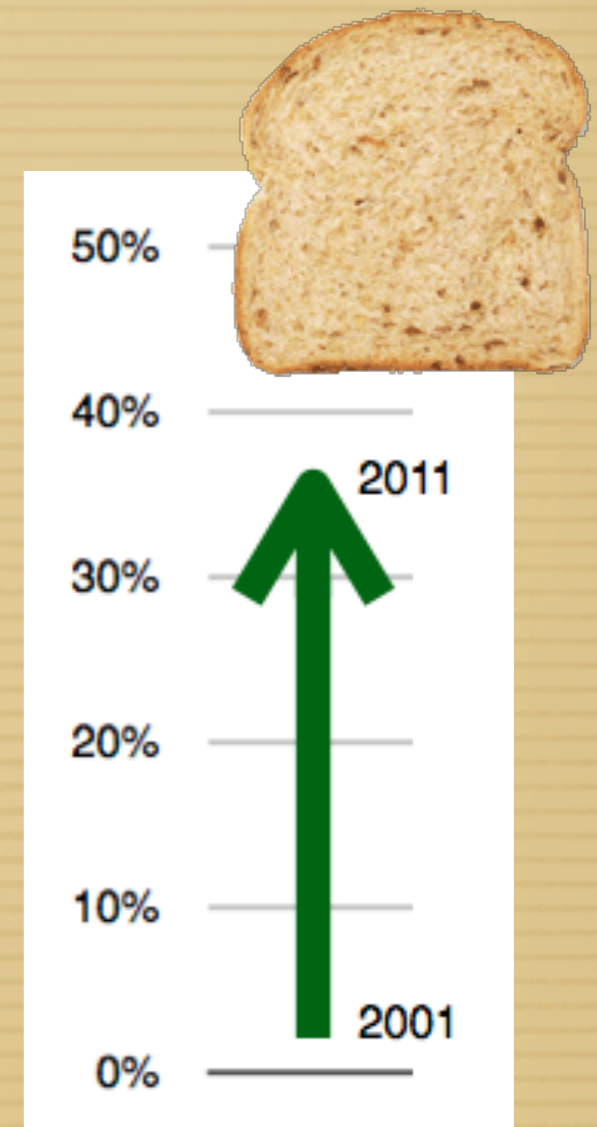
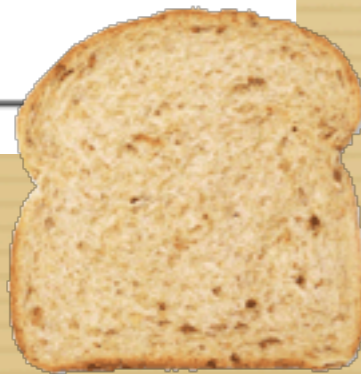
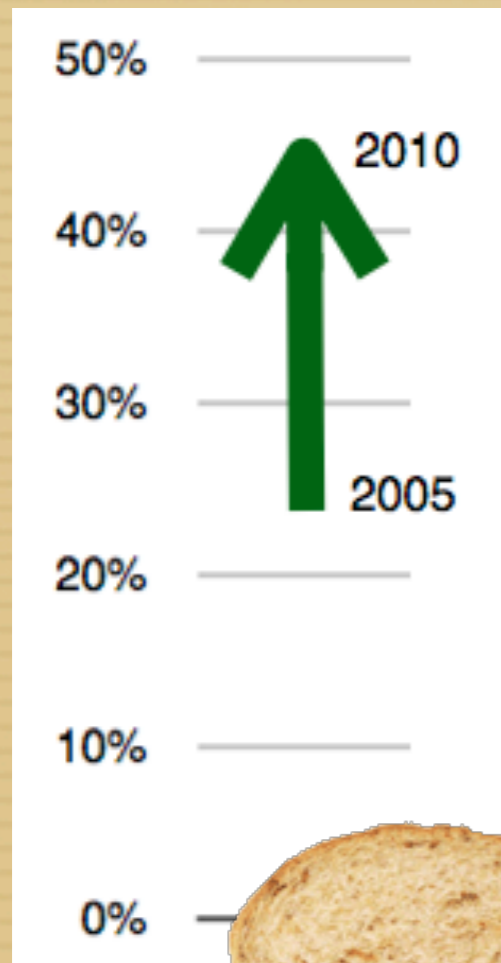
Source: Shopping for Health 2012 Survey, July 2012, from the Food Marketing Institute and Prevention Magazine.

Whole Grain Bread is Up

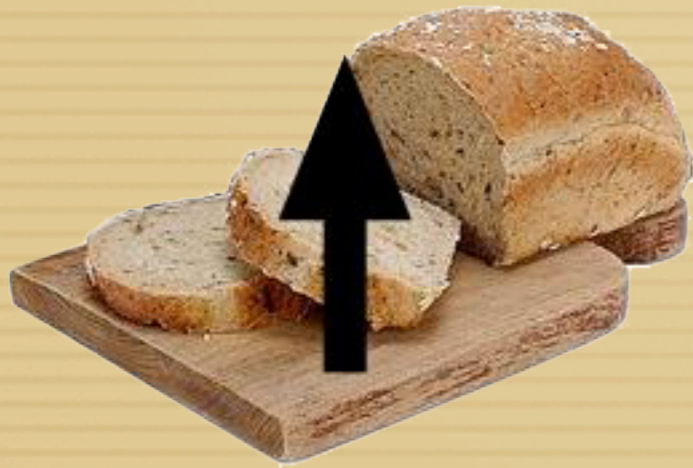
Sara Lee Fresh Bakery reported that its share of products with whole grains nearly doubled to 45% in 2010, from 24% in 2005.

Aunt Millie's Bakeries generated 2% of business from whole grains in 2001, and 38% from products containing at least some whole grains in 2011.

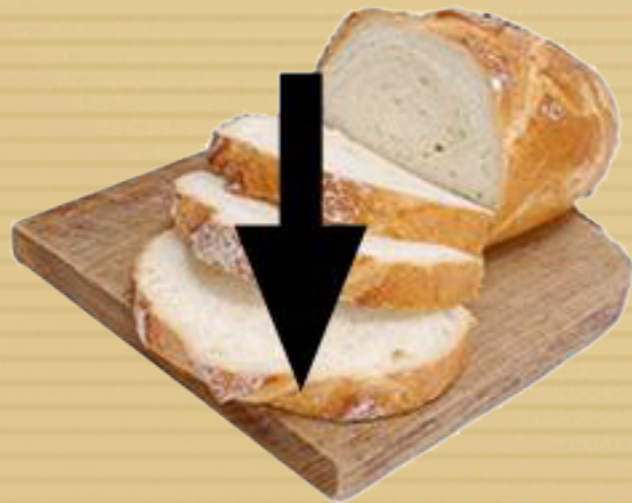
Source: BakingBusiness.com, August 2011



Wheat Bread Beats White



For the first time, packaged “wheat” bread surpassed “white” bread in dollar sales, in the 52 weeks ending July 10, 2010.



Wheat: up 0.6% to \$2.6 billion
White: down 7% to \$2.5 billion

Source: Nielsen Co, July 2010, as cited in Chicago Tribune

Brown Rice Sales Up

Shipments of brown rice rose 31%
from 2007 to 2011.

Source: USA Rice Domestic Usage Report for August 2010 to July 2011

Between 2006 and 2011..
Brown rice dollar sales up 98%
Brown rice pound sales up 58%

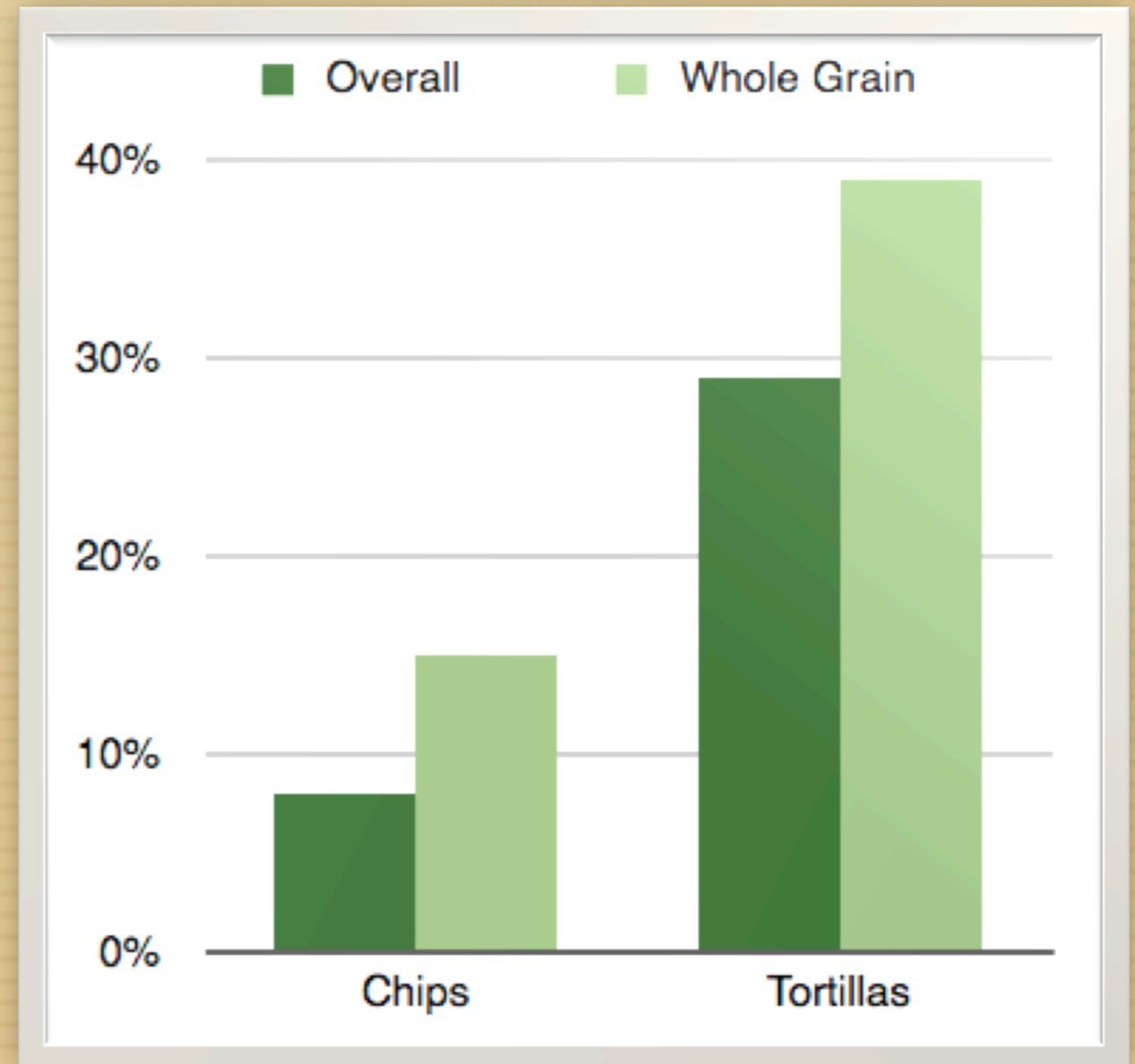
Source: Nielsen Scantrack, quoted in westernfarmpress.com



A Healthier Cinco de Mayo

Consumers chose healthier tortillas and tortilla chips, causing whole grain versions to out-perform their overall categories.

Source: MyWebGrocer, May2010



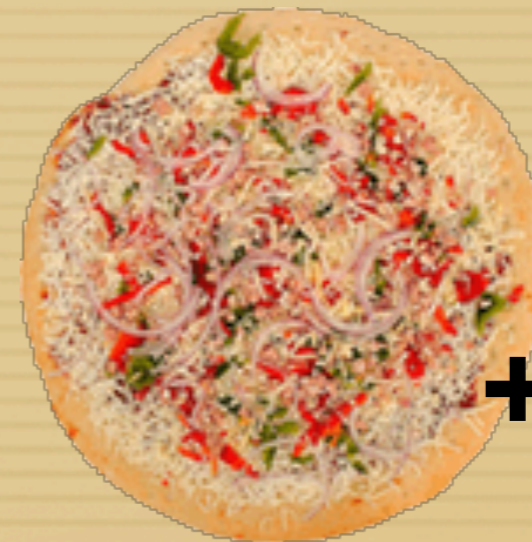
Whole Grains Up on Menus

From Q2 2009 to Q2 2011...

Menuing of whole grain pasta was up 58.6% and menuing of whole grain pizza rose 49.5%. Whole grain menu items overall rose 25%.



+ 58.6%



+ 49.5%

Source: Nation's Restaurant News, Sept. 2011 (quoting Mintel Menu Insights)

Chefs' Top 100 Hot Trends

Chefs always cite whole grains in Top Trends.

- 2012 WG in kids' meals (10), ancient grains (30), black rice (32), quinoa (40), red rice (59)
- 2011 Black rice (27), quinoa (29), ancient grains (30), red rice (43)
- 2010 Ancient grains (31), quinoa (54)
- 2009 Ancient grains (28), quinoa (42)



Source: Annual National Restaurant Association / American Culinary Federation "What's Hot" surveys

Let the Momentum Continue!



Thank You!