

# ***State of the Grain Market: Issues and Scope***



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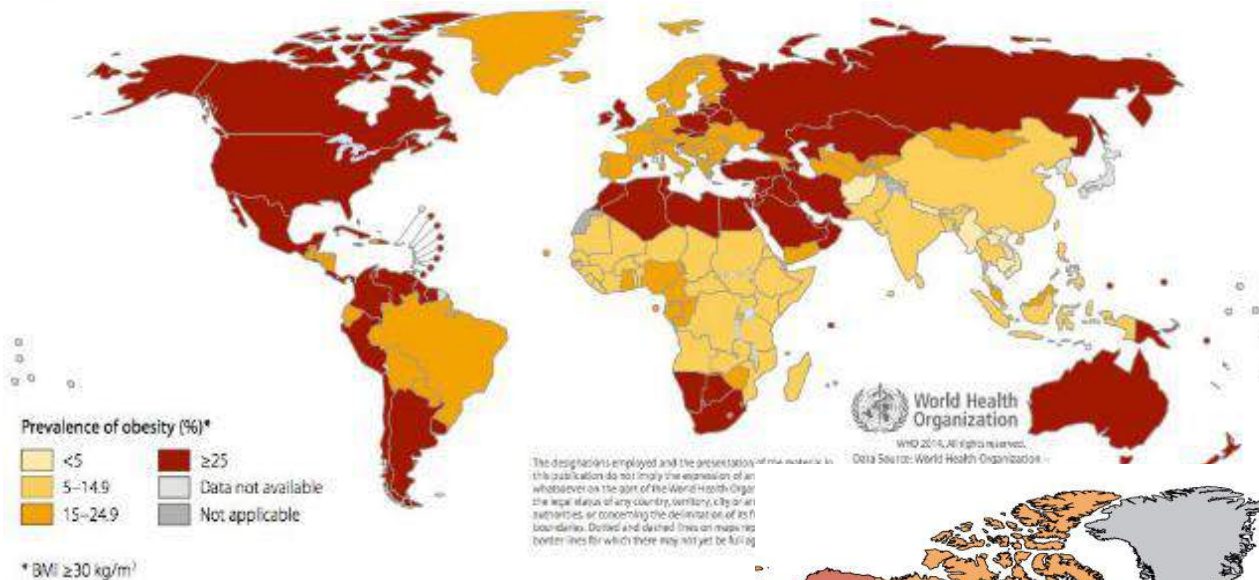
# Framing the Issues

- ❑ 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*.

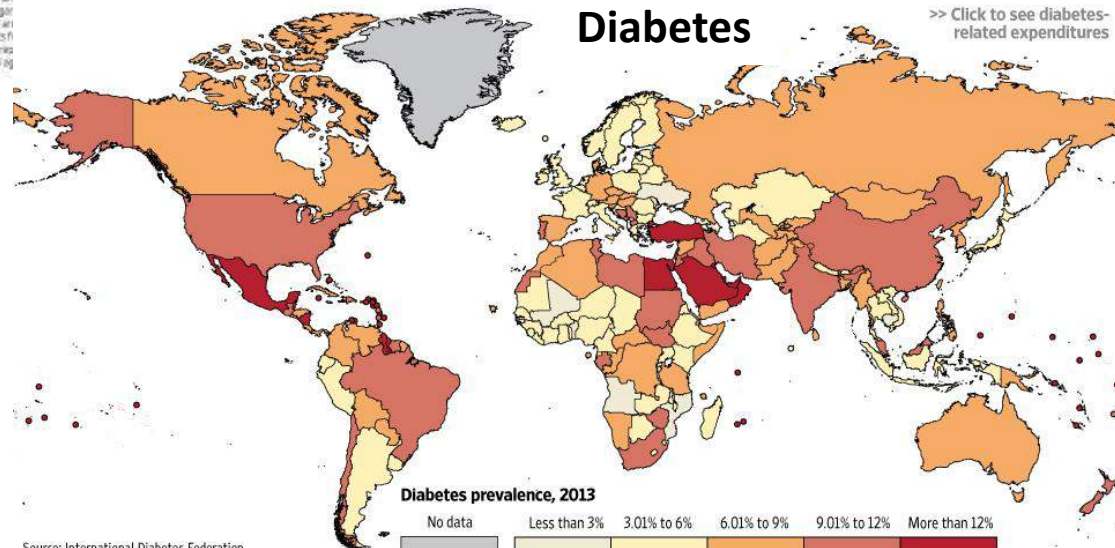
## Obesity



Dr. Margaret Chan,  
Director General WHO

## Diabetes

>> Click to see diabetes-related expenditures



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



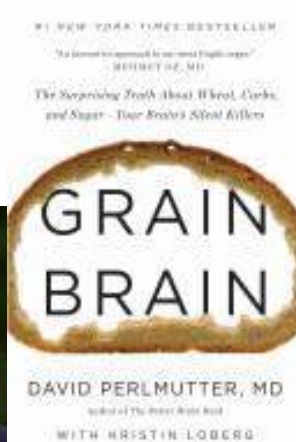
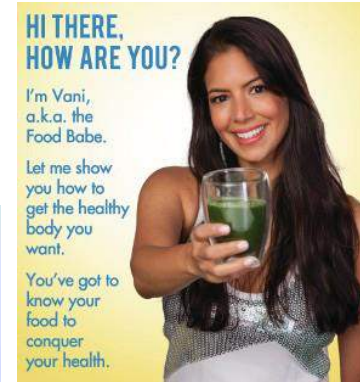
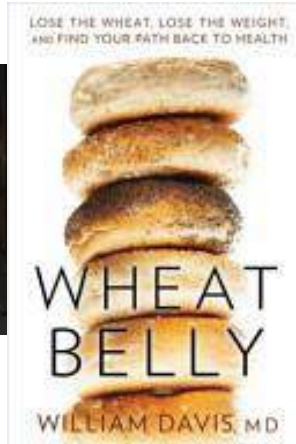
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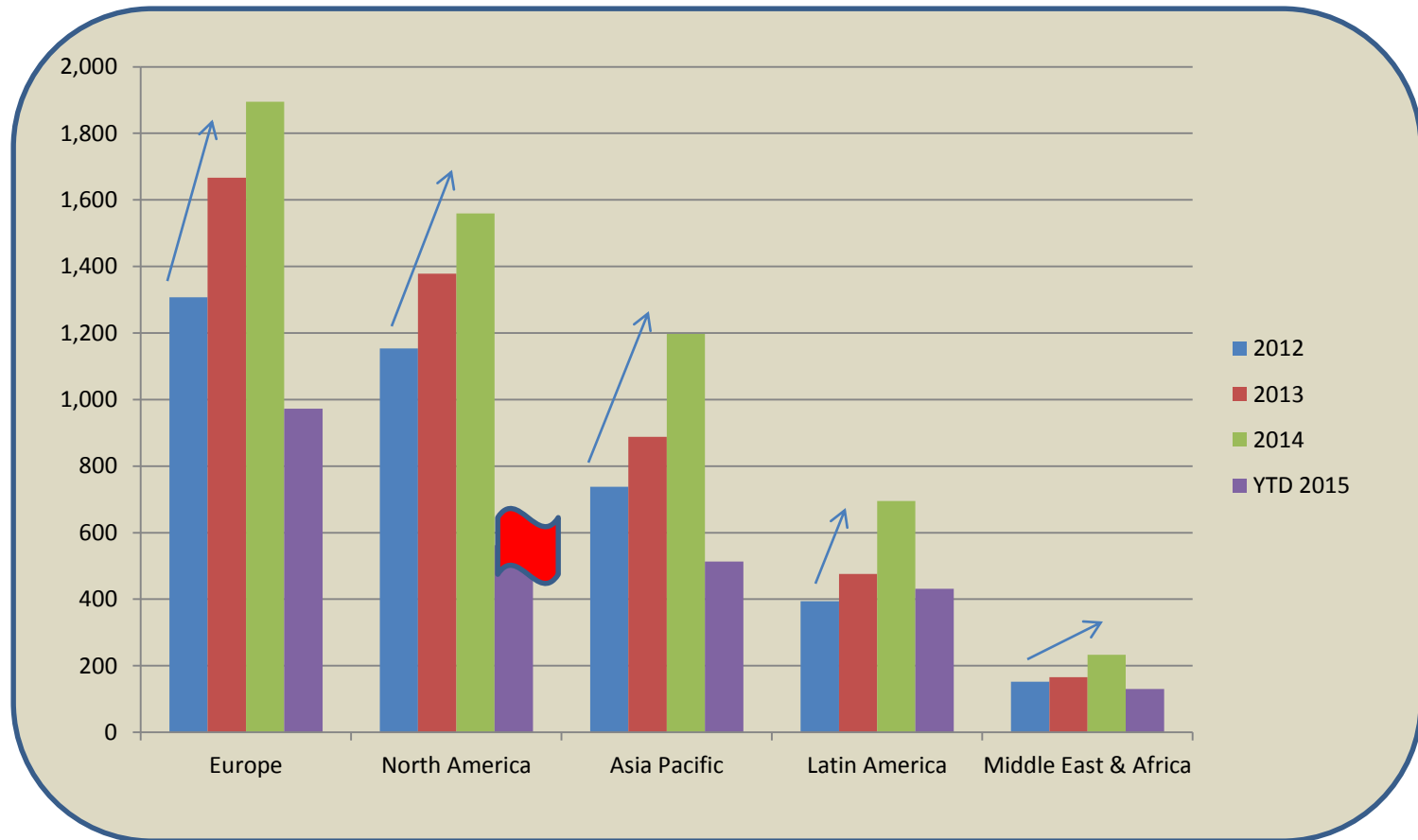
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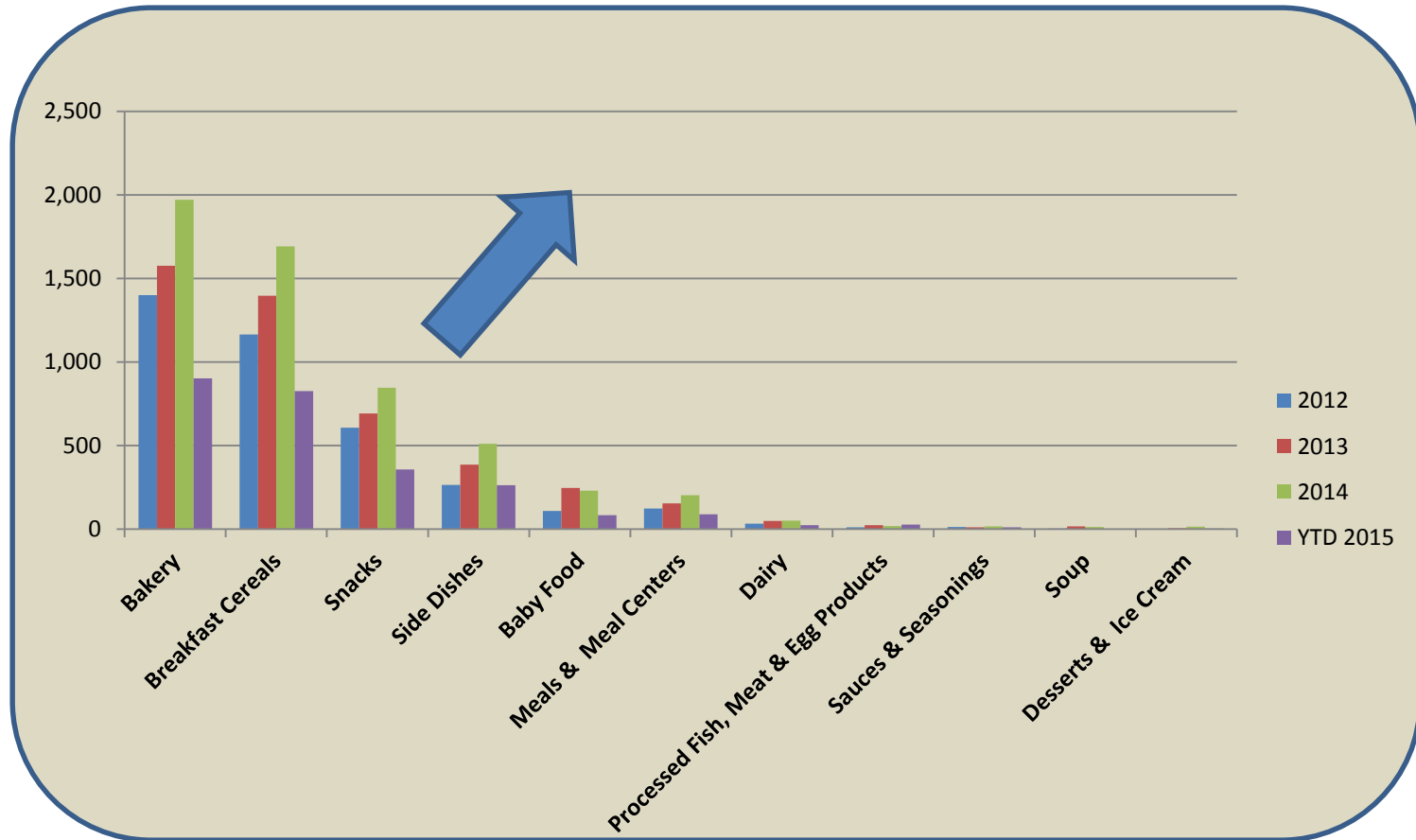
# Media Influencers Say...



# Global New Product Launches *Claiming Whole Grains*

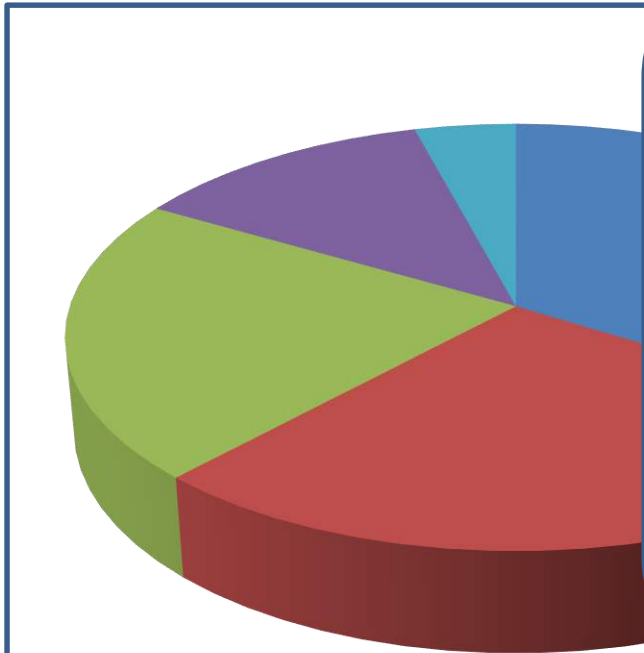


# Leading Categories Worldwide



# Whole Grain Product Launches

## *Global Distribution*



**10,000 products**  
**44 Countries**

**Mintel**



# Industry Hurdles



# Industry Effort!



Grower

Processor

Manufacturer

Distributor

Retailer/  
Restaurant



# ***Success!***





# THANK YOU!

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