

Top 5 Reasons to Innovate with Whole and Ancient Grains

1 Consumer Interest

Between 2014 and 2018, global food and beverage launches with ancient grains had an **average annual growth rate of 16%**

Source: Innova Market Insights, 2020



2 Perceived as Healthier and Less Processed

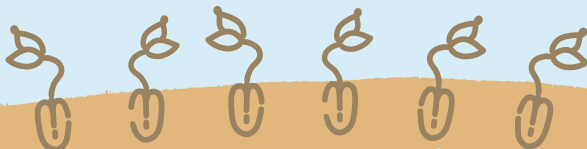
“ Growing consumer demand for more natural and less processed products will keep pushing the popularity of whole grains and products made from them. ”

Source: Innova Market Insights | Nutritional Platforms: Wholegrains - NPD Potential and Challenges | July 2019



3 Embraces Sustainability

Certain varieties of rye, oats, barley and buckwheat **thrive in harsher climates** with less rainfall and water.



Source: Innova Market Insights | The Ancient Grains Train Steams Ahead – Time for Barley and Buckwheat to Hop On? | January 2019

4 The Global Experience



With younger consumers searching for **exciting flavor experiences**, there has been an explosion of interest in global ingredients, including ancient grains.

Source: Prepared Foods, October 2019

5 Coloring with Nutrition

Colored grains contain higher levels of antioxidants and provide a natural color source to make baked goods **more attractive.**

Source: Prepared Foods, October 2019

