



GREAT GRAINS

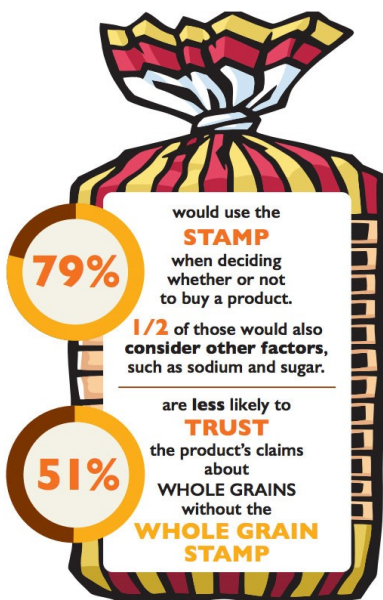


by Stretch-n-Grow

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 consumers find to Whole Grain consumption



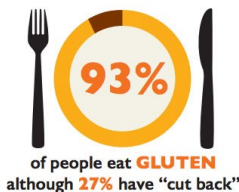
Although **37%** of people cited **TASTE AS A BARRIER...**



40% of people said **TASTE** was a reason they **CHOOSE WHOLE GRAINS**

NAVIGATING THE GLUTEN FREE MARKET

1 IN 2 people have no idea that **gluten is a natural protein found in wheat, barley, and rye** or that it helps bread rise.



Only **1 in 5** of those who avoid gluten has a medically diagnosed problem with gluten.



Oldways 2015 Whole Grains Consumer Insights Survey
Based on an August 2015 survey of 1,500 adults.



Upper Body Muscle and Bone Review



MOTOR SKILL FOCUS



Tummy Twist
(Non-Locomotor)

YOGA Dolphin



Fun at the Pool

Many children will have missed out on swimming lessons during lock down. This is a crucial life skill that should not be neglected. Water activities are fun and our children are overdue some fun! Get some splashing in this summer!

