

Call to Collaborative Action & Conclusions

Whole Grain Summit

Section 10

Disclosure, Divestiture, Recusal

“I have many current affiliations and a few funding sources related to the subject on which I will speak.”

Grains for Health Foundation

MISSION: *Grains for Health* forges partnerships with food and health leaders to develop evidence-based strategies that facilitate the development, delivery, and consumption of grain-based foods that promote public health, lower the incidence of diet-related chronic diseases, and curb health care costs.

Bay State Milling Core Purpose



***Provide food ingredients to promote
the growth of healthful and
affordable food choices
for the consumer.***

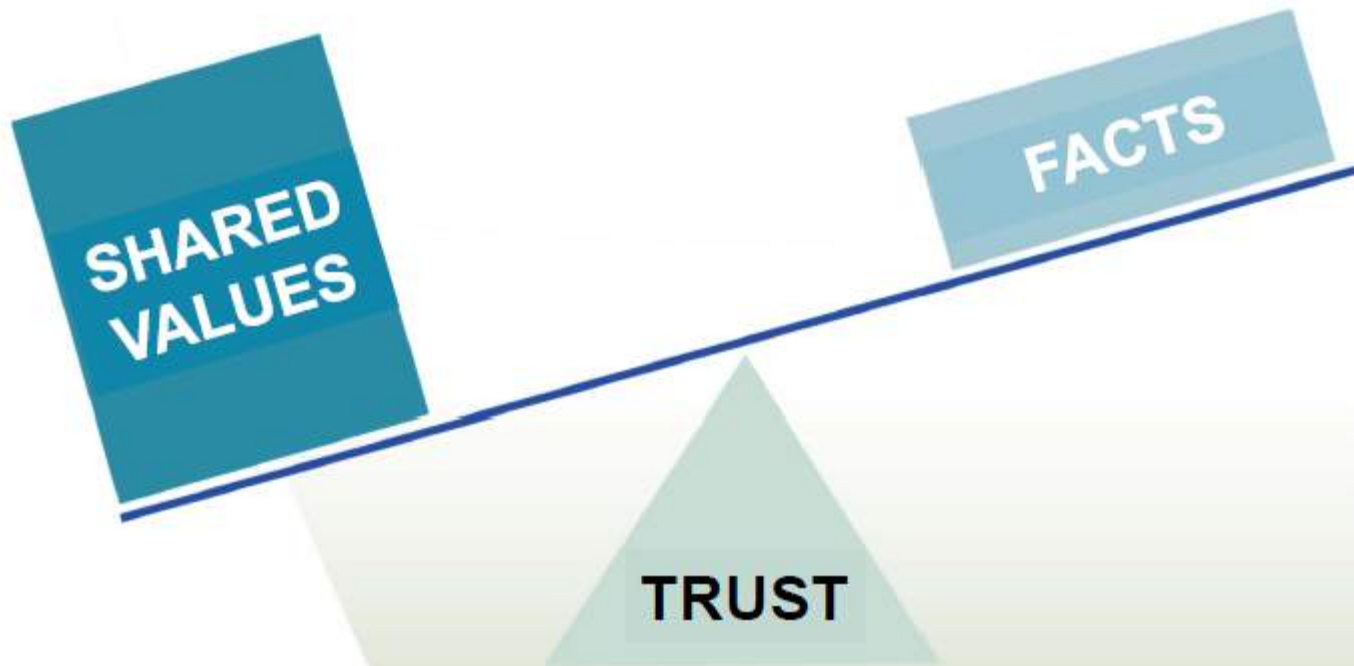
The Food System is Shifting



The opportunity and challenge of the “and/both.”

The Role of Consumer Trust in Food

What Drives Consumer Trust?



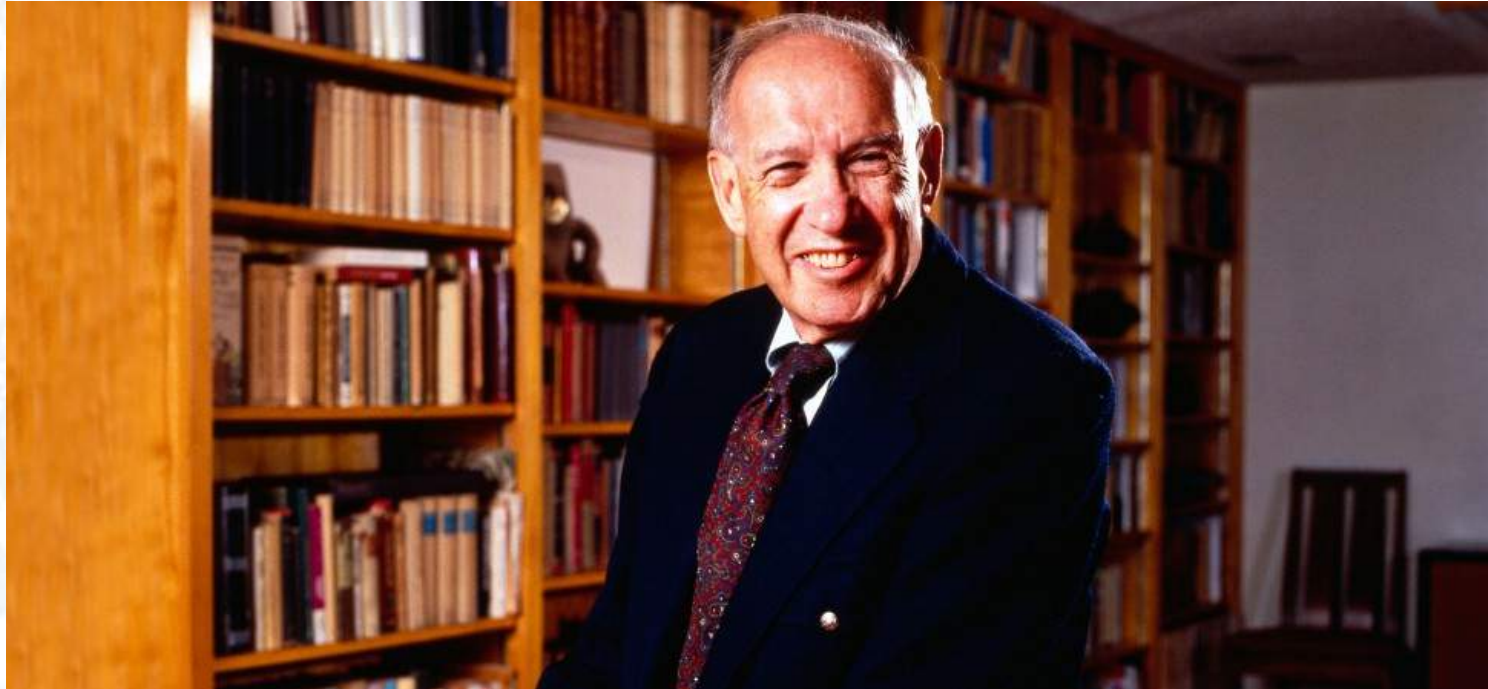
Shared values are 3-5x more important to building trust than sharing facts or demonstrating technical skills/expertise



Food is Personal



A Way Forward?

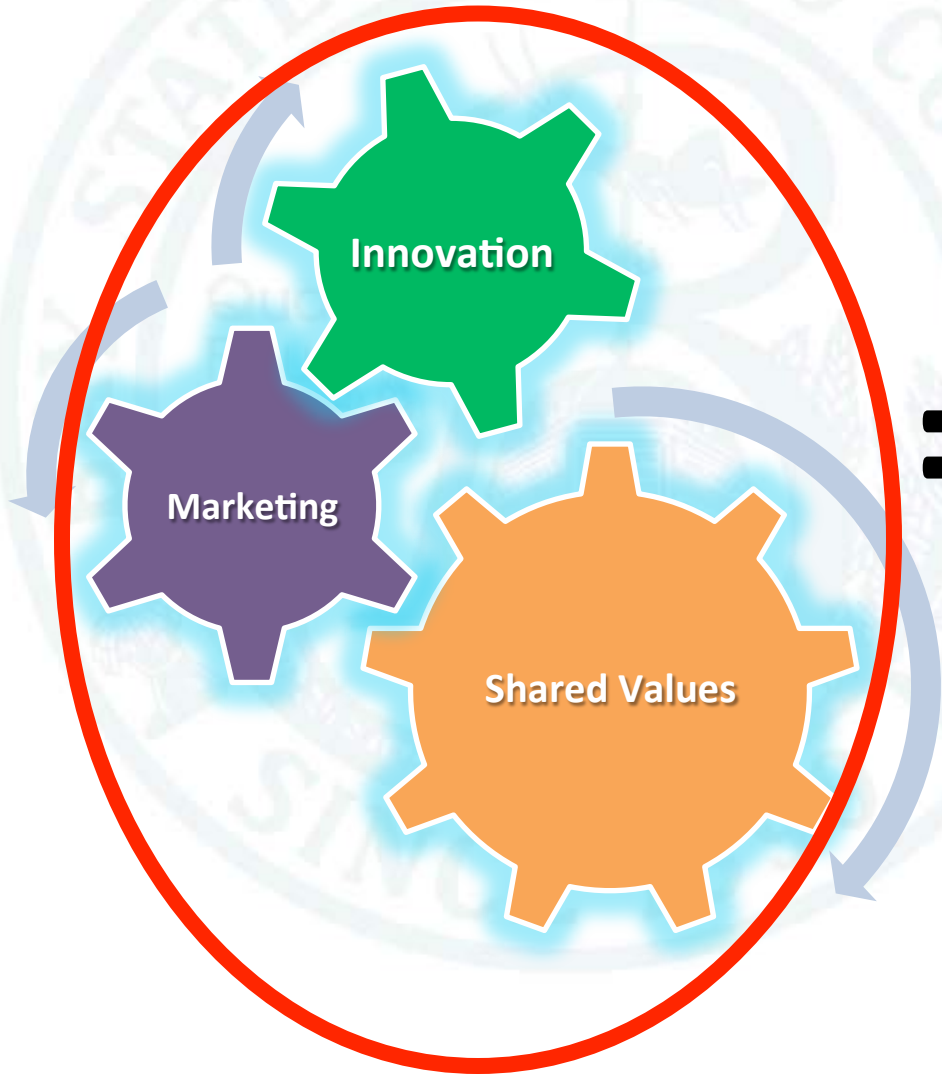


three **the food system** **create value**
There are ~~only two~~ things in a ~~business~~ that ~~make~~
money – innovation and marketing. Everything else is
cost.

and shared values

- Peter Drucker

The Call to Collective & Personal Action



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Sustainable Trust



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The Journey of Progress

