

# Sustagrain® Whole Grain Barley

Ardent Mills' high fiber ingredient designed  
to create incredibly filling foods



# Sustagrain®:

## Whole grain goodness and a whole lot more

Today's consumers are seeking out foods that offer the health benefits they want while also helping them feel fuller longer.

**What's the super nutrient consistently on the minds of today's shoppers? Fiber.** In fact, total 2024 new product launches that prioritize fiber positioning and claims are pacing 10% higher than similar launches in 2023.

Sustagrain is Ardent Mills' proprietary high-fiber, beta-glucan barley that provides 14 grams of fiber per serving, beating out other similar ingredients like regular barley, oats, whole wheat, rye and corn.<sup>2</sup> And because of its mild taste, it's the perfect addition to formulations that could benefit from more fiber, without sacrificing the flavor your customers have come to expect.



of consumers claim weight loss/management is important to their personal eating/dietary goals and priorities.<sup>1</sup>

**Looking for an ingredient that is familiar to consumers, is in good standing and can support fiber initiatives? Check out Barley.**

67%

Familiar/Have Some Knowledge<sup>3</sup>

\*Among consumers familiar with Barley

**Barley: % Positive Impact on Finished Product Characteristic\***

Nutritionals	57% <sup>3</sup>
Taste	56% <sup>3</sup>
Texture	52% <sup>3</sup>

**Strong appreciation for fiber yields a claimed majority-willingness to pay more for grain-based foods that deliver the benefit.**

54%

of total consumers claim they are willing to pay more for grain-based foods that have high fiber.<sup>3</sup>

**Younger consumers (18-34) report the highest level of willingness to pay more of any age group (59%).<sup>3</sup>**



\* Ardent Mills Proprietary Research; US consumers 18+; 1 – net of Very and Somewhat Important

2 Based on a serving size of 45 g Sustagrain per FDA guidance. The FDA's recommended daily value (DV) for fiber is set at 28 daily for a 2000-calorie diet. The fiber content of grains other than Sustagrain is sourced from USDA FoodData Central 2024.

3 Ardent Mills Proprietary Research



# What makes Sustagrain Barley unique?

Similar to oats, barley is one of the oldest cultivated grains in the world, celebrated for its flavor and versatility. While oats have gained popularity as a healthy ingredient thanks to their fiber and beta-glucan properties, Sustagrain barley stands out with three times the amount of beta-glucan soluble fiber found in oats.<sup>4</sup>

**What does this mean for you?** It means Sustagrain can be used in snacks, bars, and baked goods to meet the growing consumer demand for delicious, "better-for-you" foods that highlight the importance of fiber intake.



## Sustagrain offers what consumers want in their diets



It contains more than 30% total dietary fiber and a minimum of 12% cereal beta glucans



Soluble and insoluble fiber, when part of a diet low in saturated fat and cholesterol, may help reduce risk of heart disease, a disease associated with many factors<sup>5</sup>



The beta-glucan from barley and oats, as part of a diet low in saturated fat and cholesterol, has been shown to support weight management



It's among the lowest glycemic index ingredients of commercially available grains



Cereal beta-glucans are fermentable fibers that support beneficial gut microbes and help maintain digestive health, when part of a diet low in saturated fat and cholesterol



It's whole grain, with naturally occurring fiber. It's also a non-GMO grain, plant-based and vegan<sup>6</sup>, helping you deliver on consumer demand for "better-for-you" products

<sup>4</sup> Based on USDA FoodData Central 2024  
<sup>5</sup> 21 CFR, 101.81

<sup>6</sup> For more information on vegan at Ardent Mills, please visit <https://www.ardentmills.com/media/3902/ardent-mills-non-animal-testing-vegan-vegetarian-statement.pdf>


# If you're looking to integrate more fiber into your existing formulations or innovate new products that place fiber front and center, Ardent Mills Sustagrain may be the ingredient for you. Why?

- ◆ **Leading Fiber and Soluble Fiber Content:** With over 30% dietary fiber content and three times the beta-glucan content of oats, Sustagrain leads the way with total dietary fiber and beta-glucan soluble fiber in grains.
- ◆ **Product Versatility:** Sustagrain's mild, neutral flavor makes it ideal for a variety of applications and an ingredient that can be easily integrated into existing formulations using oats.
- ◆ **Our Dedicated Team:** Ardent Mills has a dedicated breeding team who researches this unique barley variety, and is focused on bringing you the latest data and product enhancements to ensure quality and competitive advantage.

## APPLICATIONS

- ◆ Bars (chewy bar, cereal bars, energy bars and others)
- ◆ Snacks
- ◆ Baked goods (bread, tortilla, muffin and others)
- ◆ Granola
- ◆ Soup
- ◆ Breakfast/hot/overnight cereal
- ◆ Side dishes
- ◆ Pet foods



SUSTAGRAIN®	PACK SIZE	PRODUCT HIGHLIGHTS
<b>Flake</b> (available for Ardent Mills SafeGuard™ treatment for ready-to-eat application)	50 lb., Tote	<ul style="list-style-type: none"> <li>• Whole grain</li> <li>• Plant-based</li> </ul>
<b>Steel-cut</b>	50 lb., Tote	<ul style="list-style-type: none"> <li>• High fiber</li> <li>• Over 12% beta-glucans</li> </ul>
<b>Flour</b>	50 lb.	<ul style="list-style-type: none"> <li>• Barley is a non-GMO grain</li> </ul>
<b>Custom multi-grain blends and mixes</b>	50 lb.	

If you're ready to innovate with fiber, you're ready to innovate with Sustagrain. We're here to help. Contact our team at 888-680-0013 or visit [ardentmills.com/products/other-flours-grains-seeds/sustagrain-barley/](https://ardentmills.com/products/other-flours-grains-seeds/sustagrain-barley/)

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