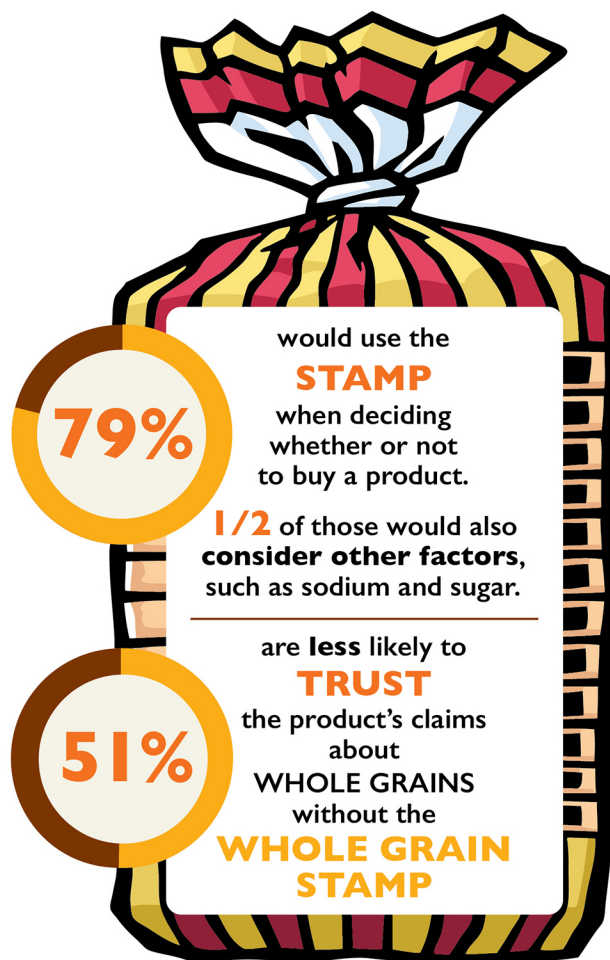


SELLING MORE WHOLE GRAIN

WHY THE WHOLE GRAIN STAMP IS ESSENTIAL



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



UNDERSTANDING THE MARKET

Top 3 Barriers consumers find to Whole Grain consumption



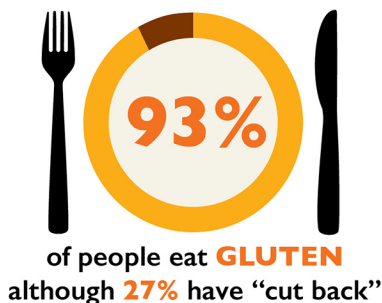
Although **37%** of people cited **TASTE AS A BARRIER...**



40% of people said **TASTE** was a reason they **CHOOSE 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** or that it helps bread rise.



Only **1 in 5** of those who avoid gluten has a **medically diagnosed problem** with gluten.