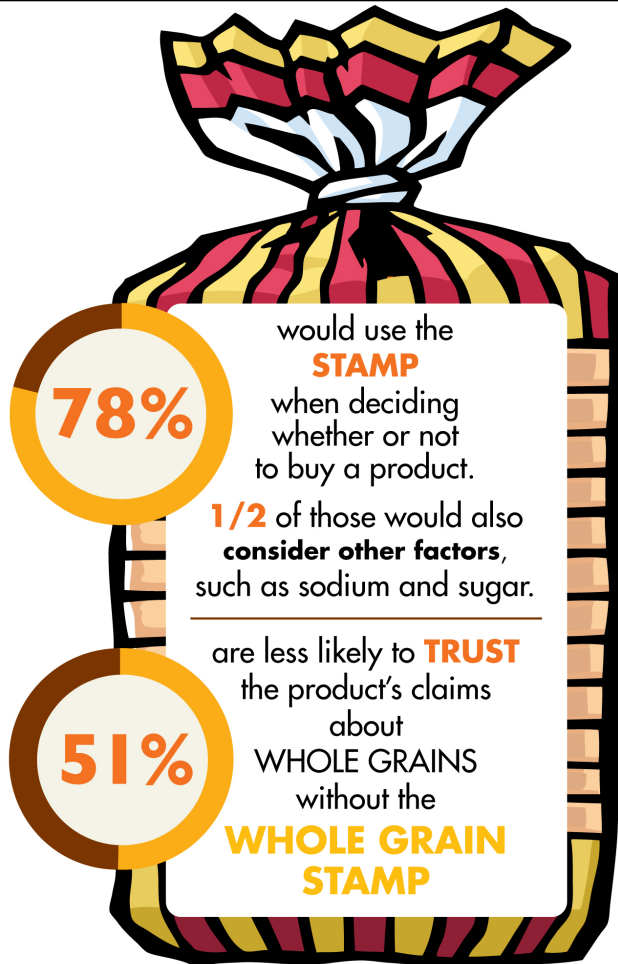


SELLING MORE WHOLE GRAIN

WHY THE WHOLE GRAIN STAMP IS ESSENTIAL

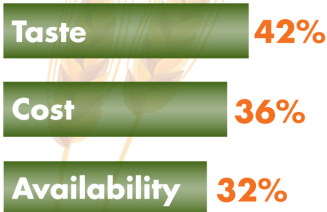


4 OUT OF 5 people **TRUST** the **WHOLE GRAIN STAMP** to **ACCURATELY** state **WHOLE GRAIN** content



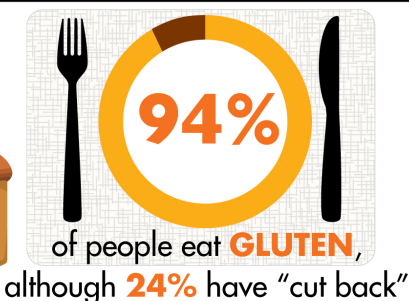
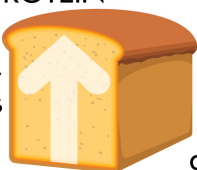
UNDERSTANDING THE MARKET

TOP 3 BARRIERS to **WHOLE GRAIN** consumption



NAVIGATING THE GLUTEN FREE MARKET

1 IN 2 PEOPLE have no idea that **GLUTEN** is a **NATURAL PROTEIN** found in wheat, barley, and rye, and that it helps bread rise.



ONLY 1 IN 5 of those who avoid gluten has a **MEDICALLY DIAGNOSED PROBLEM** with gluten.