



Fall 2014

Dear GFF Investor,

Everyday the food industry responds to questions. Questions that impact the way consumers feel about what they purchase and what they consume. The grain industry is just as engaged in this dialogue as any other sector. We can expect to address one, if not multiple issues, at any given time.

To stay abreast of the current and emerging topics specific to our industry, I have been working with Mullen to monitor and develop an action plan to manage them should they arise in the public discourse. Over the past 18 months we have developed an anticipatory issues management (AIM) plan that includes: topic dossiers, a media landscape assessment, a GFF perspective, potential questions and answers, and issue triage diagrams along with a platform legend that helps illustrate the potential areas where GFF could possibly message against.

We invested the time and effort into building this AIM plan to provide GFF investors with several, tangible benefits:

1. Up-to-date background on a wide range of topics that may impact your business;
2. GFF's point of view on these topics and suggestions/resources to help you best navigate when the time comes to address;
3. A starting point for your respective communications team within your company as they develop their own issues strategies and messaging;
4. The beginnings of an encyclopedia of issues tracking which will provide historical context over time, allowing us to monitor the lifecycle of certain issues and, in some cases, perhaps even predict when they will become part of the public dialogue.

Given the memberships' diversity and expansive expertise, I request your participation in reviewing the plan and providing feedback. As with any good AIM plan, these topics and our response materials must be revisited on a regular basis. But first, we need, to establish the foundation for our AIM plan.

I am proud of the completed work thus far and look forward to receiving your feedback on future topics, content, expertise and how else this plan may be useful to your organization and industry.

Thank you,

Christine Cochran
Executive Director
Grain Foods Foundation

GFF Positive Platforms

Nutrition

There is ample clinical evidence to show that grain foods and breads deliver essential nutrients to the human body to support daily activities and long-term health.

Health

Not just what you eat, but how you eat and the enjoyment you take from eating are all factors in overall health and wellness. A healthy relationship with food is our best strategy for long-term health.

Variety

There are dozens of types of healthful grains and millions of delicious ways to prepare them to fit any lifestyle or dietary choices.

Consumer Choice

Giving consumers more choice and more information about what they eat and how they feed their families is good for all of us.

The Process

Grains are the ultimate field-to-plate food. From the farmers who grow them to the millers who transform them to the bakers who make them into the delicious, good-for-you products we enjoy every day.

Origins

Grain foods are surprisingly local. In fact, the grains on your plate reflect the very nature of the place they were grown in surprising and delicious ways.

Consumer Insights

The Grain Foods Foundation has a deep and insightful understanding of American consumers and their relationship with one of their favorite foods — grains.

