While modern varieties of wheat, rice and corn are more prevalent in Americans' staple diets, Ancient Grains are rising in consumption and popularity today.

of consumers have familiarity with the Ancient Grains category¹

63%

58% of consumers would purchase Ancient Grain foods overall 2

56%

61% Positive purchase intent for Ancient Grains as an ingredient in a grocery food item³

Manufacturers, retailers, distributors

and foodservice providers are taking note of the rising popularity of Ancient Grains.5 Figures shown indicate the percentage segments that indicate increased interest in specialty, alternative grains, flours and pulses.

86% **76% 69**% Q50/2 Distributors Manufacturers Retailers +11% +13% +10% +14% Point increase Point increase Point increase Point increase from 2021 to 2023 from 2021 to 2023 from 2021 to 2023 from 2021 to 2023

You won't find any scientific definition or regulatory standard to define Ancient Grains. The terms "ancient," "heirloom" and "heritage" are often used

What are Ancient Grains?

interchangeably by consumers and marketers to describe these types of grains, which can contain gluten or be gluten-free depending on the variety. **Gluten-Free**



Nutritious

Quinoa



High

Millet

Historically, ancient grains were consumed locally where they were originally grown. However, they have gained popularity in food movements today due to perceived improved nutritional and flavor profiles — and nostalgia. Figures shown indicate the percentage of consumers who

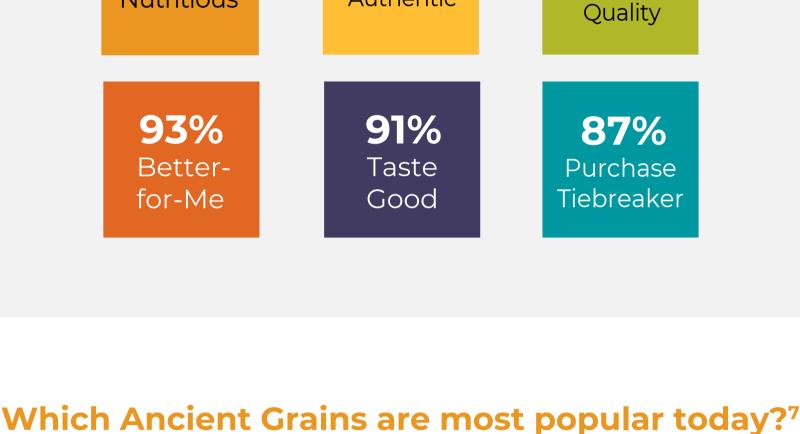
What makes eating

Ancient Grains so appealing?

agree that Ancient Grain foods share this quality.

94% 97% 94%

Authentic



27% 14% **22%**

Figures shown indicate the percentage of consumers who will eat/buy the ingredient more over the next 12 months.

Buckwheat





Higher yield

per acre



Ardent Mills' Portfolio

More disease

resistant



More sustainable for the land used

to grow them



marketplace opportunities, stay ahead of trends with innovative food solutions and position yourself as a leader in this growing category. Get in touch with an Ardent Mills Rep today!

> Call (888) 680-0013 Source: Ardent Mills proprietary research (1-7)

