

Whole Grains Yardstick: Supermarkets



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The Question:



Does a typical supermarket
make at least
half its grains whole?

See pages 3-11 to 3-15 in your Program Book

What We Did



- We chose a well-stocked mid-range market (neither discount nor wholer-than-thou)
- We logged every grain-based product on the shelves, as “whole” or “refined”
- We also noted the price, per ounce so we could compare whole and refined costs

What Qualifies as “Whole?”



- Whole Grain Stamp on the package
OR
- Whole grain as the first ingredient
OR
- Whole Grain Health claim on the package



Which Categories?



Baking / Pancake Mix



Cold Cereal



Granola Bars

Hot Cereal

Tortillas

Pretzels & Chips

Bread

Granola Bars



Pasta

Bagels

Crackers



English Muffins

Cookies



What We Found...

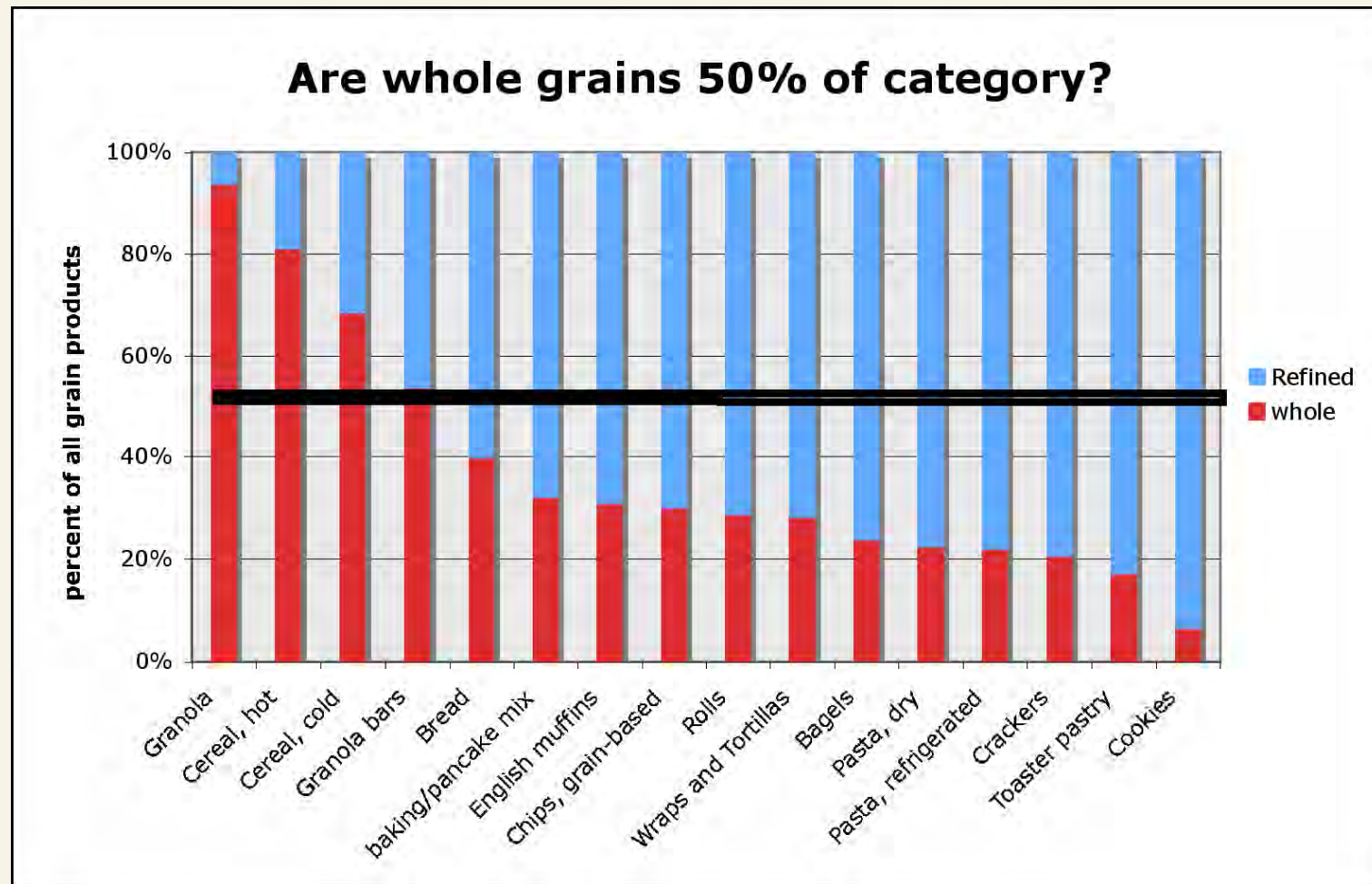


- Cereals measure up: 68% of cold cereals and 80% of hot cereals qualified as whole
- Cookies and crackers are the categories with the largest number of overall choices – and the lowest proportion of whole grains
- Manufacturers have some great opportunities in many categories!

And the Results are...



Are whole grains 50% of category?

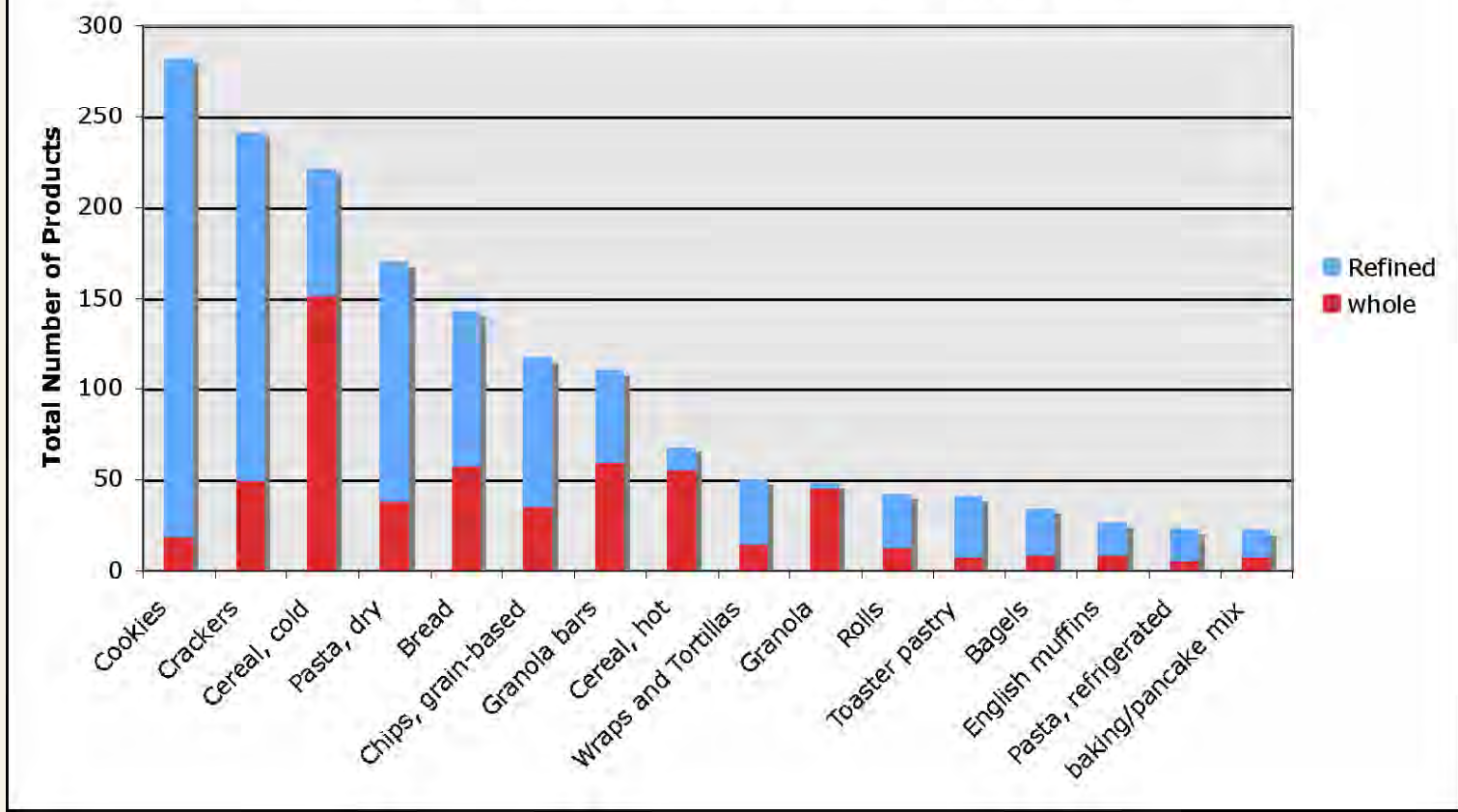


Products in order of percent of grain that is whole grain

And the Results are...



Total products, percent whole grain



Products in order of total number of products

A Price Gap Persists

