

SESSION 10: COLLABORATIVE CALL TO ACTION

- The following notes were provided from the table groups.
- Opportunity Areas #6 and #10 were not addressed by a table group.
- Opportunity Areas #8 was split into two aspects.
- The table group for Opportunity Area #4 did not provide written notes.

OPPORTUNITY NAME:

1. Clarify confusion / provide clear communication to the public (what are whole grains, benefits already being experienced) - *How to market whole grains*

OPPORTUNITY DESCRIPTION/MOTIVATION:

Have a universal message that everyone could understand. Provide clear and simple messaging around WG to clarify confusion

State a project objective(s) to frame collaborative work against this opportunity:

- Tying the whole grain benefits to vanity for kids/teens and communicate this to schools
- Beauty comes from the inside out

What would the deliverables of the project be?

- Get parents involved in the school lunchrooms to promote grains
- bring a 'celebrity' or local athlete to talk about WG

To be successful, we would need active participation by...(describe types of SMEs, organizations...)

Give it a voice from multiple levels: parents, celebrities, servers at restaurants, everyone need to have a unified message

Need to explore the disciplines and invite those who are putting the wrong message out. Perhaps they could learn something!

The entities that care enough about this outcome that they might consider funding are...
(list grants, companies, etc)

- Nonprofits
- Food companies
- Influencers
- School superintendents

A tweet to rally support and energize resources against this project is:

**Grains, still good after 50,000 years
Not all carbs should get a bad rap; WG are good for health**

Other Notes:

- * WG, it goes with everything!
- * The little black dress of food
- * We need a celebrity champion!
- * Real mean eat whole grains (i.e., Woody Harrelson, Jeff Bridges)
- * Thinking in 3's...we need a celebrity to appeal to each age group: millenials, older, younger

Table Group:

Renee Korczak, Robin Asbell, Ava Lucia Tonsera, Kristin Hall, Cynthia Warren



OPPORTUNITY NAME:

2. Replicate / Scale Up efforts for community impact (Balitmore, New Ulm)

OPPORTUNITY DESCRIPTION/MOTIVATION:

Redefined as a group to be about:

Consumers are more sensitive to price than healthcare.

State a project objective(s) to frame collaborative work against this opportunity:

Increase WG @ school
Increase WG @ store for same price as refined

What would the deliverables of the project be?

Product used in school available in retail

To be successful, we would need active participation by...(describe types of SMEs, organizations...)

Schools
Retailers
Manufacturers
Nutrition educators

The entities that care enough about this outcome that they might consider funding are...
(list grants, companies, etc)

Grain millers, manufacturers in risk-averse environment developing market/palate at schools and swapping out refined for new whole grain
→ USDA grant

A tweet to rally support and energize resources against this project is:

Whole Grains...more bang for your buck.

Table Group:

Erica Howes, Heidi Dupuis, Maureen Quinn, Rebecca Lindgerb, Jan Ostby, Mike Veal, Joel Gittelsohn



OPPORTUNITY NAME:**3. Make WG the easy choice in away-from-home settings****OPPORTUNITY DESCRIPTION/MOTIVATION:**

Make grains the default choice at convenience stores, grocery stores, corner stores, and truck stops

State a project objective(s) to frame collaborative work against this opportunity:

- Convince manufacturers to make WG options in Grab & Go format
- Convince stores to change product placement
- Convince restaurants that it is cost effective to use WG options
- Incentivize restaurants to use WG

What would the deliverables of the project be?

- WG shakers
- Grab & Go products
- start with one thing and go big
- make them mainstream

To be successful, we would need active participation by...(describe types of SMEs, organizations...)

- chain restaurants
- store
- manufacturers

The entities that care enough about this outcome that they might consider funding are... (list grants, companies, etc)

- Restaurant consortium
- Foundation for Cultural & Food Research (USDA)
- public/private partnerships
- 7-11 in kind
- universities to form research

A tweet to rally support and energize resources against this project is:

SHAKE IT UP WITH WHOLE GRAINS**ADDITIONAL NOTES:**

Behavioral Economics –

*** Grab & Go options**

- Make it the default
- Retail blockbuster product that defines the category

*** Away-from-Home**

- Define it

*** Choice: make it an option upfront**

- Don't put the burden on the consumer to ask for it
- Don't charge more for it
- Use of flavorings/spices/herbs to make it more appealing
- Consider frozen pre-cooked items?

*** Training staff in all environments****Table Group:**



No notes were submitted from Table 4

OPPORTUNITY NAME:

4. Organize a cross-sector perspective on the evidence supporting WG consumption

OPPORTUNITY DESCRIPTION/MOTIVATION:

Define next steps for research.

Notes:

Option 1 –

Ultimate intervention study in several thousands of individuals would resolve a lot of questions that are still hanging around the effects of whole grains and health(estimated cost \$400 million)

Option 2 –

- act on the available science and
- start a discussion on how to conduct proper nutrition research (don't treat foods as medicine in intervention trials, a different approach is necessary but the scientific audience first has to agree on a "new paradigm [or whatever you would like to call it]).
- An ultimate trial within the context on how nutrition trials are conducted at this moment (according to the pharmaceutical principles / Evidence Based Medicine paradigm) will not resolve such questions but may even create additional question marks around effects of whole grain consumption and health because:
 - the effects may well depend on the health status of the included individuals. Even with several thousands of individuals the power of such a study will be limited.
 - What is "whole grain"? You'll get a matrix of different types of grains and different health effects you would like to study.
 - Therefore it will be very difficult to determine the potential health effects that have been discussed up to now in the available literature (issue of the power of a study as needed according to the principles of Evidence Based Medicine)
 - so what effect(s) would you like to focus on?
 - the issue of biomarkers in relation to predictability of the biomarkers on the actual health effect (what is the explanatory variance of a biomarker / set of biomarkers and future outcome; there are a lot of variables that determine the explanatory variance of a biomarkers and its future outcome)

Table Group:



OPPORTUNITY NAME:

5. Solidify research base for health benefits of WGs

OPPORTUNITY DESCRIPTION/MOTIVATION:

The summit presented an overview of past research, biological and intervention. We are in a need of a few key pieces of research to fill gaps.

State a project objective(s) to frame collaborative work against this opportunity:

(1) study of whole foods/meals rather than single nutrients on health

(2) study of cereal / food processing on
- nutrient quality
Formation of components that may trigger intolerance

What would the deliverables of the project be?

To be successful, we would need active participation by...(describe types of SMEs, organizations...)

The entities that care enough about this outcome that they might consider funding are...
(list grants, companies, etc)

A tweet to rally support and energize resources against this project is:

Current Health Grain proposal global project

Table Group:

Fred Brouns, David Jacobs, Sumana Bell, ?, ?



OPPORTUNITY NAME:

6. Conduct original marketplace research to understand barriers to WG (on-shelf and consumption)

OPPORTUNITY DESCRIPTION/MOTIVATION:

A table group did not form to address this opportunity area

OPPORTUNITY NAME:

**7. Standardize a global recommendation for WG consumption
(International harmonization of the WG message)**

OPPORTUNITY DESCRIPTION/MOTIVATION:

Make whole grains cornerstone of cereal consumption

State a project objective(s) to frame collaborative work against this opportunity:

Is a recommendation needed?

Is it feasible?

Requires:

(1) standardized definition of WG (every grain may be different)

(2) standardized definition of WG food

(3) define a serving of WG

What would the deliverables of the project be?

A recommendation!

Quantitative recommendation preferred (but different for different countries)

To be successful, we would need active participation by...(describe types of SMEs, organizations...)

International implementation plan for promoting whole grains

Food manufacturers

Academia

Government agencies

The entities that care enough about this outcome that they might consider funding are...
(list grants, companies, etc)

?

A tweet to rally support and energize resources against this project is:

Whole grains for the Whole World

Table Group:



OPPORTUNITY NAME:

8. Make WG products tastier and cheaper

OPPORTUNITY DESCRIPTION/MOTIVATION:

The price, in theory should be cheaper than energy-intensive alternatives. Need to increase volume to shift investment in infrastructure shift

We know how to make products tastier and products are already tastier than before

State a project objective(s) to frame collaborative work against this opportunity:

- (1) Reduce ongoing price disparity between WG and its refined alternatives.
- (2) Promote WG for their rich, complex flavor

- (3) Better publicize cheapest options and parity to move the virtuous cycle forward

- (4) Address the real issue of consumers' perceptions rather than changing the actual flavor/taste

What would the deliverables of the project be?

Decrease cost and Increase consumption (cycle)

To be successful, we would need active participation by...(describe types of SMEs, organizations...)

- grain breeders / researchers for whole grain use
- refined grain use
- Marketing and PR – whole grains ARE TASTY (provide samples and ideas
- producers/millers

The entities that care enough about this outcome that they might consider funding are... (list grants, companies, etc)

Industry, growers to increase volume
Reliable markets to increase sales

A tweet to rally support and energize resources against this project is:

**Rich flavor to enrich your life
Whole Grains, because you're worth it**

Table Group:

Roberto Ranieri, Peter Koenig, Meredith Chen, Cynthia Harriman, Andrew Ross



OPPORTUNITY NAME:

9. Organize the grains community for aligned action (leadership, structure,...)

OPPORTUNITY DESCRIPTION/MOTIVATION:

To increase the consumption of whole grain

State a project objective(s) to frame collaborative work against this opportunity:

As the ultimate goal, create a checkoff / commodity board.

(mild processors board – e years referendum)

What would the deliverables of the project be?

1. Interview/understand operation of existing commodity boards
2. Interview constituents
3. Alliance – consistent sharing
4. Checkoff (longterm)

To be successful, we would need active participation by...(describe types of SMEs, organizations...)

- * farmers
- * millers
- * organizations/foundations
- * retailers

The entities that care enough about this outcome that they might consider funding are... (list grants, companies, etc)

CHECKOFF



A tweet to rally support and energize resources against this project is:

Table Group



OPPORTUNITY NAME:

10. Create a mechanism for the WG community to stay connected continually

OPPORTUNITY DESCRIPTION/MOTIVATION:

A table group did not form to address this opportunity area