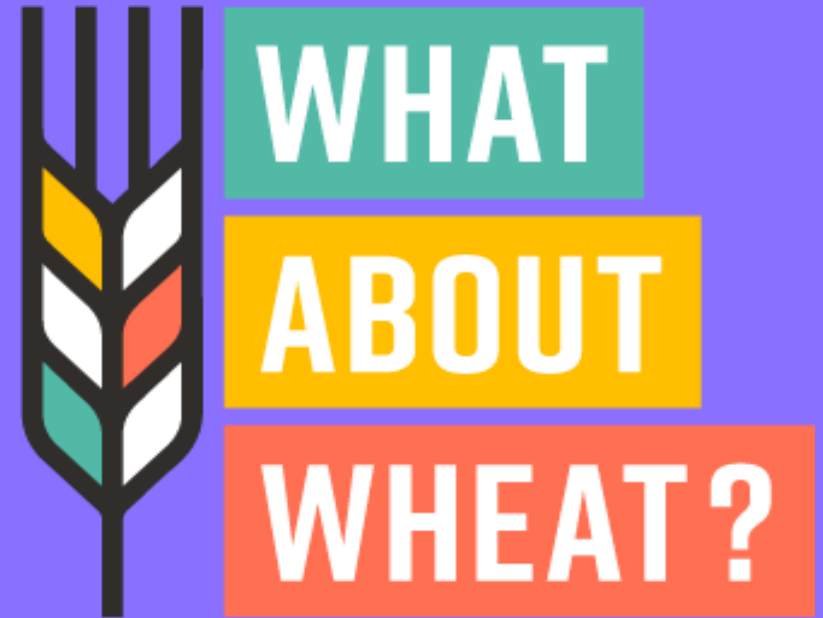


Canadian Wheat Nutrition Initiative



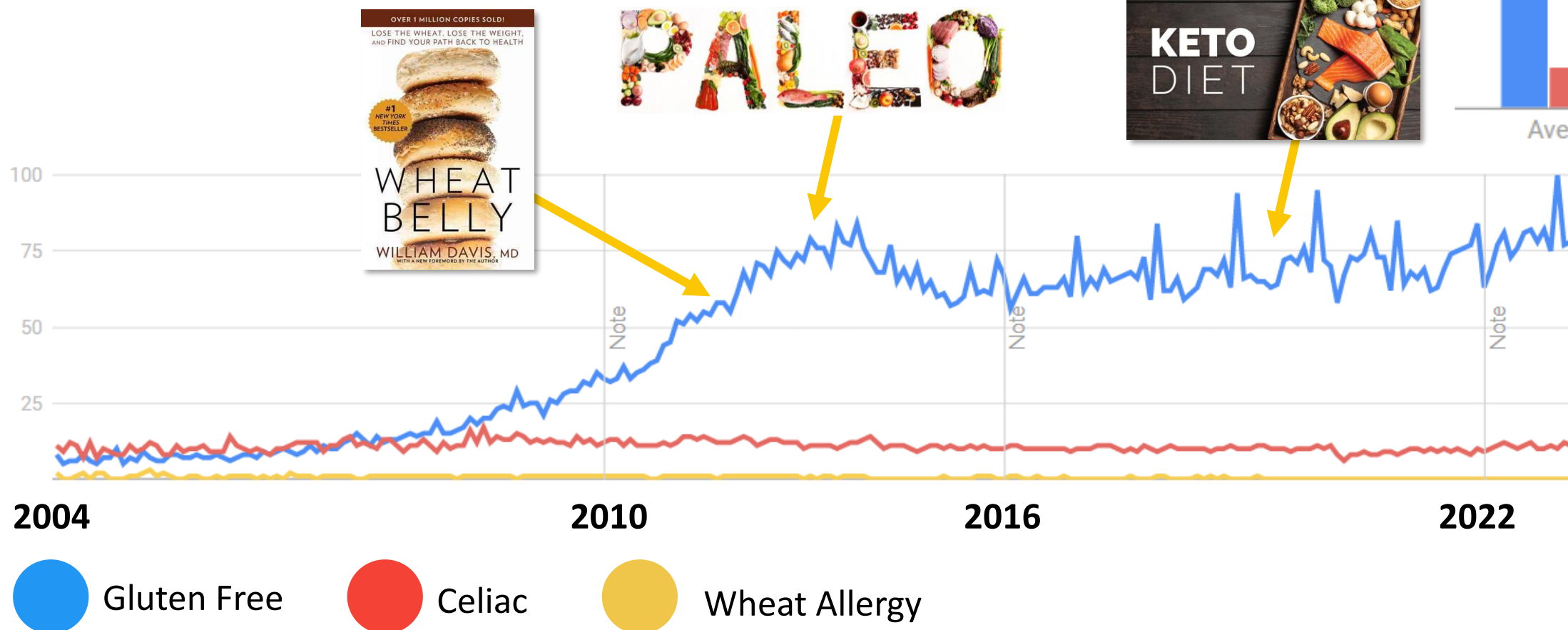
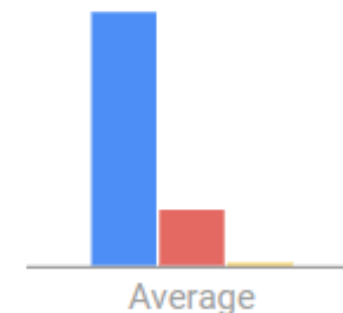
Ellen Pruden, Director Communications | Elaine Sopiwnyk, VP Technical Services
Cereals Canada



An Ongoing Challenge

Gluten-Free Trends

Google Trends





Where are we now?

- Canadians love wheat.
- 93% of Canadians chose to eat wheat foods every single week in 2022.
- Reasons why Canadians enjoy wheat-based foods:
 - Based on life stage and generation
 - Satisfies hunger, easy to prepare and it can be eaten quickly





A campaign that aims to fill the knowledge gap for consumers with *accurate science-based information about wheat nutrition*



Working Group Members





Strategy

01

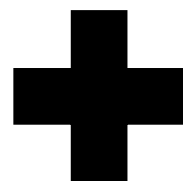
Positive changes in Canadian consumer perception of the healthiness of wheat

02

Increase in food influencers agreement with health benefits of wheat

03

Support wheat nutrition knowledge sharing in Canada and in key export markets



Awareness & Understanding Outcomes

We want Canadian consumers, in particular millennials and young families, to:

- Feel positive about wheat-based foods as a healthy choice
- Recommend eating more wheat-based foods to friends and family because they know and understand the health benefits
- Value gluten as a plant-based protein

We want Canadian dietitians and consumers to identify What About Wheat? as the #1 source of wheat nutrition information in Canada.

Behavior & Action Outcomes

We want Canadian consumers to:

- Increase wheat food servings by 2 per week on-average:
 - **Light Users** (53% of wheat users) to increase from 1-2 times/week to 3-4 times/week
 - **Medium Users** (22% of wheat users) to increase by 2 times/week
 - **Heavy Users** (26% of wheat users) maintain or increase

Which will lead to...
an increase in Canadian wheat and flour consumption



Outcomes we are striving for:

AREAS OF FOCUS



Consumers

- Feel positive about wheat-based foods
- Agree wheat-based foods have nutritional value
- Recognize WAW? as the #1 Canadian resource for wheat nutrition questions



Dietitians and Food Influencers

- Feel confident in their understanding of wheat-based food nutrition
- Recommend wheat-based foods to their clients
- Recognize WAW? as the #1 Canadian resource for reliable and accurate wheat nutrition information



Global Markets

- Recognize WAW? as a partner resource for wheat nutrition information



Strategic Pillars

Knowledge Base

- Develop a team of experts who can help validate and communicate science-based wheat nutrition information.
 - Scientific Advisory Council (SAC)

Resources

- Create engaging communication materials for dietitians and the public
 - website, videos, fact sheets, webinars

Outreach

- Engage with a community of wheat-supportive content creators through events and activities
- Speak directly to target audiences through online, webinars and media.



Science Advisory Council



Dr. Alison Duncan, RD

- Professor, University of Guelph
- Associate Director of Research, Human Nutrition Research Unit (U of G)
- Research Scientist, Agri-food for Health Aging



Dr. Michael Gänzle

- Canada Research Chair in Food Microbiology and Probiotics
- Professor, University of Alberta



Heather Mangieri,
MS, RD, CSSD

- Board-Certified Specialist in Sports Dietetics
- Former national media spokesperson for the Academy of Nutrition & Dietetics



Dr. Megan Racey

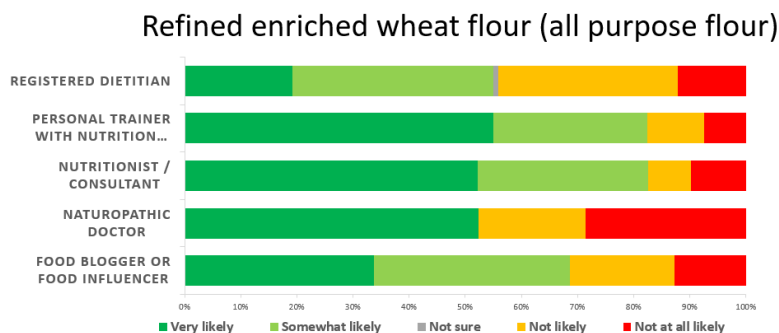
- Research Consultant, Synthesis Agri-Food Network
- Knowledge Mobilization and Research Communication



Foundational Research: Dietitians & Food Influencers

- Conducted Focus Group research, defined Food Influencer audience
- Developed and launched Dietitian Benchmarking Study
- Used study data to develop resources and tools required for website

4. How likely are you to recommend foods made with the following ingredients as part of a balanced diet?



Why would 69% of Food Influencers recommend a wheat-free diet?



Food Influencers Want to Share Information

Most Requested Topics from 274 respondents:

Nutrition & Healthy Eating	25%
Sensitivity, Allergy	24%
Wheat Production & Farming	21%
Recipes	8%
Diet & Weight loss	5%
GMO	5%
Uncategorized & General	5%

Sub-categories:
• Health Benefits of Wheat
• Whole grains
• Fibre
• Brown vs White flour

Sub-categories:
• Gluten-free diets
• IBS and wheat
• Myth busting





Defining the Customer

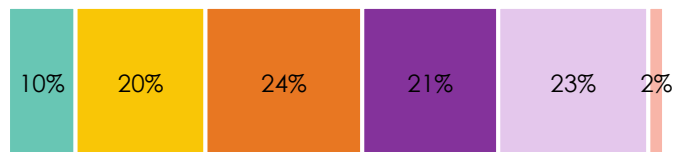
Based on ~6,000 individuals (in the past 12 months).



1-2 TIMES PER WEEK

Light Wheat User

53%
of Wheat Users



Key Observations

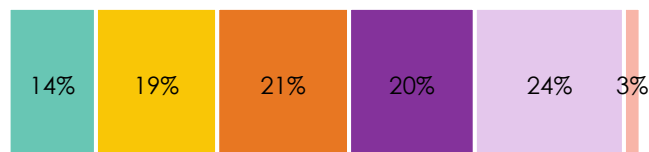
- Millennials, Gen X, Boomers
- Consumption of buns, pitas, pasta and less bread



3-9 TIMES PER WEEK

Medium Wheat User

22%
of Wheat Users



Key Observations

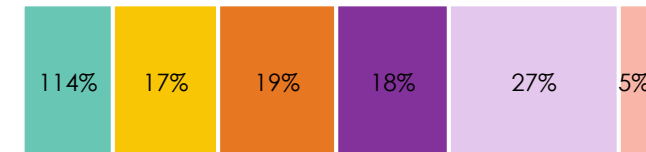
- Gen Z, Millennials, Gen X
- Consumption of habitual wheat-based foods (breads & buns → 40%)



10+ TIMES PER WEEK

Heavy Wheat User

26%
of Wheat Users



Key Observations

- Boomers, Silent, Alpha
- Consumption of habitual wheat-based foods (breads 50%)

Gen Alpha

Gen Z

Millennials

Gen X

Boomers

Silent Generation





Functional motivations for choosing wheat-based foods



1-2 TIMES PER WEEK

Light Wheat User

- Satisfies my hunger 29%
- Easy to prepare/little to no planning 27%
- Could be eaten quickly 21%
- Wanted something tasty 19%
- Satisfies a craving 19%



3-9 TIMES PER WEEK

Medium Wheat User

- Satisfies my hunger 39%
- Easy to prepare/little to no planning 36%
- Could be eaten quickly 26%
- Keeps me going until my next meal 22%
- Wanted something tasty 20%



10+ TIMES PER WEEK

Heavy Wheat User

- Satisfies my hunger 39%
- Easy to prepare/little to no planning 36%
- Could be eaten quickly 29%
- Keeps me going until my next meal 23%
- Good value for the money 21%

> Key opportunity

“Wanted something healthy/nutritious...”

11%

14%

19%



Sweet Wheat

Sweet wheat treats like cookies, cakes and pastries are **driving growth** for wheat food products. They are **small and affordable indulgences** that appeal to consumers and their increased snacking behaviour observed since 2019.

Ipsos FIVE data indicates that during the height of the pandemic overall food consumption occurrences increased by 1% and subsequently declined by 2% in 2021. In contrast, **sweet wheat food occurrences increased by 4.7% over 2019** and then have continued a **strong year-over-year growth of 1.7%**.





Generational Differences

Gen Alpha

(Ages <14 years, 16% of total users)

- Medium to heavy wheat users
- Parents control food choices

Generation Z

(Ages 15-29, 19% of total users)

- Light to medium wheat users
- Make food choices based on both functional and emotional benefits.

Millennials

(Ages 30-44, 21% of total users)

- Motivated by functional and emotional benefits of foods.
- Exposed to strong anti-wheat/gluten messaging
- Immigration means culturally relevant wheat foods are needed.

Gen X

(Ages 45-59, 19% of total users)

- Similar product preferences and motivators as Millennials and Boomers.

Boomers

(Ages 60-79, 21% of total users)

- Heavy consumers of wheat-based foods.
- Trust authorities like health professionals and government to provide accurate advice on nutrition and wellness.

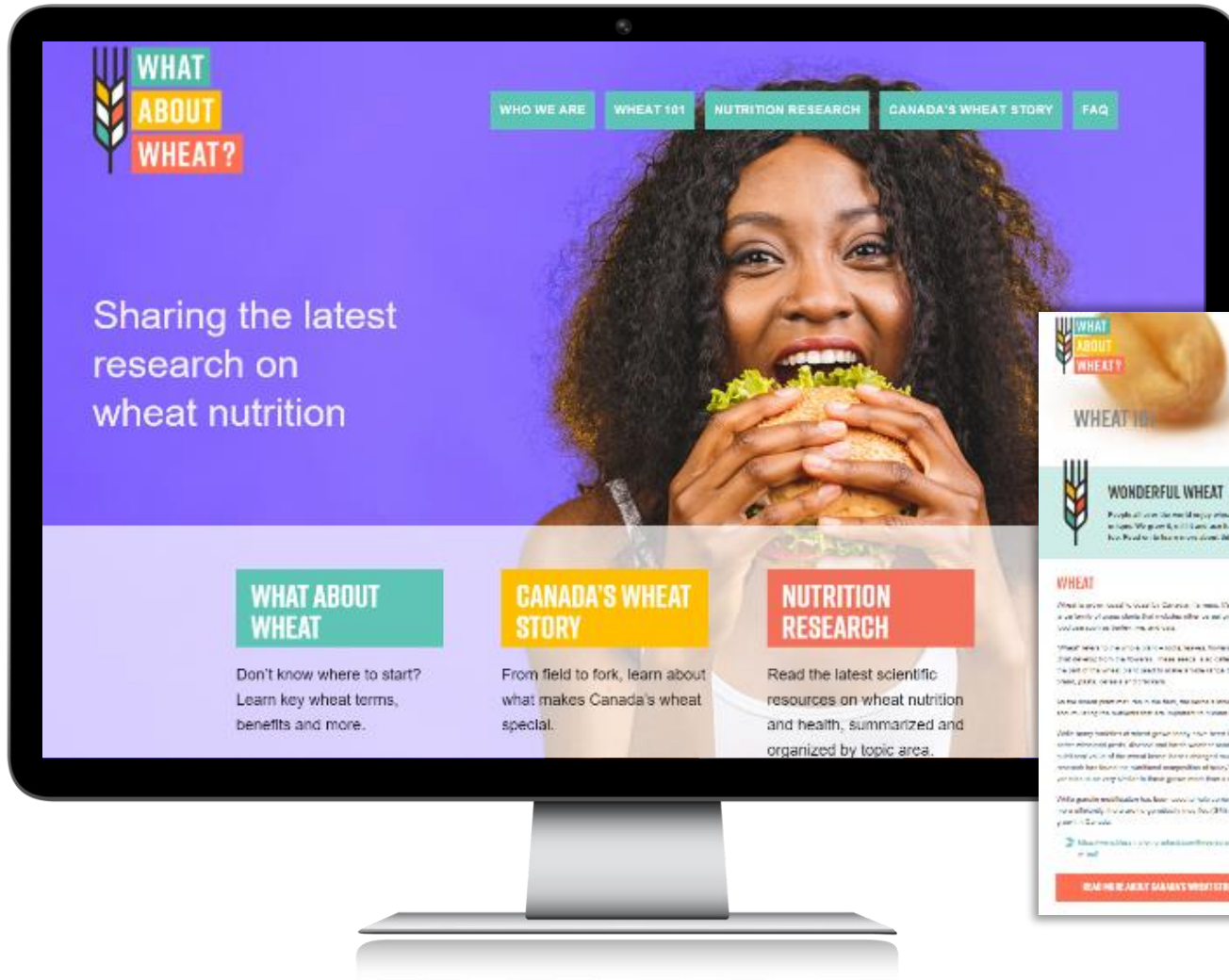
Silent Generation

(ages 80+, 5% of total)

- Heavy consumers of wheat-based foods



Website & Resources



Social Media: Reaching our Audiences



whataboutwheat • Following
Original audio

whataboutwheat 6w
The path to good gut health doesn't have to be complicated. ☺

@heathermangieri, a Registered Dietitian and member of our Scientific Advisory Council, gives 3 easy ways to improve your gut health:

1. Add more beneficial bacteria, or probiotics, to your diet. Some examples are yogurt, kefir, or sauerkraut.
2. Feed your good bacteria with prebiotics. some examples include whole grains, beans, or high fibre wheat.
3. Pair prebiotic and probiotic foods

42 likes
JUNE 7



What About Wheat
Sponsored

We promise. Gut health isn't just a trend.
Gut health is important, and goes ...See more

WHAT ABOUT GUT HEALTH?

<https://whataboutwheat.ca>
Gut Health Impacts Overall Health [Learn more](#)

5
Like Share



Instagram
whataboutwheat Sponsored

WHEAT BERRIES

CUTE NAME.
DELICIOUS INGREDIENT.

FIBRE CAN BE DELICIOUS.

286,337
REACHED

Learn more

whataboutwheat Here are a few tasty (and easy) tips for adding fibre:... more





Collaborations – accelerating outreach



mairlynsmith

Follow

Message

2,776 posts

37.2K followers

995 following

Mairlyn Smith Canada's "self-proclaimed queen of fibre" talks fermentable fibre & wheat berries in her IG 'home ec' classes



25,191
REACHED



74,210
REACHED



desireenielsenrd

Follow

Message

1,854 posts

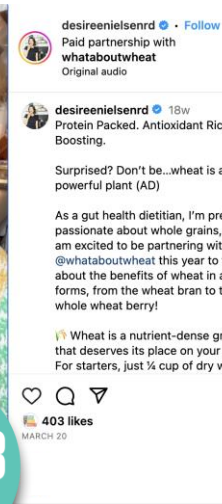
48.8K followers

1,018 following

Plant-based dietitian **Desiree Nielson** talks about nutrition and wheat as a plant protein.



130,378
REACHED



76,217
REACHED



andreahardyrd

Follow

Message



1,339 posts

35.7K followers

1,685 following

Canada's 'gut health Dietitian' **Andrea Hardy** talks fibre, busts myths about wheat and digestion with consumer and Dietitians.



56,183
REACHED



60,870
REACHED



Wheat Retreat



WHAT
ABOUT
WHEAT?

WHEAT RETREAT

APRIL 27 - 30

WINNIPEG CANADA





WHEAT RETREAT

APRIL 27 - 28

WHEAT CRACK





What About Fibre?

GREAT SOURCES OF DIETARY FIBRE



4.6g for 2 slices



6.0g per 1 cup



4.5g per handful



8.0g per 1 cup



2.7g per 3 tbsp

QUICK TIP ➤

Adding lots of dietary fibre to your diet quickly can cause gas and bloating. Give your body a chance to adjust by adding in a little bit of dietary fibre at a time.

FIBRE.

THE ANSWER IS FIBRE.





What About Heart Health?

Benefits of Whole Grains

- High in dietary fibre which decreases cholesterol absorption.
- Decreases blood pressure
- Improves glucose and insulin response
- Reduces the risk of developing type 2 diabetes

REDUCING THE RISK

Research found that people who consume three to five servings of whole grains per day have a lower risk of cardiovascular disease¹. **What does three to five servings of wheat look like in a day?**

¹ <https://pubmed.ncbi.nlm.nih.gov/22649266/>

BREAKFAST

- A whole grain waffle with blueberries and yogurt
- OR
- One slice of whole wheat toast with an egg and some fruit

LUNCH

- Tabouli salad made with bulgur wheat and fresh vegetables
- OR
- Whole wheat pita or tortilla with chicken, tuna or grilled vegetables

SUPPER

- Peanut pasta bowl – whole wheat pasta (like spaghetti), thinly sliced vegetables, tofu or chicken and peanut sauce
- OR
- Whole grain pizza with sauce, cheese and vegetables

FINDING WHOLE GRAINS

- Find high fibre whole grains by reading ingredient lists. For example, look for “**whole grain whole wheat**” as the first ingredient on breads, crackers, tortillas, or pitas.
- Choose a variety of fibre-rich foods to benefit from a range of **insoluble**, **soluble** and **fermentable** fibres.
- Look for packaged foods labeled “**high fibre**”, which means it contains at least **4 g** of fibre per serving, or “**very high fibre**” which contains at least **6 g**.
- Opt for whole grain, whole wheat options when it comes to your staples — whole grain pasta, couscous or bread. These choices contain nutritional components such as dietary fibre, resistant starch and B vitamins adding vitamins and minerals your diet.

Whole grains are naturally higher in dietary fibre. Adding lots of dietary fibre quickly can cause gas and bloating. Give your body a chance to adjust by adding in a little bit of dietary fibre at a time.

WHAT ABOUT WHEAT?

For more great resources visit whataboutwheat.ca



What About Gut Health?

Add more beneficial bacteria to your diet

Recent research showed that as little as **6 g (2 Tbsp) of wheat bran per day** promoted diversity of gut microbiota.



¹ <https://www.frontiersin.org/articles/10.3389/fnut.2019.00033/full>

² https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8719029/pdf/10.1177_1535370221995785.pdf



What About Diabetes?



What About Diabetes?

Nearly one-third of Canadian adults are living with diabetes, a serious disease that can lead to life-threatening complications. The good news is there has been significant research into lifestyle factors and dietary patterns to help manage and treat diabetes.

Let's learn more about diabetes and healthy options that may reduce your risk.



WHAT IS DIABETES?

Diabetes affects people of all ages. It is a disease in which the body does not produce insulin, or the body cannot properly use the insulin it produces.

- Insulin is a hormone produced by your pancreas and is necessary to regulate the amount of sugar (or glucose) in your blood.
- Too much sugar in your blood can cause damage to organs, blood vessels and nerves.
- There are three common types of diabetes: type 1, type 2 and gestational diabetes. For Canadian adults, type 2 is the most common type.



In 2020, **29%** of Canadians (about 11 million people) were **living with prediabetes or diabetes**; **80 to 90%** of these people have **type 2 diabetes**.²

Since diabetes is a condition where your body cannot properly manage the glucose in your blood, and glucose comes from the foods we eat, it makes sense that dietary patterns can support or hinder the management of diabetes. A healthy diet rich in dietary fibre and an active lifestyle are known to support a healthy body weight and the management of diabetes.

HOW DIETARY FIBRE AFFECTS DIABETES

Supporting research shows a link between dietary fibre consumption and the reduction of diabetes.¹ This is thought to be due to:

- Dietary fibre slowing digestion, which results in constant and slower release of glucose into your blood.
- High-fibre foods generally contributing to a nutrient dense diet as they are lower in calories but high in nutritional value.
- Dietary fibre's ability to help control the body's insulin response and help regulate blood glucose levels after a meal.
- Whole grain foods and foods high in dietary fibre promote satiety - or fullness - and can decrease your appetite.

¹ <https://pubmed.ncbi.nlm.nih.gov/22649266/>

² Diabetes Canada

³ <http://www.ncbi.nlm.nih.gov/pubmed/22649266>



QUICK TIP

Studies show that consuming **3 to 5 servings (48 to 80 g)** of whole grains per day reduces the risk of developing type 2 diabetes by **26%**.³

Whole grain or whole wheat foods are great sources of dietary fibre. Studies show that increased intake of whole grains, including wheat, can help manage and may reduce the risk of diabetes.

In general, wheat-based foods that are higher in whole grains and dietary fibre have a lower glycemic index, but pasta is a unique example of a refined wheat food that has a low glycemic index.

GLYCEMIC INDEX



The glycemic index (GI) is a scale from 1 to 100 that ranks a carbohydrate food or drink based on how much it raises your blood sugar levels after consumption.

DID YOU KNOW?

Wheat pasta is a low glycemic index food

You may think pasta causes a "sugar spike" after eating since it is a carbohydrate-rich food. But in fact, the gluten in durum wheat pasta creates a compact structure which makes the pasta harder for our digestive system to break down. The longer and harder our body has to work to breakdown the carbohydrates into sugar, the longer it will take for these sugars to be released and absorbed into our bloodstream.

LOW GI MEALS

Here are a few low GI meal ideas to try out at home.



BREAKFAST



- yogurt parfait with fresh berries and 1/3 c bran cereal.

LUNCH



- leftover pasta, meatballs and side salad

DINNER



Did you know? The fermentation process of making sourdough lowers the overall starch and sugar content of the bread, classifying it a **low GI food**

- chili with a slice of sourdough bread



For more great resources visit whataboutwheat.ca



What About Pasta?

- Pasta made from wheat is a low glycemic food
- Gluten provides a compact structure that slows the breakdown of starch and reduces glucose absorption by the blood
- Including pasta in one's diet can help reduce the risk of diabetes

¹[Glycemic Index Values of Pasta Products: An Overview - PMC \(nih.gov\)](https://doi.org/10.3390%2Ffoods10112541)

<https://doi.org/10.3390%2Ffoods10112541>





Canadian wheat is high quality, versatile and sustainable





What About Enriched All-Purpose Flour?

- Fortification and enrichment of refined wheat flour means that Canadians are getting key nutrients.
- Folic acid fortification of flour in Canada has greatly contributed to reducing the number of babies born with neural tube defects (NTD).
- Both refined wheat products and whole grains are important in a healthy diet.



Refined wheat flour is highly demanded in Canada and around the world for its versatility. It's a flour that's easier to bake with, stays fresher longer and has great non-baking applications (e.g., for thickening gravies and stews).



Limiting or removing foods made with wheat can have an unintended nutritional impacts.





www.WhatAboutWheat.ca
[@whataboutwheat](https://twitter.com/whataboutwheat)

info@whataboutwheat.ca