

WHOLE GRAINS ON EVERY PLATE CONFERENCE

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WHOLE GRAINS ON MY PLATE? WHOLE GRAIN MOMENTUM CONTINUES

“Make at least half your grains whole.” That’s what the 2010 Dietary Guidelines for Americans call for everyone to do, and similar guidelines are now in place in many countries. Whole grain consumption hasn’t reached the halfway point yet – but momentum toward that goal continues to be strong.

In this section you’ll find:

Whole Grain Momentum in the News

A selection of quotes from recent print and web articles documents the high level of interest in whole grain foods, and their increasing sales.

SPINS Market Data: Whole Grain Stamp Momentum

Sales data from SPINS tracks the growth of Whole Grain Stamp usage and the packaging symbol’s positive impact on consumer purchasing habits.

WHOLE GRAIN MOMENTUM IN THE NEWS

While the economic recession of the last several years has slowed product sales in all areas, news stories continue to document proof of the staying power of whole grains. Here are just a few examples:

Brown Rice Up

According to USA Rice Federation, shipments of brown rice rose 31% from 2007 to 2011
USA Rice Domestic Usage Report for the Milling Year August 1, 2010-July 31, 2011

“Whole grain brown rice sales have benefited significantly from [the whole grain] trend, with Nielsen Scantrack data showing brown rice dollar sales increasing 98 percent between 2006 and 2011 and pound sales up 58 percent in the United States.”

<http://westernfarmpress.com/rice/whole-grain-food-sales-projected-26-billion>

Whole Wheat is the Most Popular Bread

“Whole wheat is the most popular bread, followed by white and multigrain, according to Experian Simmons NCS data cited by Mintel in its bread report, released last November.

“When looking specifically at health attributes, whole wheat, whole grain and high fiber claims matter most to roughly two-thirds of respondents, according to a Mintel poll of primary shoppers and those who share the responsibility.”

<http://supermarketnews.com/center-store/breaking-bread-gains-whole-grains#ixzz23ilDRIn>

More on Popularity of Whole Grain Bread

According to U.S. News & World Report in September 2012, “More and more Americans are saying yes to whole grains. Since 2010, roughly 55 percent of consumers have ditched white bread for whole-wheat or whole-grain varieties, according to the Shopping for Health 2012 Survey, released in July by the Food Marketing Institute and *Prevention* magazine. And 2010 also gave rise to something unprecedented: Sales of whole-wheat bread eclipsed sales of white bread, as noted by supermarket guru Phil Lempert.”

<http://health.usnews.com/health-news/blogs/eat-run/2012/09/06/whole-grains-whole-diet>

Chefs Lead the Way to Popular Whole Grains

Chefs polled in the National Restaurant Association's 2011 "What's Hot?" Chef Survey pinpoint four whole grains as on-trend: red rice, quinoa, black rice and the broader category of ancient grains. Indeed, quinoa is popping up across foodservice segments, and is certainly no longer the exotic that it once was. The new quinoa? Some call out freekeh as the next ancient grain to light up foodservice. To be sure, whole grains are laying claim to foodservice menus, impressing with healthfulness, but also with complex flavor and eye-pleasing color.

And diners are responding, actively seeking out better-for-you options. Indeed, Technomic's Healthy Eating Consumer Trend Report (September 2010) bears that out: 47% of consumers strongly agree that they want restaurants to offer more foods that they consider to be healthy and 33% say they are more likely to visit a restaurant that offers some healthy options, even if they don't end up ordering a healthy choice.

<http://www.kraftfoodservice.com/bw/healthyliving/wholegrainsworkmagiconmenus.aspx>

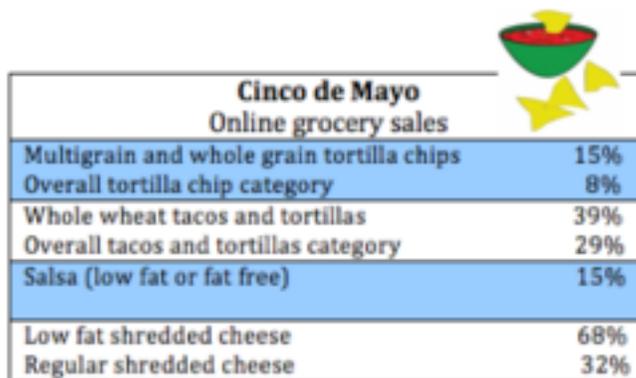
More Restaurants Serve Whole Grain Pasta & Pizza

In fact, whole grain versions of some foods traditionally made with regular flour are growing robustly. For example, the menuing of whole grain pasta in restaurants rose 58.6 percent between the second quarter of 2009 and the second quarter of 2011, according to Mintel Menu Insights. Whole grain pizza increased 49.5 percent on menus in that period. Whole grain menu items as a category rose 25 percent.

<http://nrm.com/article/whole-grain-pasta-finds-its-groove#ixzz23iuHRYOZ>

Healthier Options for Cinco de Mayo

According to MyWebGrocer, the leading provider of digital grocery solutions, shoppers are choosing healthier alternatives within many traditional food and cooking categories for Cinco de Mayo. Based on online sales data collected the week prior to Cinco de Mayo in 2008, 2009 and 2010, sales went up for many healthier food items:



Cinco de Mayo Online grocery sales	
Multigrain and whole grain tortilla chips	15%
Overall tortilla chip category	8%
Whole wheat tacos and tortillas	39%
Overall tacos and tortillas category	29%
Salsa (low fat or fat free)	15%
Low fat shredded cheese	68%
Regular shredded cheese	32%

Online Sales Data collected week prior to Cinco de Mayo in 2009 & 2010 

- Sales of multi-grain and whole grain tortilla chips grew at a faster rate than the overall tortilla chip category: where sales of the multi-grain variety were up 15 percent last year over 2009, overall, sales in the tortilla chip category rose 8 percent.
- Whole-wheat tacos and tortillas also grew at a faster rate, with sales spiking at 39 percent last year, and plain tacos and tortillas seeing only an increase of 29 percent.

<http://mywebgrocer.com/press/mexican-food-lovers-keep-it-light-healthy-on-cinco-de-mayo>

Half of Customers May Choose Whole Wheat Tortillas

(August 2011) Qdoba has raised its innovation bar higher this summer. The Denver-based Mexican chain recently announced that it is expanding its healthy options by testing whole-wheat tortillas in Seattle and Portland, Oregon, restaurants.

Fewer calories, less fat, and higher fiber than the chain's traditional flour tortillas, the whole-wheat tortillas are available at no extra cost as an option for burritos or quesadillas.

So far, Stoner says, customers' reception of the whole-wheat tortillas has been great. Some weeks, he says, the whole-wheat option has accounted for 50 percent of sales with tortillas.

<http://www.qsr magazine.com/exclusives/qdoba-power-choice>

The Whole Grain Growth Curve

“Customers are increasingly interested in incorporating whole grains into their products and whole grain will continue its growth curve. It is foreseeable that whole wheat will have a 50% market share (versus the current share of 5%). You can make a very strong case for that. It’s not multiple generations until you get there. It’s the next 20 years.”

Bill Stoufer, President of ConAgra Mills, quoted at World-Grain.com

<http://www.world-grain.com/News/News Home/World Grain News/2012/2/Sky is the limit.aspx>

Whole Grain Bread Sales Climb

“One decade later, whole grains verdict — a resounding success,” stated Milling & Baking News in its Feb. 22 issue. While output of whole-wheat flour by US millers remains steady at roughly 5% of total volume, the real advances are taking place at bakeries. For example, during the past five years, sales of whole-grain products by Flowers Foods, Inc., Thomasville, GA, climbed 75%. Sara Lee Fresh Bakery, Downers Grove, IL, reported that its share of products with whole grains nearly doubled to 45% in 2010 from 24% in 2005, estimating 27% overall share growth for the category from 15% in 2005.

At Aunt Millie’s Bakeries, Fort Wayne, IN, J. (Bohn) Popp, vice-president of marketing, described the company’s results from its whole-grain program. “In 2001, we generated 2% of our business from whole grains,” he said. “Today, 38% of the bread and rolls we sell contain at least some whole-grain flour.”

<http://www.bakingbusiness.com/Features/Formulating and R and D/2011/8/Practical Matters With Whole Grain.aspx>

WHOLE GRAIN STAMP MOMENTUM

Data from SPINS show that sales of products with the Whole Grain Stamp continue to grow rapidly. Overall, such products showed a 9% increase in the 52 weeks ending June 9, 2012, as compared to the previous year.

While certain “early adopter” categories such as cold cereals showed slower growth (it’s a lot harder to grow by large margins when you already dominate a category), other categories showed extremely high growth, as whole grains expand to new areas.

Category	Year ending June 11, 2011	Year ending June 11, 2011	growth
Frozen breakfast foods	\$15,876,462	\$8,950,484	77.4%
Frozen kids and baby foods	\$5,857,113	\$3,863,281	51.6%
Soup	\$191,883	\$126,840	51.3%
Shelf stable pastas	\$7,228,213	\$4,818,869	50.0%
Chips, pretzels and snacks	\$62,689,221	\$49,329,690	27.1%
Entrees and mixes	\$24,103,001	\$19,314,440	24.8%
Rice cakes	\$14,146,949	\$12,155,844	16.4%
Grains and rice	\$17,229,942	\$14,853,733	16.0%
Bread and baked goods	\$143,702,554	\$124,950,920	15.0%
Crackers and crispbreads	\$59,150,630	\$52,613,114	12.4%
Hot cereals	\$46,388,236	\$41,788,694	11.0%
Baking mixes, supplies & flours	\$38,218,520	\$34,581,631	10.5%
Cookies and snack bars	\$157,920,985	\$147,582,564	7.0%
Cold cereals	\$439,257,816	\$422,736,285	3.9%
Frozen lunch and dinner entrees	\$62,213,590	\$61,708,071	0.8%
Baby food	\$385,227	\$391,822	-1.7%
Frozen meat alternatives	\$12,127,351	\$14,313,355	-15.3%
Frozen desserts	\$1,014,131	\$1,345,184	-24.6%
TOTAL	\$1,097,701,678	\$1,003,209,511	9.4%