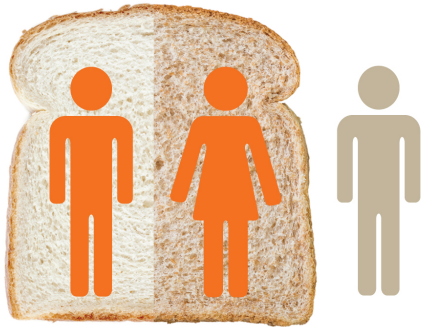


WHOLE GRAIN MOMENTUM

WHOLE GRAINS ARE THE NEW NORM

2 OUT OF 3 people make at least **HALF** their grains **WHOLE**



4 OUT OF 5 of those who **NEARLY ALWAYS CHOOSE WHOLE GRAIN FOODS** have



WHICH WHOLE GRAINS TOP THE CHARTS?

WHOLE GRAIN BREAD

People eat whole grain bread **MORE OFTEN** than refined



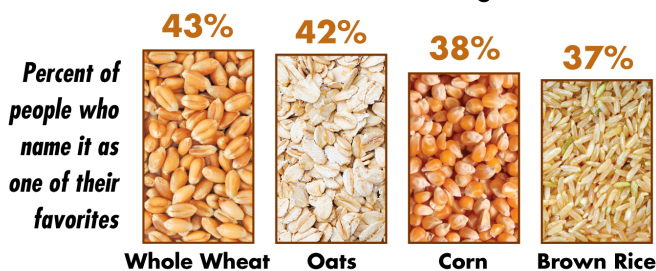
WHOLE GRAIN CEREAL

People eat whole grain cereal **MORE OFTEN** than refined

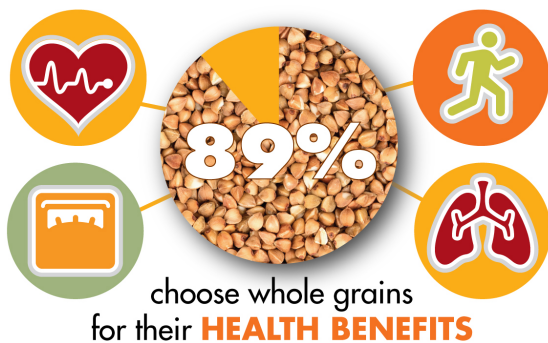


WHOLE GRAIN FAVORITES

Despite the rising popularity of "ancient grains," like quinoa, teff and farro, the **MOST POPULAR** whole grains are

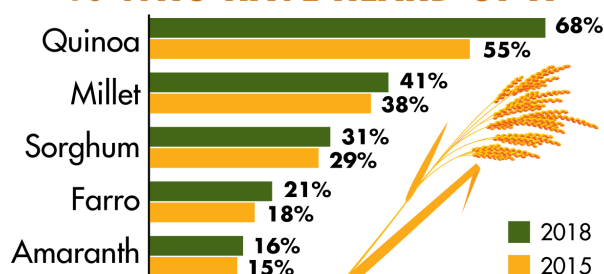


WHY ARE WHOLE GRAINS SO POPULAR?



ANCIENT GRAINS ARE ON THE RISE!

% WHO HAVE HEARD OF IT



MOST POPULAR

Most popular **ANCIENT GRAINS** among those who have tried them:

