Call to Collaborative Action & Conclusions

Whole Grain Summit

Section 10
Disclosure, Divestiture, Recusal

“I have many current affiliations and a few funding sources related to the subject on which I will speak.”
Grains for Health Foundation

MISSION: *Grains for Health* forges partnerships with food and health leaders to develop evidence-based strategies that facilitate the development, delivery, and consumption of grain-based foods that promote public health, lower the incidence of diet-related chronic diseases, and curb health care costs.
Bay State Milling Core Purpose

Provide food ingredients to promote the growth of healthful and affordable food choices for the consumer.
The Food System is Shifting

The opportunity and challenge of the “and/both.”
The Role of Consumer Trust in Food

What Drives Consumer Trust?

Shared values are 3-5x more important to building trust than sharing facts or demonstrating technical skills/expertise.
Food is Personal
A Way Forward?

There are only two things in a business that make money – innovation and marketing. Everything else is cost.

- Peter Drucker
The Call to Collective & Personal Action

Sustainable Trust =

Innovation

Marketing

Shared Values
The Journey of Progress

"it looked smaller from the bottom!!
just gotta keep pushin"

"whoo hoo!"

it gets easier from here, and
if you hit another hill you've
got some momentum behind you

a lot of hard work
& slow momentum