Whole Grains Yardstick: Supermarkets

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Oldways and the Whole Grains Council
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
- Tortillas
- Granola Bars
- Bread
- Granola Bars
- Hot Cereal
- Pretzels & Chips
- Pasta
- Crackers
- Cookies
- Bagels
- English Muffins
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...

Products in order of percent of grain that is whole grain
And the Results are...

Products in order of total number of products

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A Price Gap Persists