



ANNUAL REVIEW 2010/2011

*Go Grains Health
& Nutrition Limited*





The Go Grains Team:

Board of Directors:

- Michele Allan
Independent Chair and Company Secretary
- Sandra Caves*
Company Secretary and Business Manager
- Steve Marshall
Grains Research &
Development Corporation (GRDC)
- Dr Ken Quail*
BRI Australia
- Dr Michael Depalo
Campbell Arnott's
- Peter Schutz
George Weston Foods
- Mark Allison
Grain Growers Limited

Staff:

- Robyn Murray
Chief Executive Officer
- Erin Michael (nee Berghofer)
Corporate Dietitian
- Maria Andonopolous*
Corporate Dietitian
- Dianna Crisp
Marketing & Administration
Co-ordinator (contract)
- Caroline Crossan
Marketing & Administration
Co-ordinator (maternity leave)

Scientific Review Panel:

- Dr Dave Roberts
- Associate Professor Peter Williams
- Dr David Topping

Consultants:

- Andrea Brydges
- Bite Communications (PR Agency)

Go Grains Health & Nutrition Limited

ANNUAL REVIEW

2010/2011

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Our Vision

Go Grains Health & Nutrition will be Australia's leading independent voice for grain foods and legumes in health and nutrition.

Our Mission

Go Grains Health & Nutrition will provide leadership to the grains and legumes industry by way of nutritional representation to support the marketing of grains, grain-based foods and legumes and facilitate coordinated industry investment in pre competitive research.

With this Mission, Go Grains will be a resource for the grains and legumes value chain including manufacturers and marketers, health professionals, educators, food regulators, consumers and the media.

Our Values

Go Grains will pursue its Vision to create benefits for stakeholders based on three core values:

- *Trust*
- *Integrity*
- *Independence*

The Chair's Report

Strategic Plan for Go Grains Health & Nutrition (Go Grains), with the first year of the plan coming to life by way of the 2010 – 2011 Operating Plan under the stewardship of Go Grains' new CEO, Robyn Murray.

The 2010 – 2015 Strategic Objectives as outlined in the Strategic Plan were

- i. To be acknowledged as leaders in grain and legume nutritional representation by 2015.
- ii. To be acknowledged by the grain and legumes industry as leaders and facilitators in precompetitive investment in industry.
- iii. To develop the organisational capacity to remain sustainable by 2012.

The team has done a great job in delivering the Operating Plan against these objectives. Highlights of the plan were the

- i. Identification and development of projects to address nutrition science based issues facing the grains and legumes industry, such as refined grains
- ii. Delivery of the 2011 Consumption Study, with thanks to Grain Growers for their generous funding support to allow Go Grains to be in field with the research at the same time of the year as the previous study, and to have the results to pre-empt the release of the Draft Dietary Guidelines
- iii. Establishment and building relationships and networks with industry leaders to gain endorsement for grain foods and legumes in a healthy diet
- iv. Updating of the Health Effects (nutrition science) database with access for members
- v. Raising the profile of Go Grains via presentations and participation at local and international conferences and networking functions
- vi. Exploration of business models that would allow Go Grains to continue to endorse products in light of the proposed Health, Nutrition and Related Claims (2009)

In light of a review of progress against the Operating Plan in January, it was decided the 2011-2012 Strategic Objectives needed to be refined to be closer to the direction being taken. Following a Business Review Workshop with Stakeholders, refined Strategic Objectives were approved by the Board in March.

The new Strategic Objectives used in the development of the 2011 – 2012 Operating Plan are as follows

- i. To be leaders in grain food and legumes nutrition science for positive health outcomes by 2015.
- ii. To be facilitators in pre-competitive grain food and legume nutrition and health related research, health promotion and education resources.
- iii. To communicate the benefits of grain foods and legumes to public health influencers and the grains and legumes value chain.
- iv. To develop the organisational capacity to remain sustainable by 2012.

These objectives have allowed the Team to develop a robust Operating Plan for the coming year.

Along with revised Strategic Objectives there have been some organisational changes with the Board and staff. Ken Quail from BRI Australia/Grain Growers Limited resigned from the Board. Ken has been a long term advocate for Go Grains and I thank him for his contribution over the years. Mark Allison from Grain Growers Limited was welcomed onto the Board in April. Mark is the CEO of Grain Growers Limited and has extensive experience in agricultural commodities.

Go Grains also said farewell to Sandra Caves and Maria Andonopolous. Sandra was Go Grains' Business Manager and Company Secretary. Sandra provided loyal support to the operation of Go Grains. With the relocation of the Go Grains office to Grain Growers, Sandra's services were no longer required. In December, Maria's contract ended as Corporate Dietitian. Thank you to both Sandra and Maria.

At the end of the year, Go Grains is in a strong position to continue to develop and deliver evidenced based nutrition science and consumer insights communications on the benefits of grain foods and legumes in the diet.



Michele Allan

"Go Grains is in a strong position to continue to develop and deliver evidenced based nutrition science and consumer insights communications on the benefits of grain foods and legumes in the diet."

BIG STORY

The Go Grains Committee Summary

The Go Grains Committee represents the interests of the members by guiding the establishment of the strategic and operational priorities for Go Grains and determining how these are to be achieved. Members appoint two representatives, preferably one with a commercial and the other with a technical background, in order to capture and engage the relevant expertise in the member companies.

The Committee meets quarterly with working groups convened to address specific matters as required. Activities and outcomes derived from Board and Committee meetings are listed in the Program Report below.

Program Report - Highlights

> The Consumption Study

The Grains and Legumes Consumption Study for 2011 was commissioned by Go Grains and undertaken by market research agency, Colmar Brunton. The study was designed to track the changes in grains and legumes consumptions from the similar study conducted in

2009. Go Grains recognises the additional funding for the study from Grain Growers Limited. The additional funding allowed Go Grains to field the study at the same time of the year as 2009 and have the results prior to the anticipated release of the draft Dietary Guidelines.

The study had 4 objectives

- i. Measure and track the consumption of grain food and legumes in Australia.
- ii. Understand consumption of grain food in detail - grain food categories, quantity and consumer profile.
- iii. Explore specific usage and attitudes - consumer understanding of the term 'wholegrain', recommended dietary intake.
- iv. Certification logo testing, including attitude to, impact on purchase, and effectiveness of logos.

The study has provided invaluable insights on grain food and legumes consumption to Go Grains. It was proposed the findings be shared with key opinion leaders and targeted media in order to communicate Australians are not eating enough core grain foods and legumes, pre-empting the release of the draft Dietary Guidelines.



> Refined Grains Report



Go Grains Health & Nutrition commissioned Assoc Prof Peter Williams from the University of Wollongong to conduct a search of the scientific literature to answer the question: What proportion of refined grains can be consumed in a healthy diet?

Examples of refined grain foods are:

- Breads:** white bread, pita and mountain breads, bagels, crumpets, tortillas
- Breakfast cereals:** low fibre cereals and those containing <25% wholegrain
- Refined cereal grains:** white rice, polenta, semolina, couscous
- Pasta and noodles:** those based on white wheat or rice flour.

The literature review summarised the findings of over 130 studies from the last ten years. The great majority found no associations between the intake of refined grain foods and cardiovascular disease, diabetes, weight gain or overall mortality.

The report will be presented in November 2011 and published in Nutrition Reviews in January 2012.

> New website launched

The Go Grains website (www.gograins.com.au) has been redeveloped and is now managed in-house using a content management system. This allows Go Grains to update the website in a quick and cost effective manner. The site has new pages and information, most notably, the site now clearly separates grains and legumes.

17,932 unique visitors looked at the Go Grains website during the year. 53,862 pages were viewed with the most popular pages being 'Diet plan for healthy weight management', 'wholegrains', 'who we are' and 'healthy diet'. 60% of visitors found the website via Google while 21% knew to enter the website address.



Program Report - General Activities

RESEARCH		
Activity	Project	Outcome
Evidence	Go Grains Consumption Study	See report on page xx.
	Refined Grains Report	See report on page xx.
	Wholegrains, High Fibre, Health Benefits and Health Claims.	Scoped project in consultation with Members. Pursuing definition of wholegrain foods and potential areas for health claims.
	Legumes research.	Go Grains facilitated industry – Sanitarium, Heinz, Simplot, Pulse Australia and GRDC - monetary and in-kind contribution to Legumes Research to be conducted by University of South Australia and University of Manitoba in 2011 – 2012.
	Pulse International Network Collaboration (PINC) Initiative.	Collaboration between Pulse Canada, American Pulse Associations, Pulse Australia and Go Grains to develop Pulse Health Research Strategy.
	Review of research papers	Dr David Roberts, Dr Peter Williams and Dr David Topping are members of the Go Grains Scientific Review Panel. This panel reviews the latest research on grains and legumes in relation to health and nutrition. Critiques of significant papers are completed each month and circulated to members.
	'Health Effects' database	The Health Effects database is where all research papers on grains and legumes in relation to health and nutrition are recorded. This database now has 398 papers listed and has been made available online to members.
Submissions	Submission to Food Standards Australia New Zealand (FSANZ): Nutrient Reference Values in the Australian New Zealand Food Standards Code (potential revision).	Submission provided to FSANZ. Encourages adoption of the wholegrain 48g daily target intake (DTI) and inclusion of Resistant Starch in the Dietary Fibre calculation.

COMMUNICATIONS

Activity	Project	Outcome
Relationships/ Networks and Profile	Stakeholder engagement	<ul style="list-style-type: none"> • Meetings held with FSANZ, Australian Food and Grocery Council (AFGC) and Department of Health & Aging (DoHA) to seek endorsement for the 48g DTI as a reference value. • Worked with DoHA to have wholegrain foods recognised in the national Measure Up Campaign. Healthy breads and cereals eg. wholegrains were featured in the "Swap It" campaign and on point of sale materials. (IMAGE of shopping cart?) • Formed relationships with other primary industry groups including Dairy Australia, The Australian Egg Corporation, Meat & Livestock Australia and Horticulture Australia and identified a number of areas for future collaboration.
	Memberships	<ul style="list-style-type: none"> • Go Grains sits on the Healthy Kids' Technical Advisory Group. • Go Grains is a member of the AFGC Code of Practice Steering Committee.
	Conference presentations	<ul style="list-style-type: none"> • National Centre for Farmer Health – Opening the Gates on Farmer Health in Hamilton, Vic • Nutrition Society of Australia – poster, Perth • Crop Updates 2011 - Perth • DAA Diabetes Interest Group Workshop - Sydney • CSIRO / AIFST Dietary Fibre and Health Conference - Adelaide • ILSI Wholegrains Conference – Go Grains referenced in Dave Roberts presentation -Singapore • DAA Conference – e poster - Adelaide
	Conferences attended	<ul style="list-style-type: none"> • ILSI meeting on Saturated Fats • AIFST 2010 Annual Convention – included Grains and Legumes Health Report Key Findings in satchel • Provided Grains and Legumes Report and Key Findings at Australian Grains Industry Conference • Provided Grains and Legumes Report to National Centre for Farmer Health • AFGC Industry Leaders Forum • SAI Platform Agricultural Sustainability • National Sustainable Food Conference • CICILS International Pulse Conference in Barcelona – established relationships with Pulse Canada and American Pulse Associations

COMMUNICATIONS		
Activity	Project	Outcome
Issues Management	Issues and Strategic Topic Tracking	Developed proposal for tracking day to day issues and strategic topics of interest.
	Memberships	<ul style="list-style-type: none"> Go Grains sits on the Healthy Kids' Technical Advisory Group. Go Grains is a member of the AFGC Code of Practice Steering Committee.
Publications & Resources	Distribution of Go Grains E-News	Bi-monthly e-newsletter sent to 1250 recipients including teachers, health professionals and the general public. 25% click through rate.
	Member Update	Quarterly Member Update sent to Go Grains Board and Committee members.
	Brochure distribution	Go Grains has eight brochures promoting the health and nutritional benefits of grains and legumes. This includes two new brochures, "Fact Sheet: Diabetes and a healthy diet" and "Fact Sheet: Legumes packed with goodness". During the year, 20,500 of these brochures were distributed around Australia to the public through schools, regional health centres, hospitals, health clubs, indigenous centres and dietitians. These brochures were also provided to George Weston Foods for use in community forums.
	Website (www.gograins.com.au)	See report on page xx.
	Go Grains Twitter page	The Go Grains Twitter page (http://twitter.com/GoGrains) is regularly updated and now has over 200 followers of which 70% are dietitians or dietetic students. Go Grains has tweeted more than 80 times this year. A number of prominent dietitians follow our tweets including Karen Kingham, Dr Joanna McMillan, Karen Inge, Nicole Senior, Emma Stirling and Matthew O'Neil.
Media	Media monitoring report of key issues.	Distributed to members on a weekly basis.
	In the media.	<ul style="list-style-type: none"> Media release sent to leading food trade publications on appointment of Robyn Murray as CEO of Go Grains. Go Grains was featured in Baking and Snack International Jul – Sept publication. Feature article in The Countryman – West Australian Newspapers, as a result of presentation at Crop Updates 2011 in Perth. Go Grains was featured in GRDC Groundcover's supplement on international collaboration.

COMMUNICATIONS

Activity	Project	Outcome
Education	Go 4 Grains Kids' Design Challenge.	Together with the NSW Department of Education and Training, Grain Growers, TiPs (Technology in Primary Schools) and Healthy Kids Association, Go Grains organised the Go 4 Grains Kids' Design Challenge. 1800 NSW school children from Years 5 to 8 participated and were required to develop an innovative grain-based food product and/or advertising campaign targeting their peers which promotes the '4+ serves a day' message. This challenge culminated in a "Celebration Event" on 3rd November 2010 where students presented their advertising campaigns and food products to a team of judges. Broad media coverage was achieved in papers and school newsletters

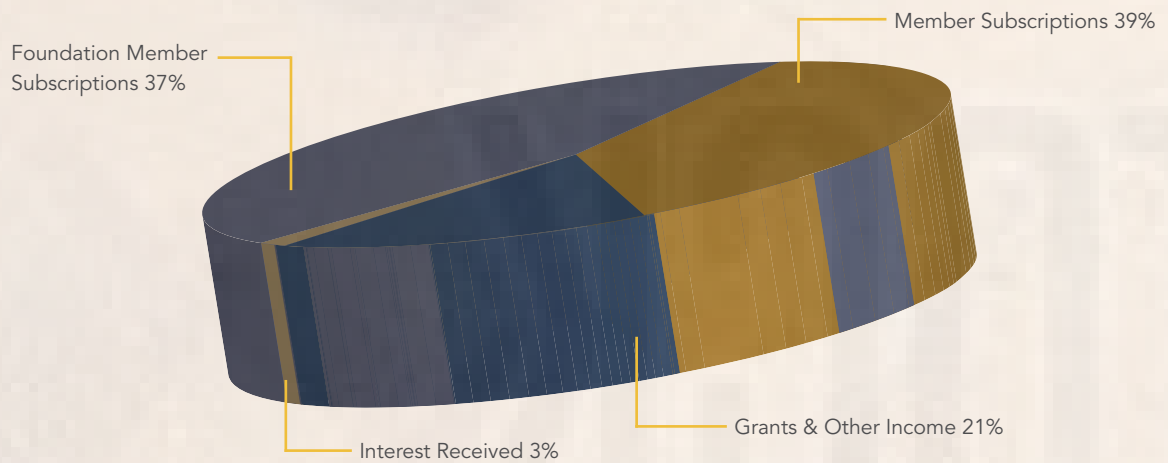
COMMUNICATIONS

Activity	Project	Outcome
Processes	Human Resource Processes	<ul style="list-style-type: none"> • Performance Plans developed and reviewed in Dec and June • Position Description for Nutrition Manager, Marketing and Administration Coordinator revised • Organisational development plan implemented
Culture	Office Relocation	Seamless transition from Mosman to Grain Growers at North Ryde
Business Model	Health Promotion Charity status	Applied for Health Promotion Charity status with Australian Tax Office
Membership	Member Acquisition	<ul style="list-style-type: none"> • Go Grains corporate brochure updated and developed a Membership Schedule • Membership presentations made to eight potential members



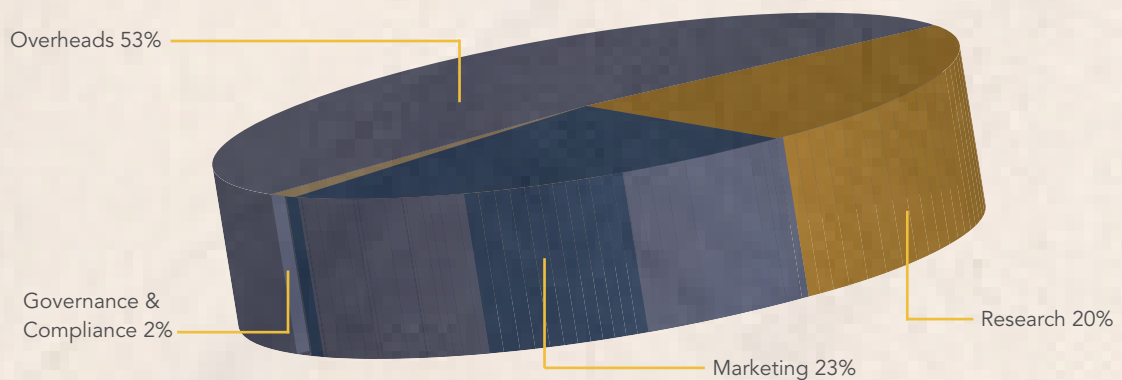
Income Summary

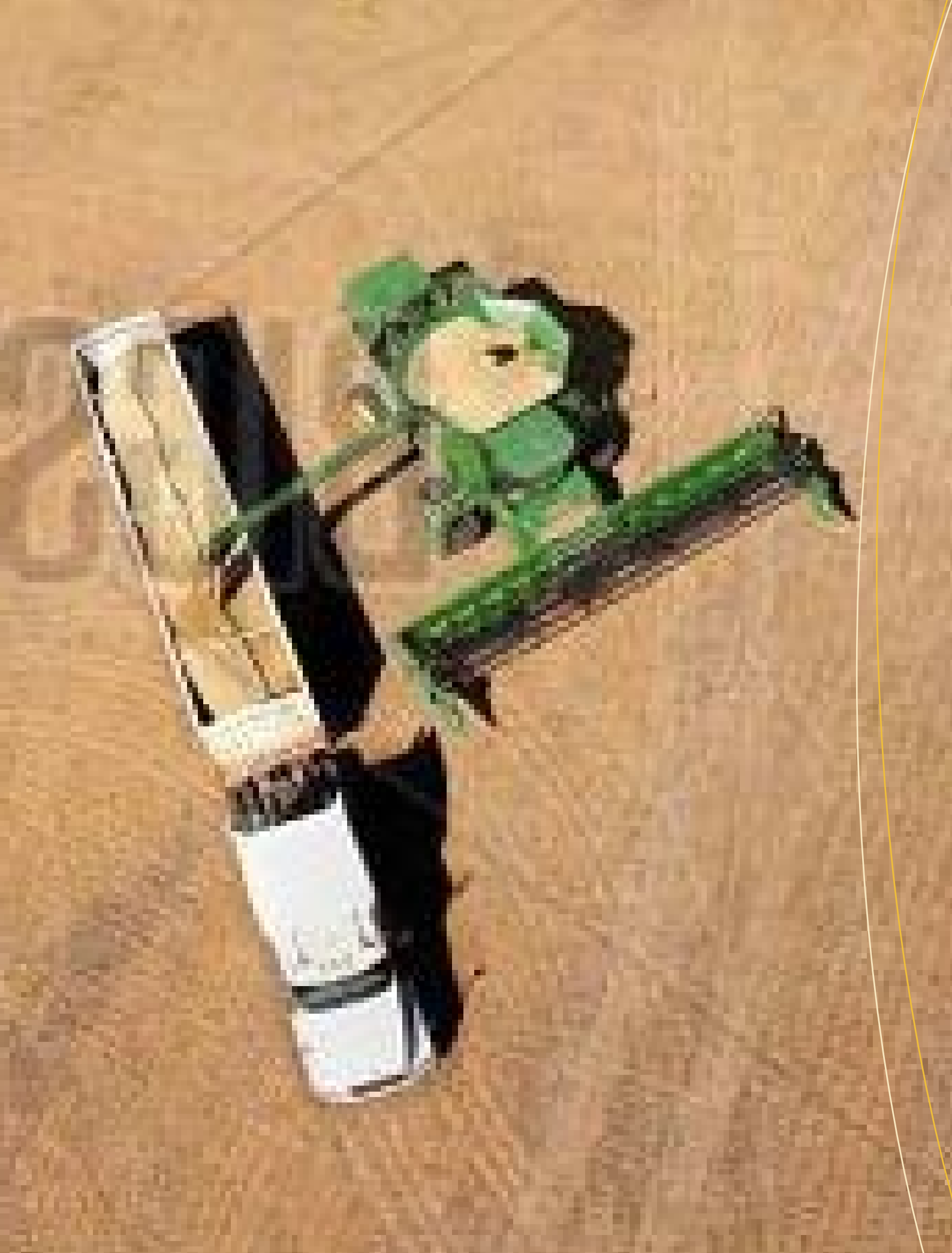
FY 2010/2011



Expenditure Summary

Expenditure Summary FY 2009/2010





The Go Grains Organisation in 2010/2011

Go Grains Health & Nutrition maintains a small professional executive team, led by an independent Chair and Board of Directors drawn from the membership, and supported by the Go Grains Committee and experts.

Membership

Membership of Go Grains is open to organisations from across the grains and legume industry that have an interest in promoting consumption of grains, grain-based foods and legumes, with a particular focus on health and nutrition. These include food manufacturers and marketers, research organisations, grain and legume industry organisations and grower groups, food industry associations and nutrition and health focused NGO's.

There are three categories of membership:

Foundation Members:

- Grains Research and Development Corporation (GRDC)

Foundation membership is open to organisations that wish to play a major role in driving the success of the grains and legumes value chain in Australia. The two Foundation members are the founding members of Go Grains.

Members:

- Bakers Delight
- Campbell Arnott's
- Cereal Partners Worldwide
- CSIRO Food Futures National Research Flagship
- George Weston Foods Baking Division
- Goodman Fielder Baking Division
- Grain Growers Limited
- Kellogg (Aust)
- Kurrajong Kitchen
- Sanitarium Healthy Food Company
- SunRice

Membership is open to organisations that wish to access the value generated by an independent grains and legumes industry organisation focused on health and nutrition.

Associate Members:

- The Australian Food and Grocery Council
- Pulse Australia

Associate membership is open to food or grains and legumes or nutrition and health related industry organisations that have similar interests to Go Grains and wish to share knowledge and experiences.



Board of Directors



Michele Allan
Independent Chair



Sandra Caves*
Company Secretary
& Business Manager



Peter Schutz



Dr Ken Quail*



Dr Micheal Depalo



Steve Marshall



Mark Allison

Staff



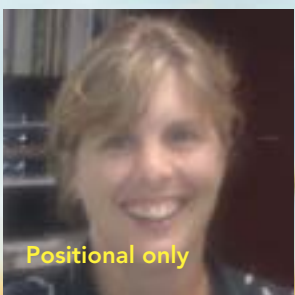
Robyn Murray
General Manager



Erin Michael (née Berghofer)
Nutrition Manager



Maria Andonopolous*
Corporate Dietitian



Positional only

Dianna Crisp
Marketing & Administration
Co-ordinator (contract)



Caroline Crossan
Marketing &
Administration Co-ordinator

* Resigned



A copy of this document can be found on the Go Grains Health & Nutrition website:

www.gograins.com.au

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For further information please contact:

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