

Whole Grains and Health: Navigating our Path to the Future

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Our Vision of Tomorrow

- Busy working mom, 35 years old
 - Online grocery shopping makes it easy and convenient to simplify healthy choices
 - New technology in cooking preparation-making it easier to prepare healthy meals
 - Food labels are clear and lack distracting information
 - Point of purchase meal suggestions



Food Systems Past to Present

- 1940-2012
- People's lives have become hectic and busy
- Food companies adjust to consumer needs by offering diverse choices, convenient food with highly desirable taste profiles while unintentionally sacrificing the health profile (portion size, calories, etc.)
- Obesity and chronic disease rates are growing exponentially with healthcare costs



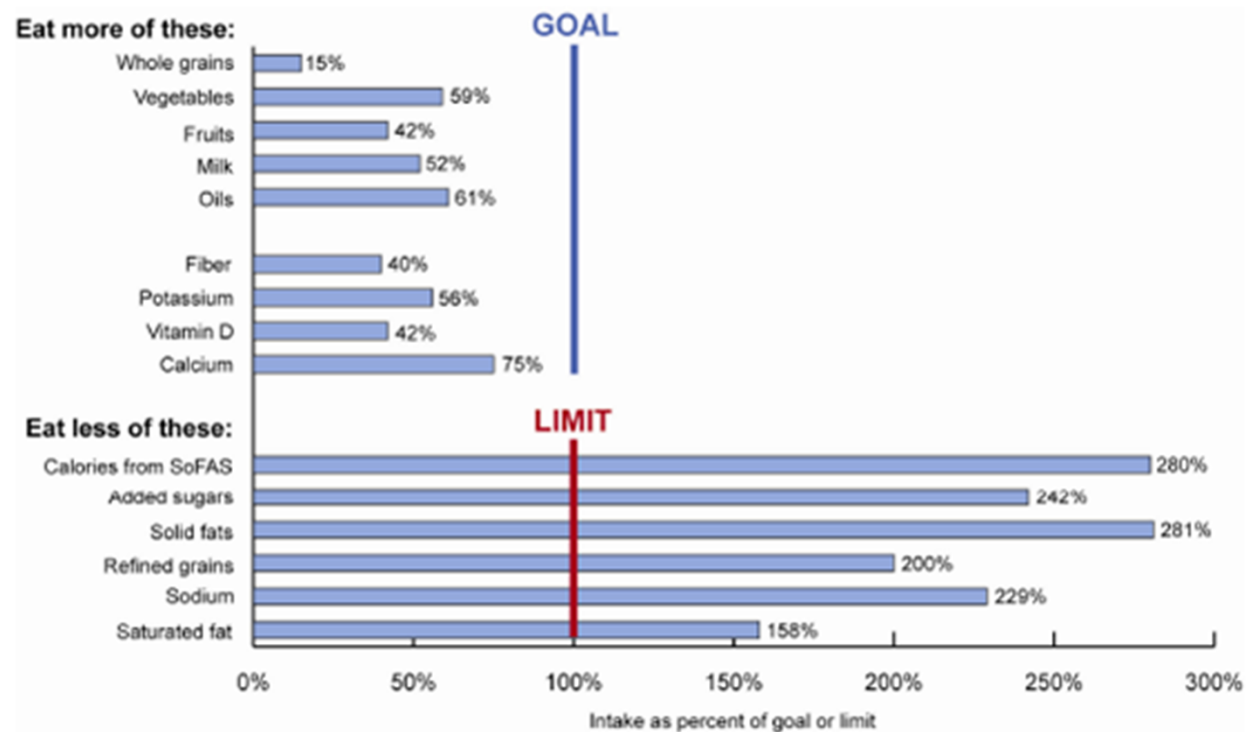
Americans Do Not Meet Federal Dietary Recommendations

- NHANES 2001-2004 dietary data
- 24-hr recalls 16,338 persons, aged 2 and older
- Translated into MyPyramid Equivalents
- Nearly the entire US population does NOT meet dietary guidance



Current State

Figure B2.2. Dietary intakes in comparison to recommended intake levels or limits



Data source: What We Eat in America, National Health and Nutrition Examination Survey (WWEIA, NHANES) 2001-2004 or 2005-2006
2010 Dietary Guidelines Advisory Committee Report . Part B. Sec 22010



Current State

1. Current U.S. food system/environments fail to support and sustain dietary guidance
2. Gridlock among sectors, disciplines and cultures
 - Lack of communication, cooperation & creative solutions
3. Lack of systems thinking / training for food technologists and health professionals
4. Lack infrastructure and incentives to translate DG's policy into practical foods that consumers demand



The Crux of the Matter

- Industry is the only player that can translate policy into products
- Without a coordinated and comprehensive effort across the entire food industry, companies may be hesitant to initiate widespread change
- Industry cannot do it alone!!



The Crux of the Matter

- Opportunity
 - Americans fail to meet Dietary Guidelines (DG's)
- Possible Solution
 - Establish industry-wide recommendations for food product ingredient formulation to more closely meet DG's
 - Translate DG's policy into practical foods that consumers demand
- Benefits
 - Increase the availability of foods in the marketplace that meet dietary guidance and meet consumer taste demand



How Do We Unite Our Efforts Beyond...

- ✓ Ourselves
- ✓ Institution
- ✓ Discipline
- ✓ Sector
- ✓ Culture



- How do we achieve a new level of consciousness to develop, deliver and enhance consumer intake of healthier grain-based foods?
- How can we create strategies and systematic approaches as a nutrition community?



Working Toward Collective Solutions

- What role do we play in moving us from the present to the future?
- If we don't take action, what will the future look like?



Grains for Health Foundation

- **Mission:**

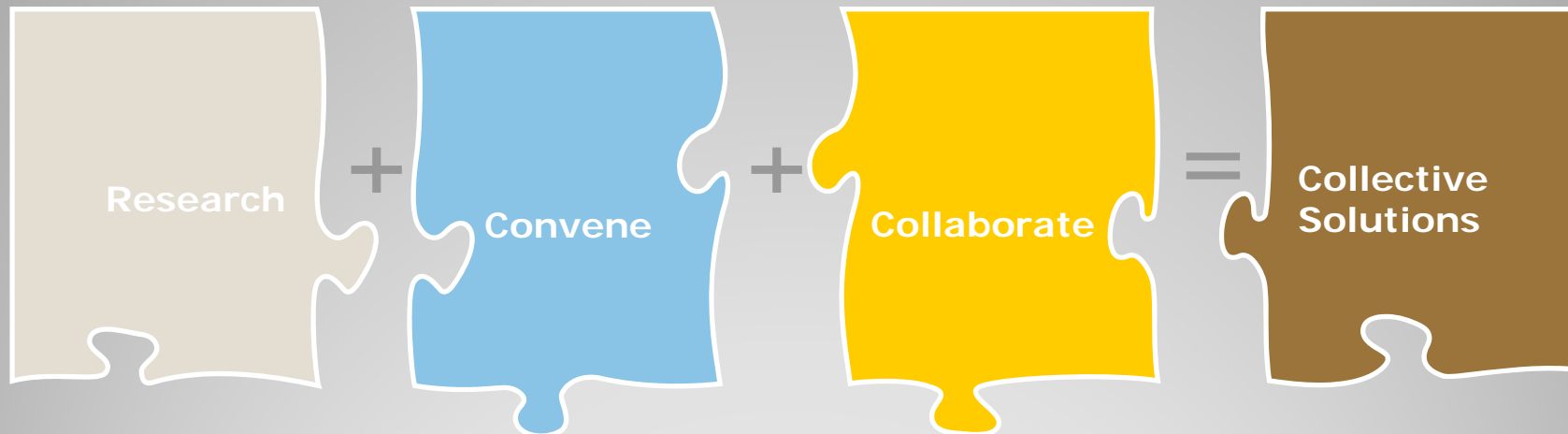
We build relationships between the leaders in the healthcare and food industries using evidence-based, practical strategies to ensure healthy, grain-based foods reach the public, thus lowering both diet-related chronic disease and health care costs.

- **Long Range Vision**

The healthy (*whole grain/grain-based*) choice is the easy choice



How We Operate



Target research that transforms science into food

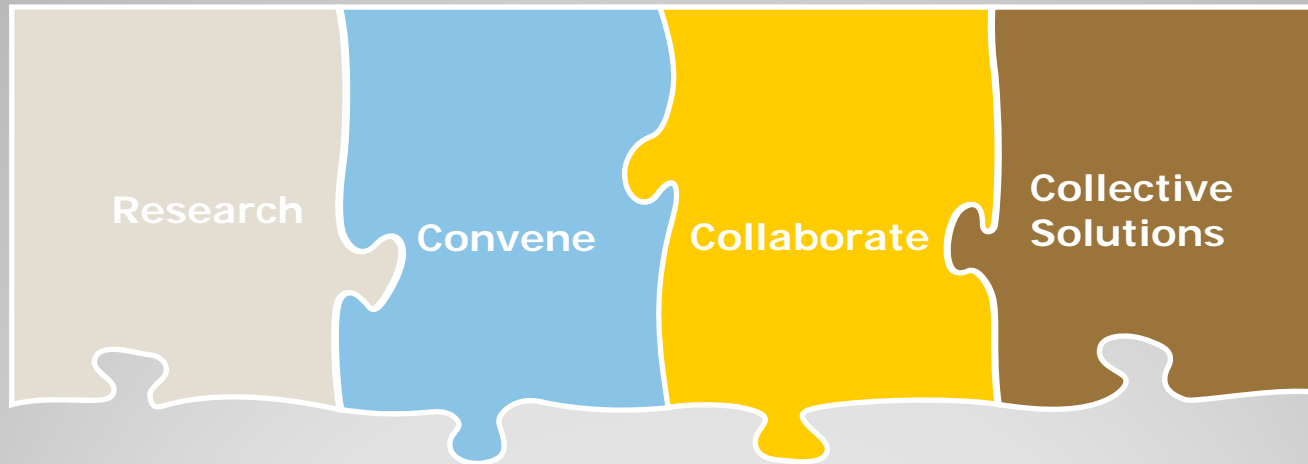
Align key stakeholders from across the food supply chain to identify and prioritize real issues and gaps

Apply a systemic view of complex problems

Actualize the ideas generated during cross-sector collaboration, yielding measurable, sustainable outcomes



The Outcome and Benefit



Assembling the pieces →

Engaging a variety of constituents, leading to
collective action

Learning how to learn together



2010 Dietary Guidelines:

“The ultimate goal of the *Dietary Guidelines for Americans* is to improve the health of our Nation’s current and future generations by facilitating and promoting healthy eating and physical activity choices so that these behaviors become the norm among all individuals. Meeting this goal will require comprehensive and coordinated system-wide approaches across our Nation— approaches that engage every level of society and reshape the environment so that

**the healthy choices are the easy,
accessible and desirable choices for all.”**

**What will be the goal of the 2015
Dietary Guidelines?**

<http://www.cnpp.usda.gov/DGAs2010-PolicyDocument.htm>

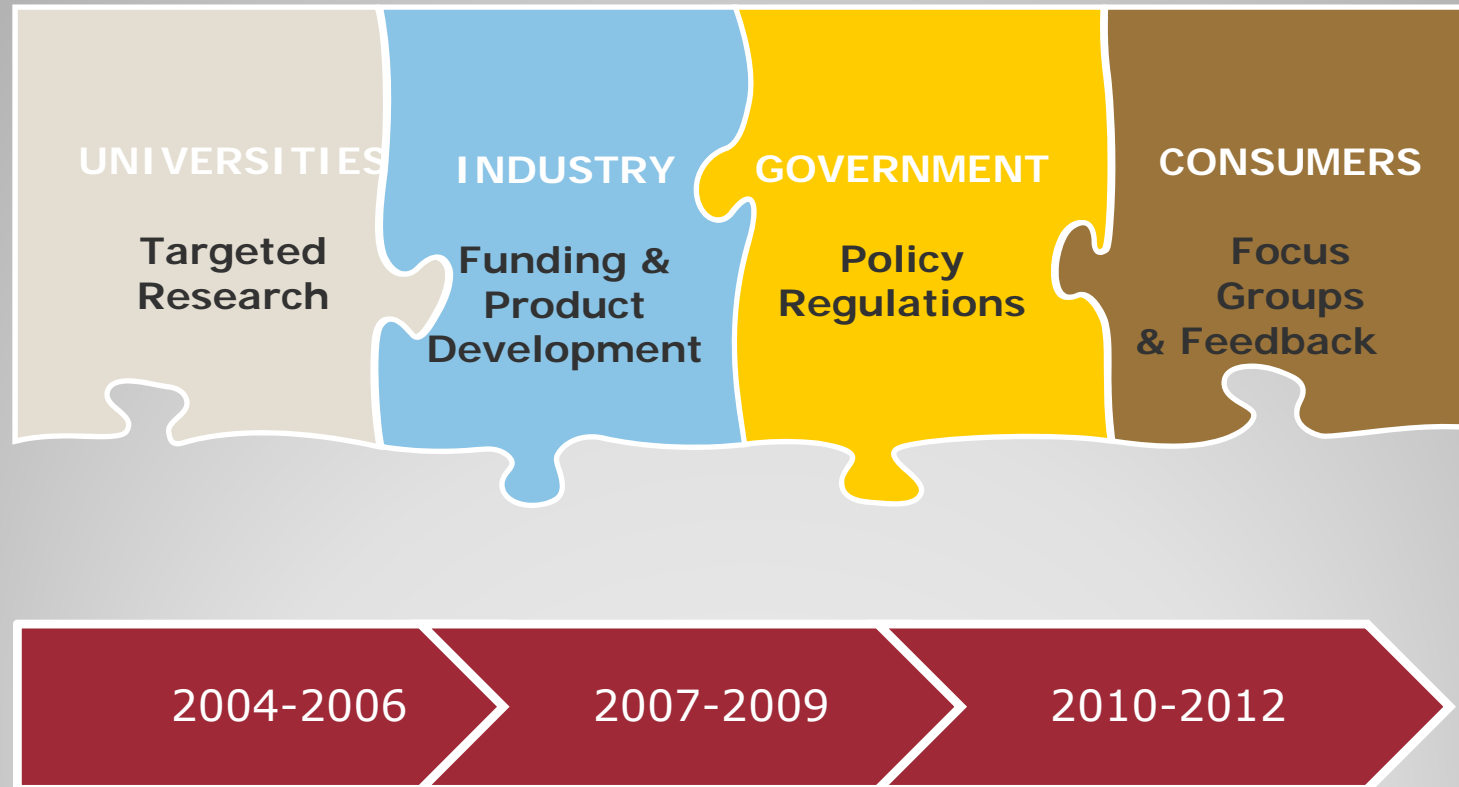


Introducing Whole Grains in Schools

1. Targeted whole grain levels / Feasibility
2. School Nutrition Directors & Product Developers
3. Setting School Nutrition Requirements
4. Supply chain / Task force issues
5. Implementation

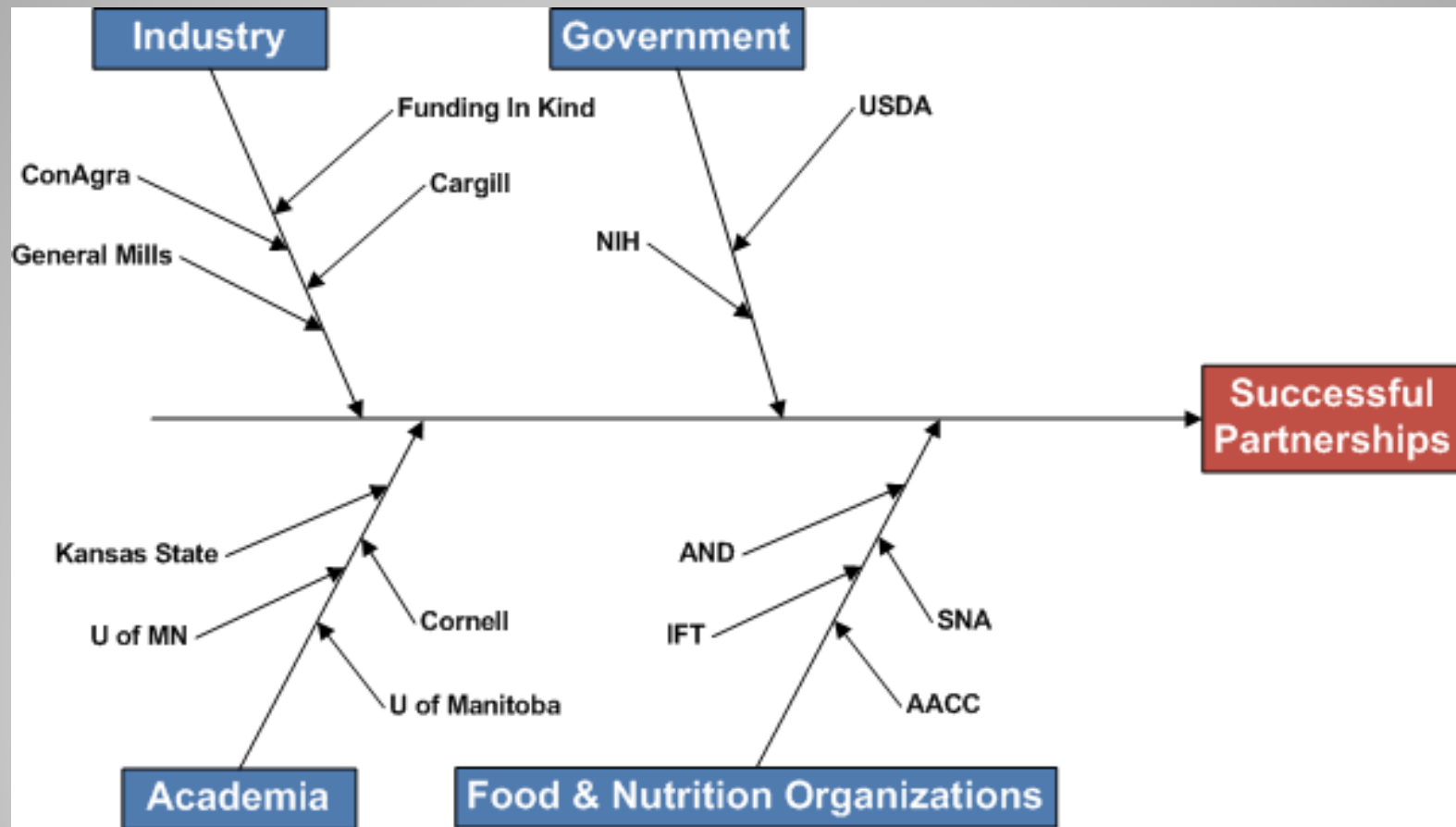


GHF Approach Applied to School Meals



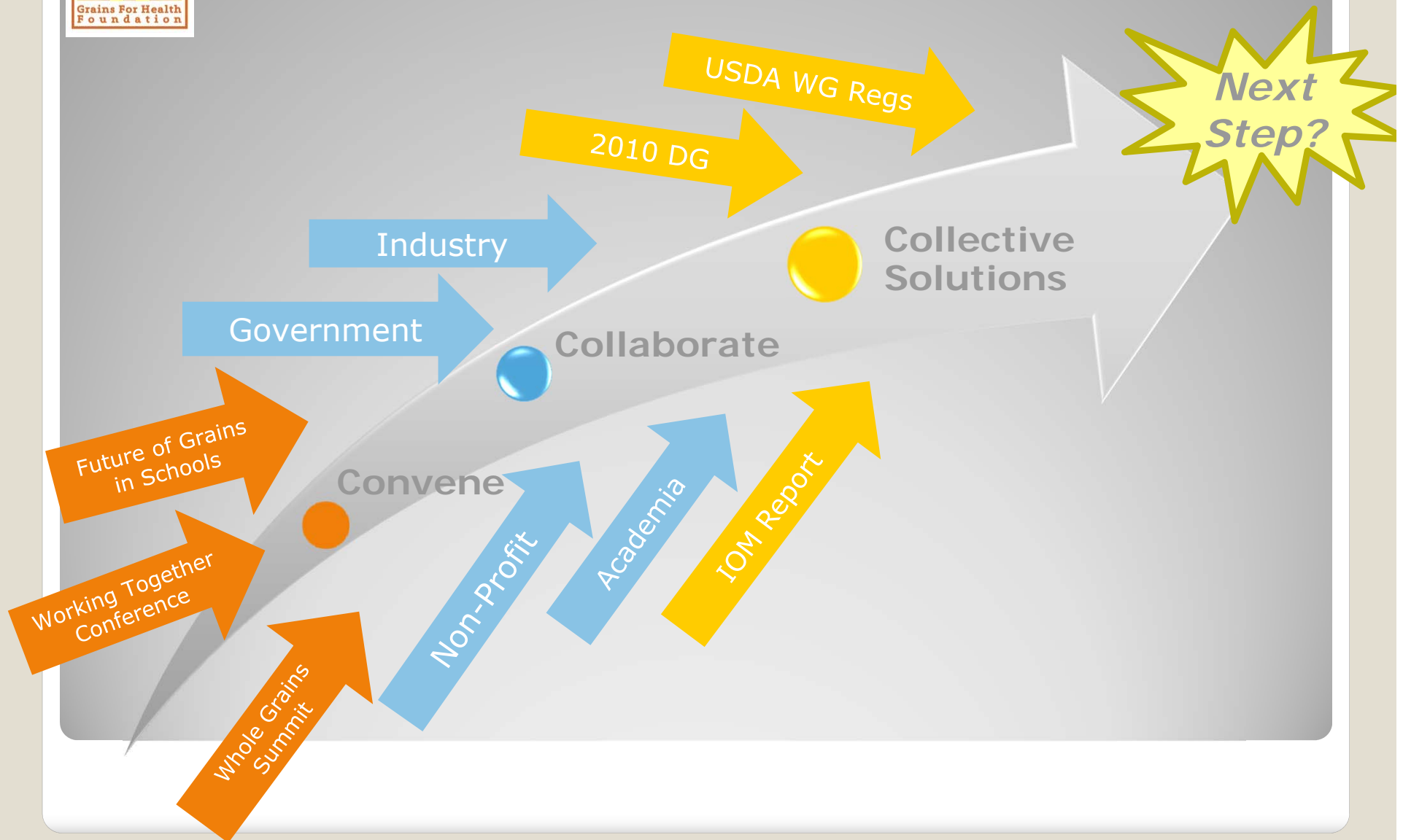


Partnerships





What Does Success Look Like?





Whole Grains Summit

May 19-22, 2012

Convened:

>300 global business & health leaders from many sectors & disciplines, including scientists, educators, food technologists, producers, marketers, health professionals and regulators

Collaborated:

around challenges and opportunities for the future of whole grains.



2012 Whole Grains Summit

Objectives

- Identify research gaps to get whole grains to consumers worldwide.
- Understand approaches to link whole grain research to communication and action, including behavioral change.
- Build professional connections across disciplines and continents through engaging dialogue.
- To assist in setting goals for global dietary guidance, identify the knowledge gaps where the research is not conclusive on whole grains & health.



2012 Whole Grains Summit

Overall Recommendations

- **Unified Leadership within the Grains Community**
 - Work together as a grains community toward a unified vision and prioritized goals.
- **Building the Rationale or Business Case for Whole Grains for Health**
 - Support targeted research to understand in the supply chain gaps,
 - Includes research on efficacy, technology, marketing, and consumer preference.
- **Communication to Consumers Made Simple & Clear**
 - Educators, health practitioners, governmental agencies and parents should convey a consistent message of whole grains as a part of a healthy dietary pattern.
 - To accomplish this definitions and guidelines must be clearly defined & communicated.
- **Commitment of Every Individual to Promote Health**
 - Grains and health communities must commit to continue to dialog and to prioritize and to implement action steps necessary to achieve increased consumption of healthy whole grains.



Possible Solutions so Consumers can Meet DG's

- Legislation
- Regulation
- Litigation
- Nutrition Education
- Nutrition Labeling
- Interventions
 - Public Health Campaigns



Ingredients:

Whole Grain Oats, Modified Corn Starch, Corn Starch, Sugar, Salt, Tocopherols, Trisodium Phosphate, Calcium Carbonate, Natural Colour. Contains Wheat Ingredients.



Collaborative Proposal

- Increase the availability of foods in the marketplace that meet dietary guidance and meet consumer taste demand
- Criteria for formulating WG foods
 - P = Practical
 - H = Healthy
 - A = Affordable
 - D = Desirable

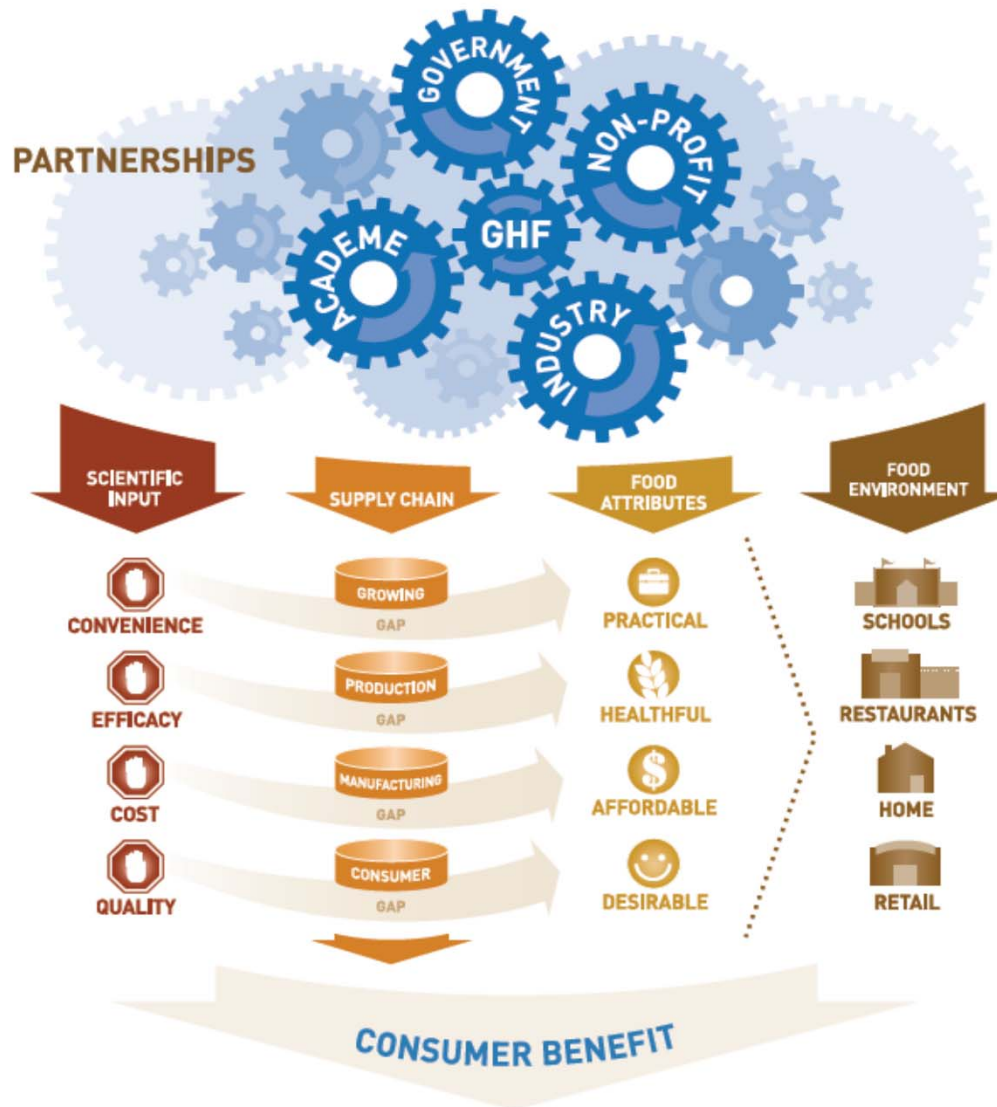


Collaborative Vision

Coordinate policy, research, regulations and infrastructure to increase the availability of healthier foods that are affordable, desirable and practical with the intention of making the healthy choice the easy choice.



FOOD RESEARCH AND PUBLIC HEALTH



HEALTHY CHOICE IS THE EASY CHOICE.



How will this Collaborative Function?

- Key representatives, both experts and citizens, from across the food supply will **convene** to identify and prioritize real issues and gaps.
- Meaningful **collaboration** will occur through application of collective knowledge, targeted research, policy recommendations and a supportive regulatory environment.
- Mutually beneficial **collective solutions**, for business and for society will result, ultimately positively influencing public health outcomes.



What Makes *this* Collaborative Approach Different?

It acknowledges that to realize this vision, participants first need:

- an **open, safe environment** to share ideas
- **time** to identify the gaps in the supply chain & food environment that limit availability of healthier foods in the marketplace that are affordable, desirable and practical for consumers
- the **infrastructure** to implement the changes
- the **freedom to innovate**, conducting the targeted research necessary to transform science into food

This Collaborative will strive to implement a gradual shift in the way we think about our food supply resulting in a shared and coordinated approach that permeates all sectors and disciplines.



Grains as a Vehicle to Health

Small changes in grain ingredients equals big opportunity to meet dietary guidance

- Whole grain & fiber
- Fruit & vegetable add-ons
- Reduction in sugar, salt, and fats
- Portion size / caloric density





Creating Healthy Grains

- Grains supply a significant percentage of the overall diet
 - 30% of total kcal
- A small change in flour content can increase WG intake to > 2 servings
 - 25% of product flour is whole grain flour



Increased Availability of Foods in the Marketplace

1. Align DG's with food formulation and product development recommendations
2. Small, coordinated and deliberative ingredient changes over time
 - Introduce/reformulate WG foods with enhanced nutritional value
3. Systems approaches (thinking, feeling and doing)
4. NAS/IOM Report
5. Commission a Committee to oversee industry-wide recommendations to translate DG's for food formulation and product development



Coordinated Product Ingredient Changes Over Time

- Deliberative change over 10-15 years
- Change cannot exceed the threshold of anything less than acceptable taste
- Coordinated with new technologies and ingredients
- Create new business models to support health



NAS / IOM Committee: Examine Current Supply Chain and Potential Strategies

- Identify stakeholders to participate in a unified effort of developing **healthier** grain-based products
- Build a coalition across the supply chain sectors and disciplines to develop a unified strategy / approach.
- Increase the availability of grain-based foods that meet DG's, cost / budgetary constraints and consumer taste preference.



What Will Success Look Like?

Short- to-Mid Term

- Understand the supply chain, food environment and consumer food attributes so that basic, applied and translational research can be targeted toward the development and delivery of healthier foods in the marketplace that are affordable, desirable and practical for consumers.



What Will Success Look Like?

Long Term

- Gradually increase the availability and accessibility of healthier foods in the marketplace that are affordable, desirable and practical through implementation of policy and infrastructural recommendations, resulting in a model that meets both business and societal needs.



Outcomes and Collective Solutions

- Knowledge: Execute collective solutions through use of current knowledge.
- Research is recommended based upon gaps and prioritization related to delivery of PHAD food into the market place.
- Policy: Policy and business recommendations for supply chain / food environment / PHAD foods.
- Infrastructure: Recommendations to build infrastructure for sustainable delivery of PHAD foods into the market place.



Unintended Consequences

- Either perceived/intentional overuse of processing to accomplish dietary goals
- Industry being perceived as benefiting from changes
- Perception that industry is telling and/or forcing the consumer what to eat
- Gradual change will not be fast enough!!



What will be the goal of the 2015 Dietary Guidelines?

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YOU

