



CULTIVATING THE FUTURE OF GRAIN FOODS



FY24
ANNUAL REPORT

A YEAR OF CHANGE



Dear Grain Foods Foundation Investors,

What a year FY24 has been! We've opened new doors, deepened our impact and elevated the grain foods conversation across our investor community and the wider audiences we serve. FY24 also marks our 20th year, and as I reflect on the milestones that led us to where we are today, I couldn't be more excited about what lies ahead for us.

Today, we're thrilled to say that our success in shaping the grain foods landscape is because of your ongoing partnership and support. This report will detail our efforts and impact in FY24, but I can't miss the opportunity to celebrate **a few of this year's huge achievements for the Foundation:**

WE ACCELERATED OUR RESEARCH CAPABILITIES.

GFF established the new Grain Foods Research Institute (GFRI), a 501c3 non-profit public charity dedicated to enabling a bigger, broader and deeper nutrition science research program, fulfilling the great need in this space.

OUR SCIENTIFIC ADVISORY BOARD EVOLVED.

With gratitude to our retiring members, Pam Cureton and Julie Miller Jones, we welcomed two new SAB members who bring expertise in celiac disease, whole grain and fiber research, gluten-free dietary nutrition and epidemiology. We wish Pam and Julie the very best – read on for more about our new members.

OUR MARKETING CAPABILITIES WIDENED.

Keeping up with the objectives we set forth in our 2023-2026 strategic plan to enhance the sophistication and reach of our messaging, we introduced a new integrated marketing communications agency of record: Wild Hive. The team has been an incredible fit and we're thrilled for you to get to know them.

WE TURNED HEADS ACROSS OUR AUDIENCES.

Our Dietary Guidelines Advisory Committee comments have been laser-focused and powerful on behalf of the category. Meanwhile, our ambassador RDs continue to amplify grains-positive messaging and provide practical advice to their consumer audiences about the essential nature of grain foods in the diet.

YOU MADE IT POSSIBLE.

Lastly, but in no way least, 20 investor organizations, from the baker, miller and allied categories, have increased their dues commitments to GFF over the past 12 months. If you are part of one of these companies, THANK YOU. Your confidence and enthusiasm are invaluable to our operations and to the positive, excited outlook of this executive director! We hope you see the impact that increased support brings to our work together.

As we continue connecting with investors and stakeholders across industry events and digital platforms, we are committed to remaining a resource for the science-based, grains-positive research and communications movement. The snowball is becoming a grains-focused snowstorm, and we love the successes we're seeing together with you!

The success in these pages are YOUR metrics, for YOUR benefit and resulting in YOUR impact. The category cannot be protected and promoted by one brand alone, and the Grain Foods Foundation cannot do this work without the support of our investors.

Truly, thank you, and congratulations on a year of incredible success at GFF!

Erin Ball

Executive Director, Grain Foods Foundation



ABOUT GRAIN FOODS FOUNDATION

Formed in 2004, Grain Foods Foundation (GFF) is committed to science-based, grains-positive programming, bringing a drumbeat of communications about the role of grain foods in a well-balanced eating pattern. GFF provides a comprehensive communications framework, conference participation, webinars, fact-based digital tools and a robust voice on social media for GFF Investors and the entire spectrum of health influencers. GFF is funded by grain foods manufacturers, flour millers and members of the allied trades.

MISSION

GFF exists to advance the grain foods category by educating industry stakeholders, health influencers and consumers about the benefits of grain-based foods.

VISION

GFF is recognized nationally in the spheres of industry, science and public nutrition policy as the leader in promoting and protecting the grain foods category and in positively impacting influencer and consumer perceptions of grain-based foods.

STRATEGIC PILLARS

RESEARCH

Establish GFF as the thought leader and science driver in the grain-based foods category by facilitating, funding, translating and magnifying both peer-reviewed nutrition science and consumer insights research.

EXPERTS

Engage a broad range of experts to support GFF's mission. Maximize engagement with GFF's Scientific Advisory Board as the Foundation's strong, in-house resource for the advancement of grain foods nutrition science.

COMMUNICATIONS

Deploy resources for Foundation investors, GFF's first target audience. Following investors, deploy resources for health influencers including media, practitioners/clinicians and policymakers, with the goal of reaching their respective audiences (consumers).

REVENUE

Increase revenue to support programming and operations growth to enable GFF's mission.

OPERATIONS

Maintain excellence in financial, operational and governance practices.

YEAR IN REVIEW

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FY24 AT A GLANCE

HIGHLIGHTS BY THE NUMBERS

834K

People reached by and engaged with GFF social content

79K

GFF website users in FY24

1.4B

Earned media and press release impressions for GFF messages

52K

Consumers engaged through Nutrition Ambassador content

1ST

Consumer insights project: the Numerator Study

2

New members for GFF's Scientific Advisory Board

20

Investor companies and strategic partners increased GFF funding

\$28K

Start-up funds secured for Grain Foods Research Institute

3

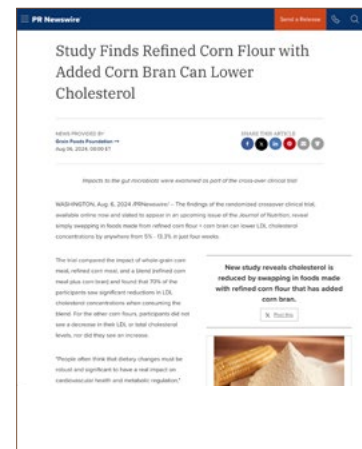
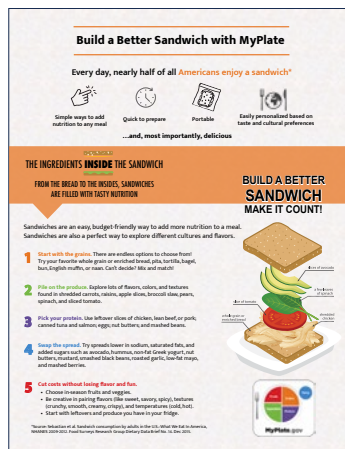
Nutrition research projects funded by GFF

2

Partner projects completed:

Build A Better Sandwich with the USDA MyPlate

NAMA-funded Corn Flour research study





A YEAR OF IMPACT

IN THE GRAIN FOODS LANDSCAPE



We advanced grain
foods' nutrition
science through
research and experts.



NURTURING ADVANCEMENTS IN RESEARCH

FY24 has illustrated just how much opportunity exists for nutrition science research – and the need for resources to support it. As our investors (past, present and future) have enabled these opportunities financially, we have continued to broaden funding for work done under our research strategic pillar.



Grow a library of peer-reviewed, grain foods-focused scientific research to answer these questions:

1. What does nutrition science say about grain-based foods?
2. Why should consumers eat grain-based foods?



Funding two new nutrition science studies annually.

Selected Purdue University team for funding, study in progress (FY23-24)

Two new studies approved by Board of Trustees (FY24)

Studies underway align to three of GFF's Research Roadmap Strategic Priorities:

DIETARY BEHAVIORS

Contribution of grain intake to diet quality (Purdue University)

CARDIOMETABOLIC HEALTH

Carbohydrate Food Quality Score (CFQS-5) in relation to diet quality and cardiometabolic health (NHANES Analysis)

EMERGING SCIENCE

Diet and Exercise in Heart Failure with Preserved Ejection Fraction (University of Virginia)



LAUNCHING OUR INAUGURAL CONSUMER INSIGHTS RESEARCH

For the first time, Grain Foods Foundation assembled a consumer insights working group to launch a new research project aimed at understanding real needs and behaviors when it comes to making bread-related purchase decisions. This kicks off a year-over-year effort to continue understanding consumers' needs so we can better calibrate the science and research needed to elevate grain foods' role in everyday diets.



WHAT WE SET OUT TO DO

Invest in consumer insights research to answer these questions:

1. Why do consumers eat grain-based foods?
2. Why do consumers choose not to eat grain-based foods?



MET OUR GOAL

Fund and execute a minimum of one new consumer insights project annually.



INAUGURAL CONSUMER REPORT:

From Oven to Shelf: Unwrapping Packaged Bread Insights

GFF and Numerator researched shopping trends, motivations and usage across the entire bread category to learn how to engage more consumers and grow the category.

EVOLVING OUR SCIENTIFIC ADVISORY BOARD

Our Scientific Advisory Board is the powerhouse behind Grain Foods Foundation's thought leadership. In FY24, they advised across areas of interest like GLP-1 agonist drugs, Food as Medicine, the interaction of physical activity and nutrition, clinician needs in communicating nutrition to patients and more.

THANK YOU, RETIRING SAB MEMBERS: PAM CURETON AND JULIE MILLER JONES

This year, two valued SAB members retired. **Pamela Cureton, RD, LDN**, an expert on celiac disease and a gluten-free specialist, and **Julie Miller Jones, PhD, LN, CNS**, cereal scientist, fiber specialist and food scientist, have been invaluable contributors to GFF's mission and efforts.

Our gratitude for their support is immeasurable and we wish them the very best!



Nicola McKeown, PhD



Katarina Mollo, MEd, RDN, LDN

WELCOME, NEW SAB SUCCESSION: KATARINA MOLLO AND NICOLA MCKEOWN

In FY24, we introduced our newest SAB members, bringing exciting expertise to the team. **Katarina Mollo, MEd, RDN, LDN** is a clinical dietitian at the Center for Celiac Research and Treatment at Mass General for Children. **Nicola McKeown, PhD** is Research Professor and epidemiologist with Boston University, studying whole grains and fiber.

They add leading edge perspective on grain foods and nutritional science, and we are thrilled to welcome them to the Grain Foods Foundation.

AMPLIFYING MEMBER-FUNDED STUDIES

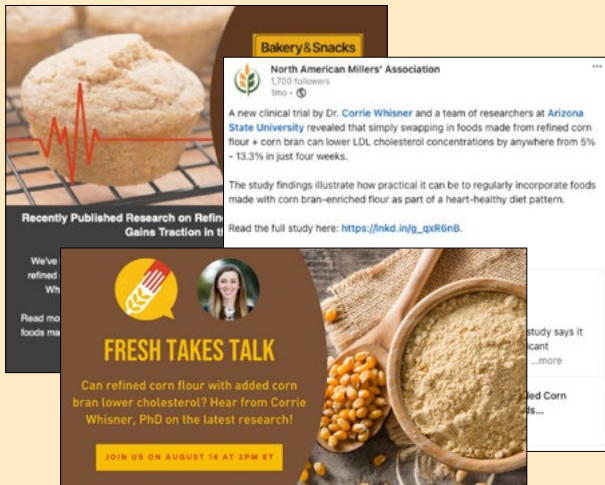
Grain Foods Foundation is committed to not only leading research efforts, but to using our communications resources and relationships to amplify investor-funded research and maximize impact in the industry.



PROMOTING NAMA-FUNDED CORN FLOUR RESEARCH

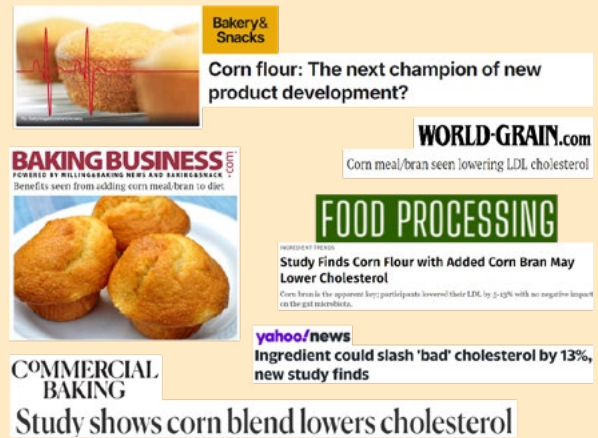
GFF supported new research, published in the *Journal of Nutrition* and funded by the North American Millers' Association (NAMA) from Arizona State University on the effects of refined corn flour on cholesterol and cardiometabolic outcomes.

SOCIAL & DIGITAL



7.1M Earned media impressions across 13 stories

EARNED MEDIA



479 Outlets shared press release, including AP, Yahoo!, and FOX, NBC and ABC affiliates



The bottom line is this: corn is unique and underappreciated. The art and science of refining grains and making full use of corn bran can result in delicious foods that, in this case, also happen to produce real results for heart health.

DR. CORRIE WHISNER, ARIZONA STATE UNIVERSITY, RESEARCH LEAD

INTRODUCING THE GRAIN FOODS RESEARCH INSTITUTE

In a massive leap forward for our research efforts, Grain Foods Foundation (GFF) officially established a new nonprofit 501c3 organization to increase funding for bigger, broader and deeper nutrition science research through public and private philanthropic grants.



Grain Foods Research Institute (GFRI) is a new, separate nonprofit organization that shares GFF's commitment to supporting research to better understand the role of grain foods in healthy lifestyles.

- This support includes issuing a periodic Requests for Application (RFA) to identify studies to fund, as well as directly funding studies as investigators submit opportunities for GFRI's consideration.

Continuing the caliber and quality of the research that GFF has supported, GFRI will coexist alongside GFF, with one uncovering new science so that the latter can continue its work through credible education.

Q4 FY24:
501c3
CREATED

Q1 FY25:
GFRI BRAND LAUNCH
AND COMMUNICATIONS

Q2 FY25:
GFRI RFA LAUNCHED
(TENTATIVE)

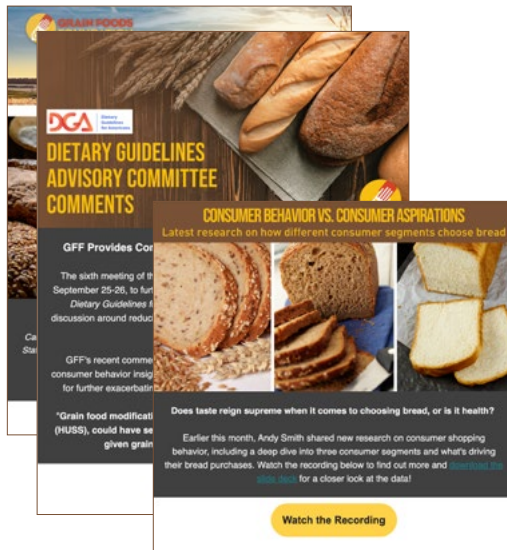


We influenced the conversation through **communications** and compelling stories.

SHARING WITH OUR INVESTOR COMMUNITY

Educating audiences begins with ensuring our investor community is informed on the latest research and industry news. In FY24, this was extended through newsletters, monthly webinars and a more refined strategy for GFF's social media channels.

NEWSLETTERS



SCIENCE UPDATES



FIRST WEDNESDAY FRESH TAKES WEBINARS



Engaging New High-Caliber Consultant Partners

We expanded our marketing capabilities with Wild Hive – a full-service agency that specializes in food, agriculture and nutrition marketing for wellness-minded brands and organizations. They join our agency team which has included Nutrition in Demand since 2023.



COLLABORATING WITH GRAIN FOODS FOUNDATION INVESTORS

We partnered with our members to create valuable educational experiences through shared research, leveraging our experts and supporting their internal audiences.

Speaking on topics ranging from grain foods nutrition science, consumer insights behind bread, the discourse around ultra-processed foods and more, GFF connected with audiences that matter most to our investors.



AMERICAN BAKERS ASSOCIATION PANEL WITH ARDENT MILLS AND BIMBO BAKERIES



NUTRITION EDUCATION EMPLOYEE WEBINAR FOR LALLEMAND

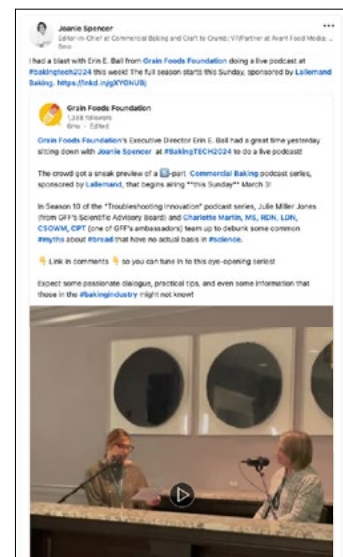


AMERICAN SOCIETY OF BAKING BOARD MEETING



NORTH AMERICAN MILLERS' ASSOCIATION SPRING CONFERENCE

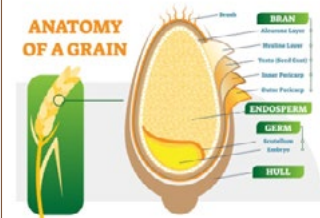
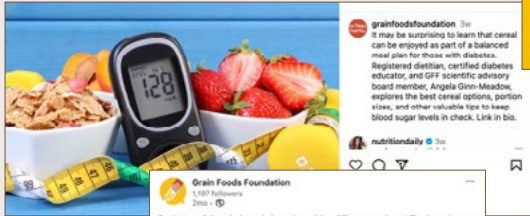
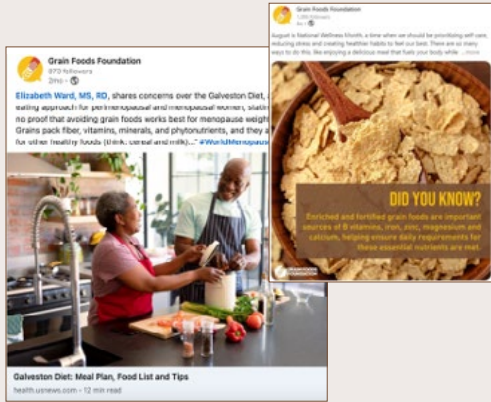
#BAKINGTECH2024
PODCAST
Sponsored by
Lallemand



“GFF’s presentation educated our employees around the goodness of grain by debunking common myths.

-SHAMLA MOODLEY, MARKETING MANAGER AT LALLEMAND BAKING

WIDENING OUR MESSAGE REACH IN SOCIAL AND DIGITAL



Troubleshooting Innovation | SIOE1: Carbs vs. Calories
Featuring GFF SAB Member Julie Miller Jones, PhD, LN, CNS and GFF Ambassador Charlotte Martin, MS, RD



FY24 RESULTS

834K

total impressions

10K

total engagements

76%

increase in LinkedIn followers

30%

increase in Instagram followers

Farmers MARKET FINDS

Delicious ways to pair your farmers market finds & grain foods for endless nutritious possibilities!

GrainFoodsFoundation.org

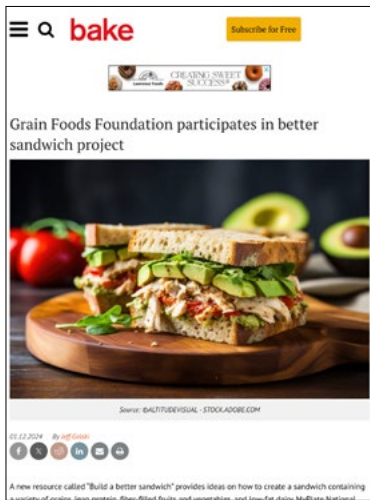
Continuously optimizing and refining our website as a resource for both industry and consumers with recipes and grain foods nutrition tips.

ENGAGEMENT IN FY24

78K
Users

127K
Pageviews

TELLING THE GRAIN FOODS STORY



Curious Bread Substitutes for Low-Carb Diets

Stacey Krawczyk, MS, RD, and the consulting Registered Dietitian for the Grain Foods Foundation, says, "Regardless of any wraps or bread swaps, and given that nearly half of all adults in the US consume one or more sandwiches on any given day, it's essential to consider that what you put in your sandwich is just as important as whatever the bread used, in determining overall nutrition." Still want to eliminate carbs but still eat "bread"?



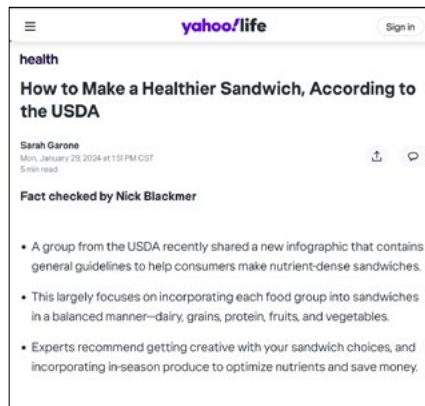
ABA: January is dedicated to National Birth Defects Awareness Month

American Bakers Association · St. Bakery · © January 9, 2024



ABOUT NATIONAL BIRTH DEFECTS AWARENESS MONTH

Since enriched grains contain folic acid, a critical nutrient for brain and spinal cord development during pregnancy, the American Bakers Association, with your partnership, is encouraging women of childbearing age to consume enriched grains to reduce the risk of neural tube defects (NTDs) in their babies through proper prenatal nutrition.



RESULTS

1.42M

Impressions

49

Earned Media Placements

\$1.7M

Ad Equivalency

As USDA MyPlate National Strategic Partners, GFF collaborated with USDA, Hass Avocado Board, National Association of State Departments of Agriculture Foundation and National Wheat Foundation to introduce 'Build a Better Sandwich' – a new resource aimed at helping individuals build healthier and more nutritious sandwiches while meeting dietary guidelines.



FY24 RESULTS

190

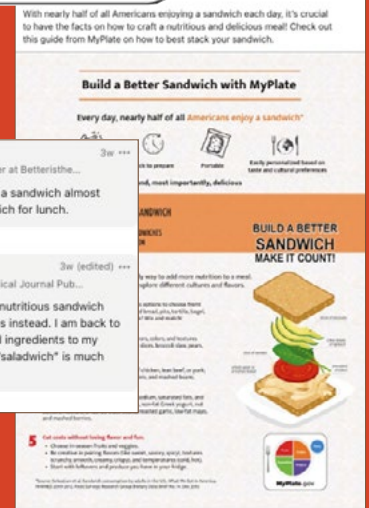
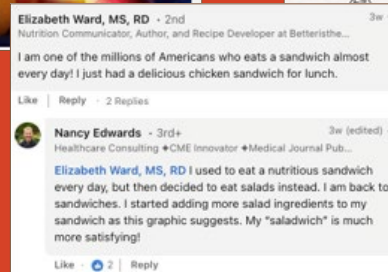
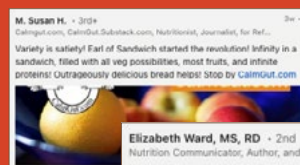
Audience Reach

375

Pickups in Top Media

1B

Earned Media Impressions

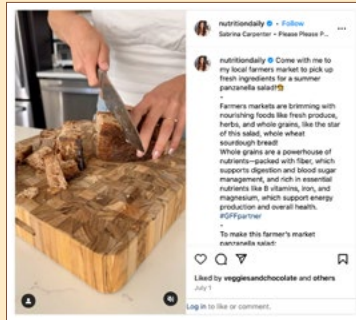


PARTNERING WITH INFLUENTIAL VOICES

Partnering with respected and influential nutrition experts extended the reach of our efforts to the nutrition community and consumers.

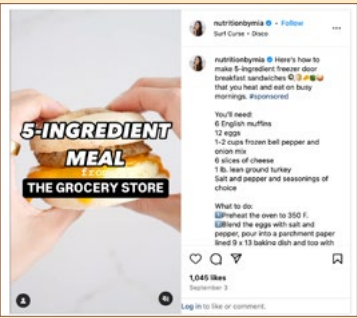
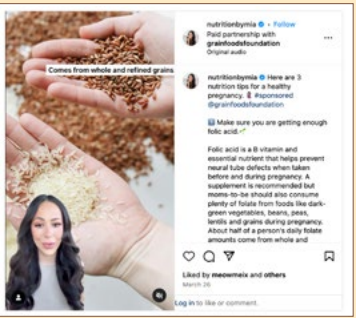
CHARLOTTE MARTIN, MS, RD

@nutritiondaily
155K IG Followers



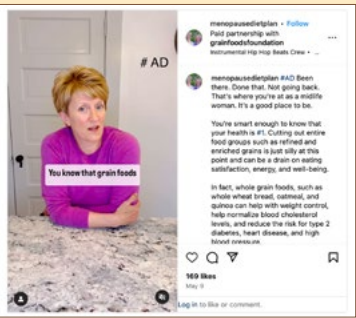
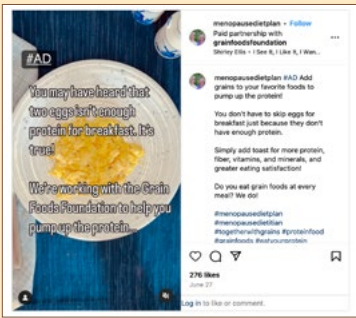
TAYLOR GRASSO, RDN

@simplyhealthrd
25.9K IG Followers
400.5K TikTok Followers



MIA SYN, MS, RDN

@nutritionbymia
418K IG Followers



ELIZABETH WARD, MS, RD

/elizabethwardrd
4.3K LI Followers
1.5K FB Followers
2.8K IG Followers

AMBASSADOR
REACH IN
FY24

4

Social Channels:
@

1.4M

Content Views

52K

Engagements

31K

Likes and Loves



CHAMPIONING GRAIN FOODS WITH A STRONG VOICE

We elevated communications to deliver a strong voice for grain equality in a pivotal year. As the Dietary Guidelines Advisory Committee evaluates research and recommendations for the 2025 Dietary Guidelines for Americans, Grain Foods Foundation has been on the frontlines of grains' nutritional dialogue and response.



“Grain foods are foundational to a variety of cultural foodways enjoyed by many populations, and both whole and refined, enriched grain foods can be a carrier to helping people eat other nutrient-dense foods like vegetables, fruits, low-fat dairy and lean protein.”

**GRAIN FOODS FOUNDATION SUBMITTED
COMMENTS, AUGUST 20, 2024**

WORLD GRAIN.

GFF seeks dietary guidelines clarity for grain-based foods



INFORMING THE PROCESSED FOODS DISCUSSION

As the ultra-processed foods discourse grew in FY24, GFF focused on deploying education by challenging misconceptions around refined and enriched grain foods, as well as the important role millers and manufacturers play in addressing Americans' dietary needs in grain foods.

Food Business News

“The milling industry has a great story to tell about processing's role in delivering delicious, nutritious and safe ingredients to manufacturers and consumers,” Ball told attendees of the North American Millers' Association spring conference in Florida in mid-March. “It's important to take our passion and conviction to a larger audience.”



Strategic vision and financial stewardship ensured our **operations** and **revenue** drove our efforts forward.



GROWTH IN FY24

Our Foundation experienced positive growth in FY24, thanks to the support of our Investor community: a network representing **baker/manufacturer, miller and allied categories** all committed to protecting and promoting the grain foods category through education and collaboration.

INVESTOR SUPPORT

\$2M

In total Investor dues contributed

INVESTOR VALUE

91%

Retention rate in 2024

INVESTOR CONFIDENCE

20+

More than 20 companies increased their financial investment in GFF

OPERATIONS AND COLLABORATION

We are proud of our operational efforts to ensure Grain Foods Foundation's continued success and impact.

Our Board of Directors strategically guided our efforts with valuable external perspective. The Finance and Audit Committee maintained effective oversight and fiscal health, while the Research Pillar Task Force helped shape and direct our research funding program as the Consumer Insights Working Group mobilized new research and plans for 2025.





A LOOK AHEAD TO 2025



COMMITTED TO THE FUTURE OF GRAIN FOODS IN FY25

As we look to FY25, Grain Foods Foundation will continue our momentum of **positively promoting the grain foods category** and advancing nutrition science to better understand the role of grain foods in American diets.

INVITING YOUR FINANCIAL SUPPORT IN FY25

Grain Foods Foundation (GFF) is a nonprofit foundation dedicated to education and dialogue around grains in well-balanced eating patterns.

We are able to deliver on our mission with the support and financial contributions of our members. We thank our current investors and invite you to help GFF grow with your continued and enhanced support.

For prospective members, we hope you can see the impact GFF has had in shaping the position of grain foods in the nutrition and food industry landscape. We are proud of this work and invite you to join us as a dues-contributing member in 2025.





ABOUT THE FOUNDATION



THANK YOU TO OUR INVESTOR MEMBERS

We would like to recognize and thank our food industry members who share our mission and commitment to science, research and education.

GRAIN FOODS FOUNDATION MEMBERS

AB Mauri
ADM Milling & Baking Solutions
Allied Trades of The Baking Industry
American Bakers Association
American Society of Baking
AMF Bakery Systems
Ardent Mills
Aspire Bakeries
Aunt Millie's Bakeries
Bama Companies
BCW Food Products
Barth Packaging, Inc.
Bay State Milling
BEMA
Bimbo Bakeries USA
Burford Corporation
Cain Food Industries, Inc.
Chattanooga Bakery, Inc.
Chelsea Milling/Jiffy Mixes
Colborne Foodbotics LLC
Corbion
Crown Bakeries
D. Thomas & Associates, Inc.
Dawn Food Products
Flowers Foods, Inc.
Formost Fuji Corporation
Gold Medal Bakery, Inc.
Grain Craft
Great Western Manufacturing Co.
J & K Ingredients
Jennings Cobble, Inc.
King Milling Company
King's Hawaiian
The Kroger Co.
Kwik Lok Corporation
Lallemand
LeMatic Inc.
Lesaffre/Red Star Yeast Co.
Lewis Bakeries, Inc.
Manildra Group USA
Martin's Famous Pastry Shoppe, Inc.®
Mennel Milling
MGP Ingredients
Miller Milling Company
Mother Murphy's Laboratories, Inc.
New Horizons Baking Co.
North American Millers Assoc.
North Dakota Mill
Puratos
REPCO
Richardson USA
Schwebel Baking Co.
Shawnee Milling Company
Siemer Milling Company
Sosland Companies, Inc.
The Henry Group
Vie de France Yamazaki, Inc.

SUPPORTING MEMBER

National Association of Wheat Growers



LEADERSHIP AND ADVISORS

Stewardship of Grain Foods Foundation is directed by its Board of Trustees and is dedicated to the advancement of science via credibility and transparency.

EXECUTIVE LEADERSHIP

Erin Ball, Executive Director

BOARD OF TRUSTEES

Angie Goldberg, Co-Chair, Ardent Mills

Lorraine Hale, Co-Chair, Bimbo Bakeries USA

Jim Meyer, Treasurer, Richardson USA

Rick Oleshak, AB Mauri

Colleen Zammer, Bay State Milling

Andy Smith, Flowers Foods*

Kirk Stehr, Grain Craft

Chad Donvito, King's Hawaiian*

Tony Martin, Martin's Famous Pastry Shoppe, Inc.®

Matt Manwaring, Puratos

Mike Gude, Sosland Publishing

Mike Gomes, The Kroger Co.*

COMMITTEES

RESEARCH PILLAR TASK FORCE

Andy Smith, Chairman, Flowers Foods*

Troy Boutte, AB Mauri

Todd Jensen, ADM Milling & Baking Solutions*

Jonathan Aplin, Ardent Mills

Colleen Zammer, Bay State Milling

Janya Walsh, Bimbo Bakeries USA

Todd Oelschlager, Corbion

Joe Layton, Puratos

FINANCE AND AUDIT COMMITTEE

Jim Meyer, Treasurer, Richardson USA

Peter Banat, Bay State Milling*

Eric Metzendorf, Dawn Foods

Mike Gude, Sosland Publishing Company

CONSUMER INSIGHTS WORKING GROUP

Chad Donvito, Chairman, King's Hawaiian*

Matt Schueller, Ardent Mills

Amanda Hille, Aunt Millie's

Janya Walsh, Bimbo Bakeries USA

Marge O'Brien, Corbion

Kishan Rana, Flowers Foods

Andy Smith, Flowers Foods*

Natalie Faulkner, Grain Craft

Jenn Norris, King's Hawaiian

Wendy Cowan, Martin's Famous Potato Rolls and Bread

Jaina Wald, Puratos

Our research and scientific credibility is elevated by the guidance and expertise of our Scientific Advisory Board members, consisting of nationally recognized research and clinical experts who serve as program advisors, research translators and gatekeepers of credible science on behalf of GFF and its investor stakeholders.

GRAIN FOODS FOUNDATION SCIENTIFIC ADVISORY BOARD

Siddhartha Angadi, PhD, FACSM

Pamela Cureton, RD, LDN*

Glenn Gaesser, PhD, FACSM

Angela Ginn-Meadow, RD, LDN, RN, CDE

Dyan Hes, MD

Julie Miller Jones, PhD, LN, CNS*

Stephen Lindemann, PhD

Richard D. Mattes, MPH, PhD, RD

Nicola McKeown, PhD**

Sylvia Melendez-Klinger, DBA, MS, RD

Katarina Mollo, MEd, RDN, LDN**

Bruce K. Young, MD*

*FY24 **FY25



**FOR MORE INFORMATION
OR TO SUPPORT GFF,
VISIT GRAINFOODSFUNDATION.ORG.**

 /company/grain-foods-foundation

 @grainfoodsfoundation

