State of the Grain Market: Issues and Scope

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Framing the Issues

- Driving force behind whole grain consumption is a preventive approach to disease risk factors
- Obesity and Diabetes are preventable risk factors for cardiovascular disease, the #1 killer worldwide
- Nutrition research studies around the globe demonstrate that dietary changes such as increased whole grain consumption can mitigate these risk factors
  - Non-nutritionists have contrary opinions and media agents
- Manufacturers are responding with whole grain products, but consumption has a long way to go
- Factors such as taste, performance, cost and availability compete with inherent nutritional value of whole grains
- Creative companies have developed solutions to overcome some of these challenges and sometimes it takes a village
Global Risk Factors

Diabetes and Obesity are major, preventable, risk factors for Cardio Vascular Disease world-wide.

Dr. Margaret Chan,
Director General WHO

Obesity

Dr. Walter Willett
Chair, Dept. of Nutrition
Harvard School of Public Health
The Science

THE MAIN BENEFITS OF WHOLE GRAINS

- Stroke risk reduced 30-36%
- Type 2 diabetes risk reduced 21-30%
- Heart disease risk reduced 25-28%
- Better weight maintenance
Media Influencers Say...
Global New Product Launches

*Claiming Whole Grains*

- **Europe**:
  - 2012: 1,800
  - 2013: 1,600
  - 2014: 1,400
  - YTD 2015: 1,200

- **North America**: 1,600

- **Asia Pacific**: 1,400

- **Latin America**: 1,200

- **Middle East & Africa**: 1,000

*Source: Mintel*
Leading Categories Worldwide

[Bar chart showing leading categories worldwide with data for 2012, 2013, 2014, and YTD 2015.]
Whole Grain Product Launches

Global Distribution

10,000 products
44 Countries
Industry Hurdles

- Taste
- Perception
- Performance
- Affordability
- Supply Chain
Industry Effort!

Grower
Processor
Manufacturer
Distributor
Retailer/Restaurant
Success!
THANK YOU!

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