SELLING MORE WHOLE GRAIN
WHY THE WHOLE GRAIN STAMP IS ESSENTIAL

4 OUT OF 5 people TRUST the WHOLE GRAIN STAMP to ACCURATELY state WHOLE GRAIN content

78% would use the STAMP when deciding whether or not to buy a product.

51% are less likely to TRUST the product’s claims about WHOLE GRAINS without the WHOLE GRAIN STAMP.

78% of those would also consider other factors, such as sodium and sugar.

UNDERSTANDING THE MARKET

TOP 3 BARRIERS to WHOLE GRAIN consumption

<table>
<thead>
<tr>
<th>Taste</th>
<th>42%</th>
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<tbody>
<tr>
<td>Cost</td>
<td>36%</td>
</tr>
<tr>
<td>Availability</td>
<td>32%</td>
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WHOLE GRAIN RETAIL PRODUCTS are already mainstream…

…with ample opportunity to EXPAND Whole Grain offering in FOODSERVICE

WHERE ARE PEOPLE LIKELY TO EAT WHOLE GRAINS?

NAVIGATING THE GLUTEN FREE MARKET

1 IN 2 PEOPLE have no idea that GLUTEN is a NATURAL PROTEIN found in wheat, barley, and rye, and that it helps bread rise.

94% of people eat GLUTEN, although 24% have “cut back”

ONLY 1 IN 5 of those who avoid gluten has a MEDICALLY DIAGNOSED PROBLEM with gluten.

Oldways 2018 Whole Grains Consumer Insights Survey
Based on an August 2018 national survey of 1,500 adults.
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