WHOLE GRAIN MOMENTUM
WHOLE GRAINS ARE THE NEW NORM

2 OUT OF 3 people make at least HALF their grains WHOLE

4 OUT OF 5 of those who NEARLY ALWAYS CHOOSE WHOLE GRAIN FOODS have INCREASED their consumption compared to 5 YEARS AGO

WHICH WHOLE GRAINS TOP THE CHARTS?

WHOLE GRAIN BREAD
People eat whole grain bread MORE OFTEN than refined

WHOLE GRAIN CEREAL
People eat whole grain cereal MORE OFTEN than refined

WHOLE GRAIN FAVORITES
Despite the rising popularity of “ancient grains,” like quinoa, teff and farro, the MOST POPULAR whole grains are

Percent of people who name it as one of their favorites:

Whole Wheat 43%
Oats 42%
Corn 38%
Brown Rice 37%

WHY ARE WHOLE GRAINS SO POPULAR?

89% choose whole grains for their HEALTH BENEFITS

41% choose whole grains for their DELICIOUS TASTE

ANCIENT GRAINS ARE ON THE RISE!

% WHO HAVE HEARD OF IT

Most popular ANCIENT GRAINS among those who have tried them:

Quinoa 68%
Millet 41%
Sorghum 31%
Farro 21%
Amaranth 16%

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

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