AUSTRALIAN TRENDS IN GRAINS & LEGUMES



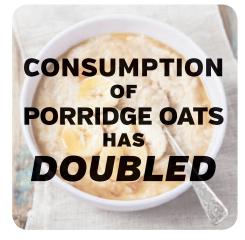


2 OUT OF EVERY 6 SERVES OF GRAIN FOODS ARE NON-CORE AUSTRALIANS
ARE EATING LESS
THAN HALF THE
RECOMMENDED
AMOUNT OF
WHOLE GRAINS

82% OF AUSTRALIANS EAT BREAD EVERY DAY



50% OF AUSTRALIANS AREN'T SURE WHAT A WHOLE GRAIN IS



70% OF AUSTRALIANS EAT BREAKFAST CEREALS AT LEAST ONCE A WEEK

74% OF AUSTRALIANS AREN'T AWARE THAT WHITE BREAD CONTAINS FIBRE