**SESSION 10: COLLABORATIVE CALL TO ACTION**

- The following notes were provided from the table groups.
- Opportunity Areas #6 and #10 were not addressed by a table group.
- Opportunity Areas #8 was split into two aspects.
- The table group for Opportunity Area #4 did not provide written notes.

**OPPORTUNITY NAME:**
1. Clarify confusion / provide clear communication to the public (what are whole grains, benefits already being experienced) - *How to market whole grains*

**OPPORTUNITY DESCRIPTION/MOTIVATION:**

Have a universal message that everyone could understand. Provide clear and simple messaging around WG to clarify confusion

State a project objective(s) to frame collaborative work against this opportunity:

- Tying the whole grain benefits to vanity for kids/teens and communicate this to schools
- Beauty comes from the inside out

What would the deliverables of the project be?

→ Get parents involved in the school lunchrooms to promote grains
→ bring a ‘celebrity’ or local athlete to talk about WG

To be successful, we would need active participation by...(describe types of SMEs, organizations...)

Give it a voice from multiple levels: parents, celebrities, servers at restaurants, everyone need to have a unified message

The entities that care enough about this outcome that they might consider funding are...
(list grants, companies, etc)

- Nonprofits
- Food companies
- Influencers
- School superintendents

Need to explore the disciplines and invite those who are putting the wrong message out. Perhaps they could learn something!

A tweet to rally support and energize resources against this project is:

**Grains, still good after 50,000 years**
**Not all carbs should get a bad rap; WG are good for health**

Other Notes:

* WG, it goes with everything!
* The little black dress of food
* We need a celebrity champion!
* Real mean eat whole grains (i.e., Woody Harrelson, Jeff Bridges)
* Thinking in 3’s...we need a celebrity to appeal to each age group: millenials, older, younger

Table Group:
Renée Korczak, Robin Asbell, Ava Lucia Tonsera, Kristin Hall, Cynthia Warren
### OPPORTUNITY NAME:
2. Replicate / Scale Up efforts for community impact (Baltimore, New Ulm)

### OPPORTUNITY DESCRIPTION/MOTIVATION:

*Redefined as a group to be about:*
Consumers are more sensitive to price than healthcare.

State a project objective(s) to frame collaborative work against this opportunity:

<table>
<thead>
<tr>
<th>Increase WG @ school</th>
<th>Increase WG @ store for same price as refined</th>
</tr>
</thead>
</table>

What would the deliverables of the project be?

<table>
<thead>
<tr>
<th>Product used in school available in retail</th>
</tr>
</thead>
</table>

To be successful, we would need active participation by...(describe types of SMEs, organizations...)

<table>
<thead>
<tr>
<th>Schools</th>
<th>Retailers</th>
<th>Manufacturers</th>
<th>Nutrition educators</th>
</tr>
</thead>
</table>

The entities that care enough about this outcome that they might consider funding are...
(list grants, companies, etc)

| Grain millers, manufacturers in risk-averse environment developing market/palate at schools and swapping out refined for new whole grain → USDA grant |

A tweet to rally support and energize resources against this project is:

**Whole Grains...more bang for your buck.**

Table Group:
Erica Howes, Heidi Dupuis, Maureen Quinn, Rebecca Lindgerb, Jan Ostby, Mike Veal, Joel Gittelsohn
**OPPORTUNITY NAME:**
3. Make WG the easy choice in away-from-home settings

**OPPORTUNITY DESCRIPTION/MOTIVATION:**

Make grains the default choice at convenience stores, grocery stores, corner stores, and truck stops

**State a project objective(s) to frame collaborative work against this opportunity:**
- Convince manufacturers to make WG options in Grab & Go format
- Convince stores to change product placement
- Convince restaurants that it is cost effective to use WG options
- Incentivize restaurants to use WG

**What would the deliverables of the project be?**
- WG shakers
- Grab & Go products
- start with one thing and go big
- make them mainstream

**To be successful, we would need active participation by... (describe types of SMEs, organizations...)**
- chain restaurants
- store
- manufacturers

**The entities that care enough about this outcome that they might consider funding are... (list grants, companies, etc)**
- Restaurant consortium
- Foundation for Cultural & Food Research (USDA)
- public/private partnerships
- 7-11 in kind
- universities to form research

A tweet to rally support and energize resources against this project is:
**SHAKE IT UP WITH WHOLE GRAINS**

**ADDITIONAL NOTES:**

Behavioral Economics –

* Grab & Go options
  - Make it the default
  - Retail blockbuster product that defines the category
* Away-from-Home
  - Define it
* Choice: make it an option upfront
  - Don’t put the burden on the consumer to ask for it
  - Don’t charge more for it
  - Use of flavorings/spices/herbs to make it more appealing
  - Consider frozen pre-cooked items?
* Training staff in all environments

**Table Group:**
OPPORTUNITY NAME:
4. Organize a cross-sector perspective on the evidence supporting WG consumption

OPPORTUNITY DESCRIPTION/MOTIVATION:

Define next steps for research.

Notes:

Option 1 –
Ultimate intervention study in several thousands of individuals would resolve a lot of questions that are still hanging around the effects of whole grains and health (estimated cost $400 million)

Option 2 –
- act on the available science and
- start a discussion on how to conduct proper nutrition research (don't treat foods as medicine in intervention trials, a different approach is necessary but the scientific audience first has to agree on a “new paradigm [or whatever you would like to call it].
- An ultimate trial within the context on how nutrition trials are conducted at this moment (according to the pharmaceutical principles / Evidence Based Medicine paradigm) will not resolve such questions but may even create additional question marks around effects of whole grain consumption and health because:
  - the effects may well depend on the health status of the included individuals. Even with several thousands of individuals the power of such a study will be limited.
    - What is “whole grain”? You’ll get a matrix of different types of grains and different health effects you would like to study.
    - Therefore it will be very difficult to determine the potential health effects that have been discussed up to now in the available literature (issue of the power of a study as needed according to the principles of Evidence Based Medicine)
  - so what effect(s) would you like to focus on?
  - the issue of biomarkers in relation to predictability of the biomarkers on the actual health effect (what is the explanatory variance of a biomarker / set of biomarkers and future outcome; there are a lot of variables that determine the explanatory variance of a biomarkers and its future outcome)
**OPPORTUNITY NAME:**
5. Solidify research base for health benefits of WGs

**OPPORTUNITY DESCRIPTION/MOTIVATION:**

The summit presented an overview of past research, biological and intervention. We are in need of a few key pieces of research to fill gaps.

State a project objective(s) to frame collaborative work against this opportunity:

(1) study of whole foods/meals rather than single nutrients on health

(2) study of cereal / food processing on
   - nutrient quality
   - Formation of components that may trigger intolerance

What would the deliverables of the project be?

To be successful, we would need active participation by...(describe types of SMEs, organizations...)

The entities that care enough about this outcome that they might consider funding are...
(list grants, companies, etc)

A tweet to rally support and energize resources against this project is:

**Current Health Grain proposal global project**

Table Group:
Fred Brouns, David Jacobs, Sumana Bell, ?, ?
**OPPORTUNITY NAME:**
6. Conduct original marketplace research to understand barriers to WG (on-shelf and consumption)

**OPPORTUNITY DESCRIPTION/MOTIVATION:**

A table group did not form to address this opportunity area
<table>
<thead>
<tr>
<th>OPPORTUNITY NAME:</th>
<th>7. Standardize a global recommendation for WG consumption (International harmonization of the WG message)</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPPORTUNITY DESCRIPTION/MOTIVATION:</td>
<td>Make whole grains cornerstone of cereal consumption</td>
</tr>
<tr>
<td>State a project objective(s) to frame collaborative work against this opportunity:</td>
<td>What would the deliverables of the project be?</td>
</tr>
<tr>
<td>Is a recommendation needed?</td>
<td>A recommendation!</td>
</tr>
<tr>
<td>Is it feasible?</td>
<td>Quantitative recommendation preferred (but different for different countries)</td>
</tr>
<tr>
<td>Requires:</td>
<td></td>
</tr>
<tr>
<td>(1) standardized definition of WG (every grain may be different)</td>
<td></td>
</tr>
<tr>
<td>(2) standardized definition of WG food</td>
<td></td>
</tr>
<tr>
<td>(3) define a serving of WG</td>
<td></td>
</tr>
<tr>
<td>To be successful, we would need active participation by... (describe types of SMEs, organizations...)</td>
<td>The entities that care enough about this outcome that they might consider funding are... (list grants, companies, etc)</td>
</tr>
<tr>
<td>International implementation plan for promoting whole grains</td>
<td></td>
</tr>
<tr>
<td>Food manufacturers</td>
<td></td>
</tr>
<tr>
<td>Academia</td>
<td></td>
</tr>
<tr>
<td>Government agencies</td>
<td></td>
</tr>
<tr>
<td>A tweet to rally support and energize resources against this project is:</td>
<td>Whole grains for the Whole World</td>
</tr>
<tr>
<td>Table Group:</td>
<td></td>
</tr>
</tbody>
</table>

![Image of a table group](image-url)
## OPPORTUNITY NAME:
8. Make WG products tastier and cheaper

### OPPORTUNITY DESCRIPTION/MOTIVATION:

The price, in theory should be cheaper than energy-intensive alternatives. Need to increase volume to shift investment in infrastructure shift

We know how to make products tastier and products are already tastier than before

### State a project objective(s) to frame collaborative work against this opportunity:

1. Reduce ongoing price disparity between WG and its refined alternatives.
2. Promote WG for their rich, complex flavor
3. Better publicize cheapest options and parity to move the virtuous cycle forward
4. Address the real issue of consumers’ perceptions rather than changing the actual flavor/taste

### What would the deliverables of the project be?

Decrease cost and increase consumption (cycle)

### To be successful, we would need active participation by...
(grain breeders / researchers for whole grain use
refined grain use
Marketing and PR – whole grains ARE TASTY (provide samples and ideas
producers/millers

### The entities that care enough about this outcome that they might consider funding are...

(list grants, companies, etc)

Industry, growers to increase volume
Reliable markets to increase sales

### A tweet to rally support and energize resources against this project is:

Rich flavor to enrich your life
Whole Grains, because you’re worth it

### Table Group:

Roberto Ranieri, Peter Koenig, Meredith Chen, Cynthia Harriman, Andrew Ross
**OPPORTUNITY NAME:**
9. Organize the grains community for aligned action (leadership, structure, ...)

**OPPORTUNITY DESCRIPTION/MOTIVATION:**
To increase the consumption of whole grain

<table>
<thead>
<tr>
<th>State a project objective(s) to frame collaborative work against this opportunity:</th>
<th>What would the deliverables of the project be?</th>
</tr>
</thead>
</table>
| As the ultimate goal, create a checkoff / commodity board. (mild processors board – e years referendum) | 1. Interview/understand operation of existing commodity boards  
2. Interview constituents  
3. Alliance – consistent sharing  
4. Checkoff (longterm) |

To be successful, we would need active participation by...(describe types of SMEs, organizations...)

* farmers  
* millers  
* organizations/foundations  
* retailers

The entities that care enough about this outcome that they might consider funding are...
(list grants, companies, etc)

**CHECKOFF**

A tweet to rally support and energize resources against this project is:

Table Group
<table>
<thead>
<tr>
<th>OPPORTUNITY NAME:</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. Create a mechanism for the WG community to stay connected continually</td>
</tr>
<tr>
<td>OPPORTUNITY DESCRIPTION/MOTIVATION:</td>
</tr>
<tr>
<td>A table group did not form to address this opportunity area</td>
</tr>
</tbody>
</table>