

# 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.***

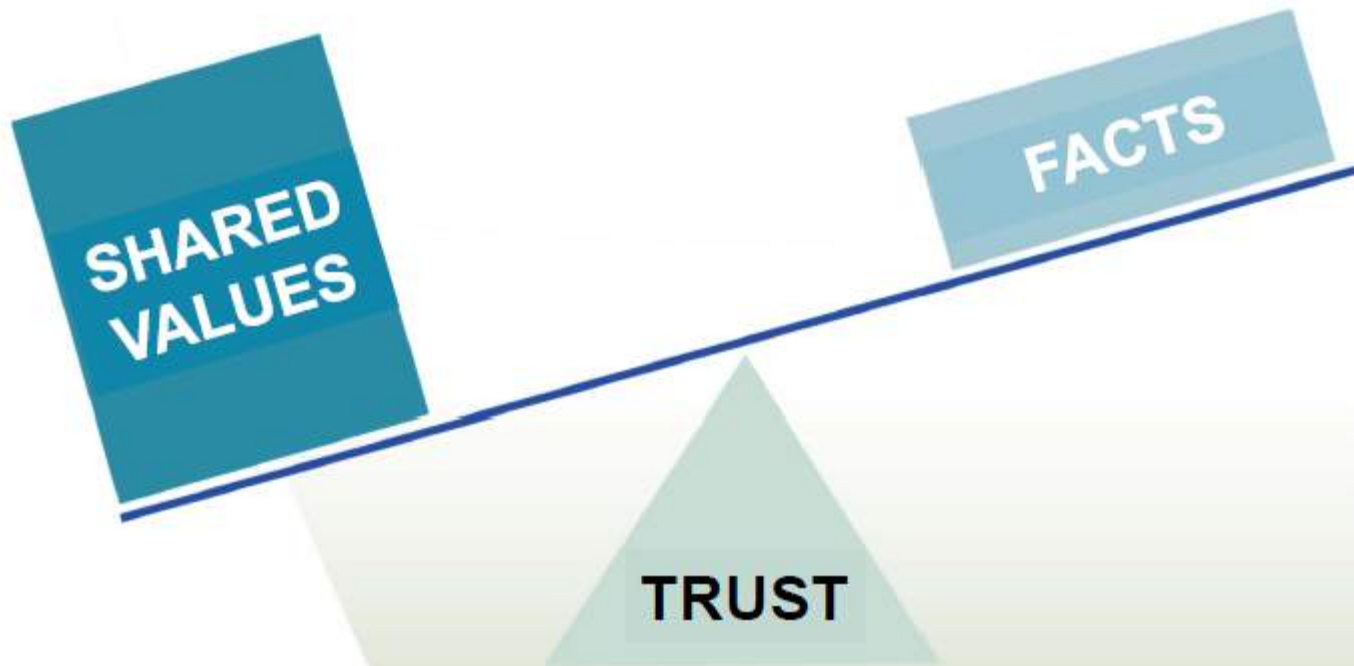
# The Food System is Shifting



**The opportunity and challenge of the “and/both.”**

# The Role of Consumer Trust in Food

## What Drives Consumer Trust?



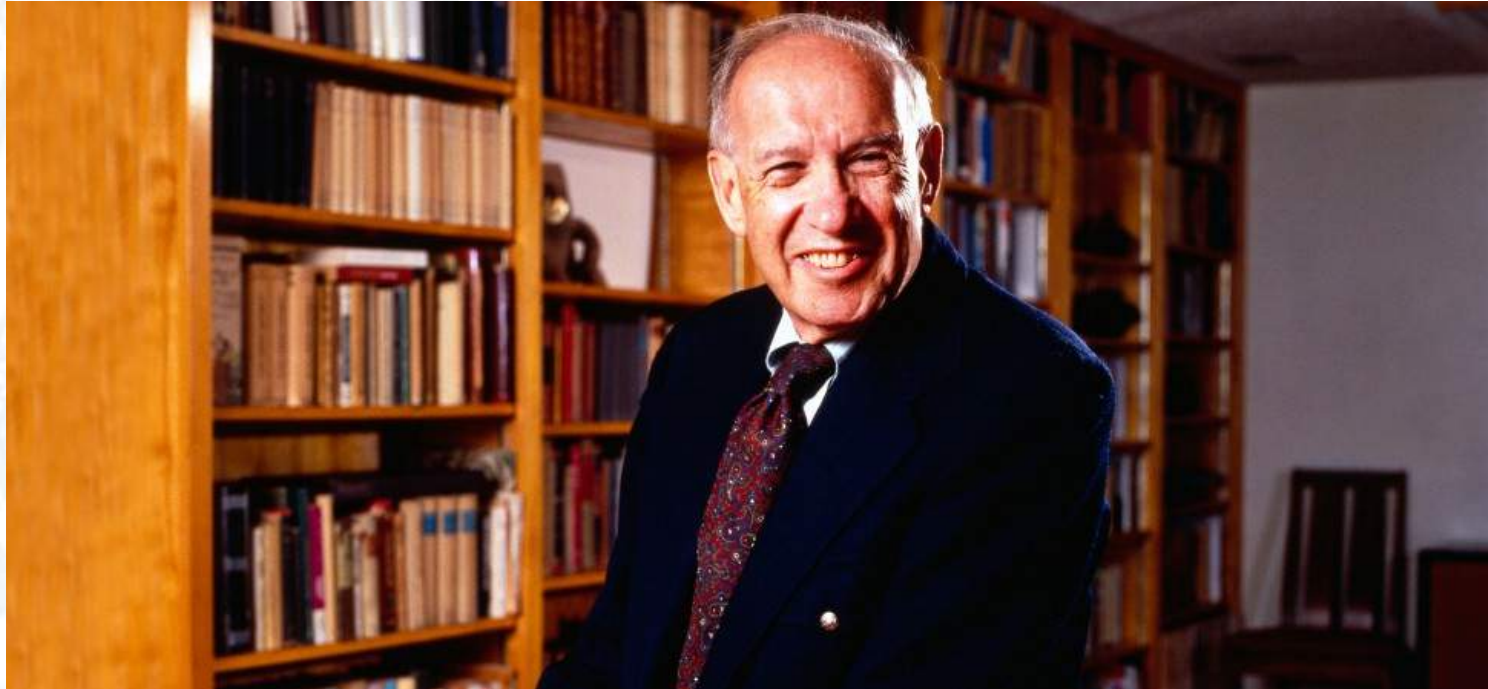
**Shared values are 3-5x more important to building trust than sharing facts or demonstrating technical skills/expertise**



# Food is Personal



# A Way Forward?

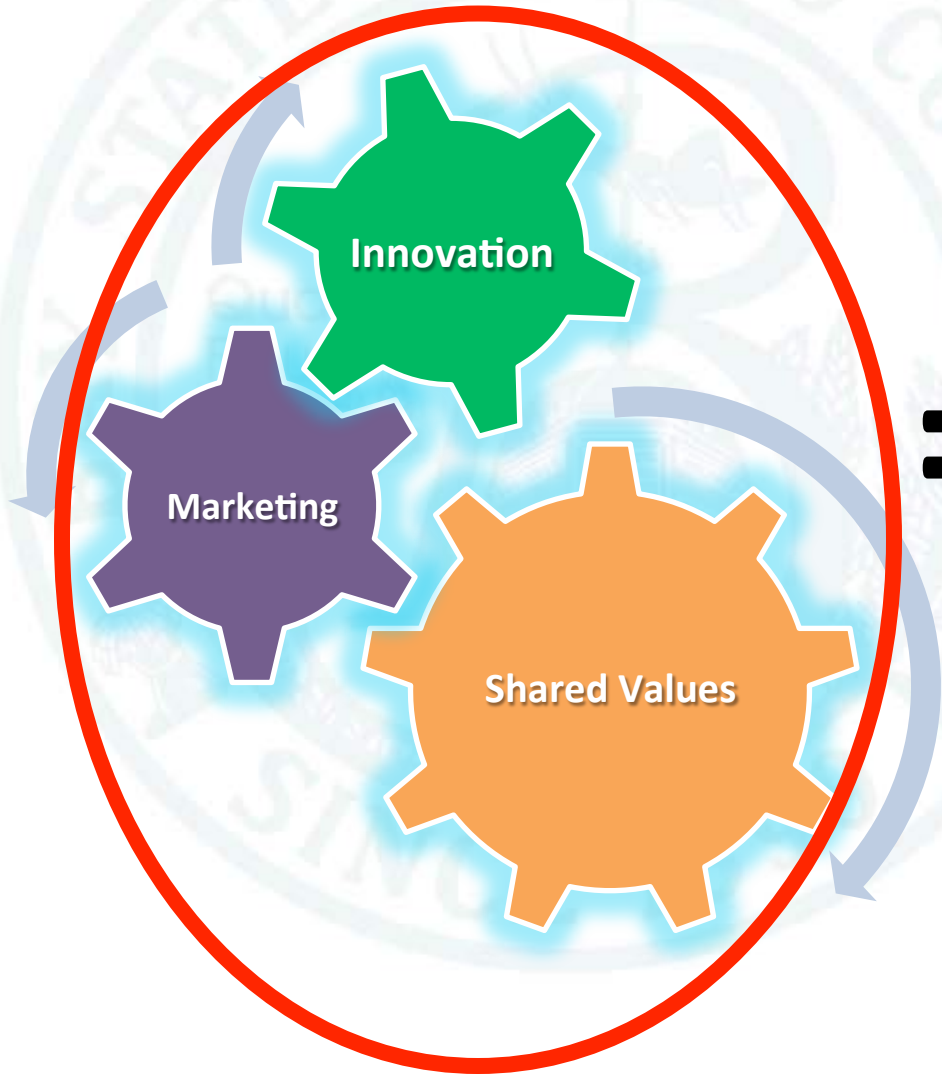


**three** **the food system** **create value**  
There are ~~only two~~ things in a ~~business~~ that ~~make~~  
money – innovation and marketing. Everything else is  
cost.  
**and shared values**

- Peter Drucker



# The Call to Collective & Personal Action



=

## Sustainable Trust



||



# The Journey of Progress

