

"The sun comes shining as I was strolling | The wheat fields waving and the dust clouds rolling | ...This land was made for you and me" – *Woodie Guthrie*

Grains have been at the heart of our diets for thousands of years. They cultivate easily, store long-term in their whole form, and release a wealth of nutrients when ground and prepared into the foods that have become staples across the globe. What is apparent, however, is that we are experiencing a revolution in the way we eat grains. Consumers are opening up their palates and discovering more nutrient-rich alternatives to modern wheat. They're experimenting with less refined and less commonly used grains that have unique tastes and exceptional nutritional profiles, are satisfying, easier to digest and simple to prepare. The word is out - and natural and mainstream shoppers alike want in.



### Ancient Grains: The trend with deep-seeded roots.

Quinoa, kamut, amaranth, freekeh... While these may seem like the new kids on the block (and leave us a bit tongue-tied), they are among a host of 'ancient' grains that have been around and unchanged for millennia. Many believe they bring us back to simpler, purer food and may be a solution to the issues that some attribute to modern wheat. Delicious, nutritious, and in many cases, 'safe' for those with gluten allergies, ancient grains are back with a vengeance.



#### NOT GLUTEN FREE



#### GLUTEN FREE

(free of wheat, barley, rye, and their derivatives)

#### KAMUT

**The "high energy wheat".** Kamut is a brand name for a recently revived strain of wheat called khorasan. It has about 30% more protein than wheat, and more fatty acids. Though it's not gluten free, some people who are allergic to wheat can tolerate kamut, and enjoy its chewy texture and nutty, rich flavor.

**+686%**  
Sales Growth

#### SPELT

**The nutritious cousin of wheat with a history.** Over 7,000 years old, spelt was one of the first grains to be used for bread. Because it requires fewer fertilizers and is more resistant to diseases, the organic movement has made it relevant in the US again. Its sweet nutty flavor doesn't hurt its appeal either!

**+363%**  
Sales Growth

#### AMARANTH

**The heart-healthy, protein powerhouse.** Amaranth has more than three times the average amount of calcium and is also high in iron, magnesium, phosphorus, and potassium. It's also the only grain documented to contain Vitamin C! Cook it up and enjoy its slightly crunchy texture.

**+123%**  
Sales Growth

#### TEFF

**The Ethiopians' secret to speed.** Yes! Many long-distance runners attribute their energy and health to teff. This tiny grain leads all others in its calcium content and is high in a type of dietary fiber that supports blood-sugar management, weight control, & colon health.

**+58%**  
Sales Growth

#### FREEKEH

**The fiber-licious grain that keeps you full.** The incredibly high fiber content of freekeh has made it a popular choice for those looking to lose weight, especially after Oprah featured it on her show in 2010. Also an excellent source of protein, freekeh is young green wheat that has been toasted and cracked.

**+159%**  
Sales Growth

#### FARRO

**The gourmet specialty that makes killer pasta.** Though the term 'farro' describes three different types of ancient wheat varieties, Italian farro (or emmer) is widely available in the US and is thought by some aficionados to make the best pasta. Its tough husk makes it more difficult to process, but protects the grain's vital nutrients.

**+39%**  
Sales Growth

#### QUINOA

**The tiny grain that packs a punch.** Quinoa offers ALL the essential amino acids in a healthy balance, has an unusually high ratio of protein to carbohydrate and is the highest of all the whole grains in potassium. Light like cous cous with a nutty flavor, quinoa is versatile and cooks in only 15 minutes!

**+35%**  
Sales Growth



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## Grains and the Gluten Intolerant

More and more people are adopting a gluten-free lifestyle to remedy digestion issues that surface when they consume wheat, barley and rye. A common misconception is that doing so means having to avoid grains altogether when in fact, those that are gluten intolerant CAN eat whole grains. It is important to note, however, that naturally occurring gluten-free grains have the potential for cross-contamination with wheat, rye, barley or their crossbreeds, due to being grown, processed, or packaged in the same venues as their gluten containing counterparts.

### CHECK YOUR LABELS

Brands are making it known which packaged grains are 'safe' for those who avoid gluten, right on the label.

**TIP:** For those with more acute gluten sensitivities, ensure the absence of gluten by looking for the claims regulated by the USDA (for a cross-contamination threshold of < 20 ppm) or the Celiac Support Association (<5 ppm).

LABELED GF  
PACKAGED GRAINS  
**+29%**  
Sales Growth

### PICK THE RIGHT GRAINS

Looking to reap the nutritional benefits of whole grains without eating wheat? Luckily, there are plenty of grains that are naturally gluten free - in addition to being tasty, nutritional powerhouses!

AMARANTH  
BUCKWHEAT  
CORN  
MILLET  
OATS (MOST)  
QUINOA  
RICE  
SORGHUM  
TEFF  
WILD RICE

## Are new trends ebbing out 'staple' grains?

Wheat may be a dietary staple across the world, but with a host of super grains gaining popularity, the gluten free movement still going strong, and new protein-centric diets on the rise, how have the sales of staple grains been impacted?



## The Breakdown on Whole and Sprouted Grains

### WHOLE GRAINS

While all grains begin as whole grains, they are only considered "whole grains" if they still contain the three parts—the bran, germ, and endosperm—when they are consumed.

### WHY EAT WHOLE?

**Up your nutritional intake!**  
When the germ and bran are removed from most refined grains, they lose 25%+ of their protein and dozens of nutrients.

**Shed some extra LBs.**  
Whole grains help you feel fuller for longer with fewer calories, so you can eat less!

**Be heart healthy.**  
Whole grains are typically much higher in fiber than refined grains, which helps reduce blood cholesterol levels and may lower risk of heart disease.

### LOOK FOR THE STAMP.



The easiest way to ensure you're eating whole grains?

Look for products featuring the Whole Grains Council's certification stamp - and check out their website for a wealth of info: [www.wholegrainscouncil.org](http://www.wholegrainscouncil.org).

**+19%**

Sales Growth of  
Packaged Grains  
that are Whole Grains  
Council Certified

### SPROUTED WHOLE GRAINS

Sprouted grains are whole grains that have been left to soak and germinate, which causes them to release enzymes and, depending on the grain, grow the "tail" that most people associate with a sprout.

### WHY GO SPROUTED?

**Ease digestion.**  
Sprouted grains have all the benefits of whole grains, while being more readily digestible.

**Get more out of your grains.**  
Sprouted grains not only have increased levels of many key nutrients, but also essential amino acids often lacking in grains.

**The research is in.**  
Studies show that various types of sprouted grains can help fight diabetes, fatty liver disease and high blood pressure.

### SPROUT AT HOME!

The grains you need for sprouting at home are typically inexpensive and can be found in bulk in your local supermarket.

What's more, sprouted grains are easy to grow. Water, light, oxygen and a little know how are all you need!

**Coming soon:  
SPINS' new coding  
for sprouted grains!**

