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## SESSION 4: SPEED NETWORKING

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Question #1: Share a **success / positive experience** with whole grains from the past few months.

- Lots of new products on the market
- USDA website providing more recipes
- More recipes, articles, etc. in magazines about wgs
- There ARE success stories! Ancient grains, dominos story, wg recipes to food pantries, etc.
- Increased awareness among consumers
- Increased positive social and scientific messages
- Finding barley and other wgs more in restaurants
- Whole grains can taste good
- Cooking classes- teaching one person at a time!
- Some successes on the tail of the USDA regs in schools

Question #2: What **negative messages** have you heard about **grains or whole grains** that generated

- Gluten free
- Grains make me fat if I avoid it I'll lose weight
- The dreaded gluten hangover
- Short shelf life
- Identifying whole grains is tough
- People think grains are unhealthy
- Whole grains are too expensive
- Different whole grain grams regulations in different countries
- It's too hard to find whole grain choices
- Eating whole grains give you a headache.
- Teens are afraid of the messages social media sends
- Low carb
- If it's processed, it's not whole grain.

Question #3: From your professional POV, what is the **most important question** to answer to move whole grains forward?

- What does the consumer need to move forward
- Clear end goal
- How to make whole grain cheaper?, How to make whole grain tastier
- Even with clear whole grain health messaging we are still faced with the challenge of how to change behavior. How do we change health behaviors?
- what is the strength of the evidence?
- What is a whole grain?
- What would motivate consumers to have it?
- How to make Whole grain products tasty and appealing
- Marketing - positive messages
- How much whole grain should be eaten to provide health benefits?
- Why do people believe pseudo-science?
- Can whole grain foods be created that meet most people's taste expectations, especially in Asia?
- Make whole grains a lifestyle embedded in the community, Customers most understand the concept of whole grains, The Moore family center. Such a good example of common objectives and vision of Lifelong health, Extension programs in the community
- Make whole grains a lifestyle embedded in the community
- Customers most understand the concept of whole grains
- The Moore family center is a good example of common objectives and vision of Lifelong health
- What is a whole grain?
- Consistent label regulations
- Better supply chains
- equity not equality
- Extension programs in the community

Question #4: Share a headline of a successful **collaboration**. What was the key **enabler** of success?

- Proactive approach to regulations
- Clear end goal
- Transparent communication between members of the value chain
- Understand your outcomes and understand motivators for success
- Successful cooking in school programme between local college non-profit and elementary school enabled by common interest
- Multidisciplinary approach
- Extension programs
- Open minds.
- Applebee's introduced quinoa as a side dish. Enable was consumer demand and interest.
- Extension programs in the community, The Moore family center. Such a good example of common objectives and vision of Lifelong health
- availability of on the ground partner
- Successful collaboration on WG and statin resulting in publication - enabled by funding and common interest
- Funding is nearly always a key enabler
- Kellogg and USDA

Question #5: What did you **hear** in the earlier rounds or presentations that was

- new to you
- counter to your current opinion/knowledge

- The food industry needs to communicate more clearly about what whole grains are.
- The concept that nutrition studies were designed like pharma trials
- The fate of your healthiness depends how was treated the embryo back 2 generations
- My grandmother's nutrition was critical to my health.
- Approach should be at the community level
- 350 million \$ to do a study
- Still more research on nutrition to demonstrate benefits of WG
- School lunch really has changed since I was in school
- Gluten can benefit good gut bacteria.

# IDEA SHEETS

How Might We...	The benefits are...
encourage public private partnerships in countries outside the US?	increase research spend in this area
increase industry involvement in collaborative research	reduce the current myths about industry-funded research being 'vested interest' and that academic research funded by industry is 'biased' and 'not credible'.
improve nutrition 'intervention' studies on WG	getting more accurate and relevant results on the health benefits of WG
use the whole system approaches in our 'home' communities. Develop a kit or template to ease the way, scale up Baltimore & New Ulm!	achieve the goal of increased consumption of whole grains by educating, improving availability & cost
put definitive order to the literature regarding the clinical and intervention studies on whole grain	giving more robust basics on the health benefits that WG products are delivering and stop repetitive experiments and waste of money/time
stay in continuous contact using internet through: group of interest, bimonthly newsletter where scientists point out their paper and industry their product/strategies..	developing stronger WG group identity and increasing idea circulation
get more people eating whole grains. Show at the local level (OSU?Bobs partnerhsip)	greater impact than doing more research studies
determine the amount or quantity of whole grains that people need to consumer and convey this so people understand what they need to eat (or what is recommended and then relate this to the quantity of grains recommended by My Plaet.	<i>non specified</i>
increase industry involvement in price manipulation interventions to enhance access/affordability of whole grain foods across all SES classes	increase WG availability, ability for consumers to purchase WG products instead of refined grains
how a couple of cereal breeders to present variety difference in nutrition content and processing	help the establishment of collaboration with industry for WG prodeucts acceptance by society
align the scientific community around a WG definition	clearer messaging for consumers, clear definition for research & industry
coordinate collaborative research teams to submit grant applications	better chances of funding the research
Sell separately the bran/germ mix. Sell in capsules? (Refined flour is 'bad' and whole wheat is 'good' but people like taste of refined flour breads.)	people decide how much of the non-endosperm content they want
Please consider offering this session & perhaps the summit as a multi - institutional course in real time - there is a model for doing this (Henry Thompson, Day 2)	
Have a grain commodity board - funding mechanism for promotion	