



Grains & Legumes Nutrition Council™ Limited (GLNC)  
**ANNUAL REVIEW 2017 – 2018**



**Grains &  
Legumes  
Nutrition  
Council**

*Cultivating Good Health*

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GLNCs SCIENTIFIC DATABASE  
CONTAINS OVER

3,100

NUTRITION AND HEALTH  
PAPERS RELATING TO GRAINS  
AND LEGUMES



GLNC SOCIAL REACH INCREASED BY

285%

and VISITORS TO THE GLNC WEBSITE  
grew by

60%

significantly exceeding KPIs

GLNC Contributors believe the organisation is  
CREDIBLE, COLLABORATIVE, VISIBLE, AGILE and  
INFLUENTIAL WITHIN THE INDUSTRY<sup>1</sup>

100%  
of Contributors  
believe GLNC  
is a RELEVANT  
BRAND for their  
organisation<sup>1</sup>

+30  
FY18 Net  
Promoter  
Score<sup>1</sup>

90%  
of Contributors  
believe GLNC is  
CREDIBLE AND  
INDEPENDENT<sup>1</sup>

85%

of Contributors believe  
GLNC demonstrates  
STRONG SCIENTIFIC  
KNOWLEDGE<sup>1</sup>

GLNC's SOCIAL  
COMMUNITY grew to over

51,000



Enjoy grain foods 3-4 times a day, choosing at least half as whole grain or high fibre grain foods



Enjoy 1/2 cup legumes at least 2-3 times each week



## STRATEGIC PLAN: 2017 – 2019

### VISION

GLNC is the independent authority on the nutrition and health benefits of grains and legumes

### MISSION

GLNC promotes the role of grains and legumes as part of a balanced diet cultivating good health through evidence-based information

### VALUES

Integrity – ensure an ethical, scientific and evidence-based approach  
Trust – build trust with stakeholders and the community with the information we provide  
Credibility – maintain independence and standing amongst stakeholders and the community



## STRATEGIC PRIORITIES

GLNC operates through the support of the Australian Export Grains Innovation Centre (AEGIC) and Contributors to the Council, with a focus on four key pillars that form the basis for the strategic plan: Evidence, Market Insights, Industry Engagement and Community Engagement.

### EVIDENCE

GLNC maintains evidence-based scientific database expertise in the role of grains and legumes in a healthy, balanced diet to reduce risk of chronic disease. GLNC tracks existing and emerging scientific research and reviews population studies to underpin engagement and communication messages.

### MARKET INSIGHTS

GLNC identifies and monitors market issues and tracks opportunities related to health and nutrition to support the grains industry in producing foods that will reduce risk of chronic disease. GLNC tracks changes in the food supply, consumer attitudes and behaviour as well as regulations, policy and public health recommendations related to grains and legumes.

### INDUSTRY ENGAGEMENT

GLNC is a key strategic partner for industry, providing expert advice and insights to support the development and promotion of healthier grain and legume foods. Stakeholders across the supply chain include growers, traders, handlers, processors, regulators, manufacturers and retailers.

### COMMUNITY ENGAGEMENT

GLNC actively engages with key influencers of consumer attitudes and behaviours to raise awareness of the role of grains and legumes in a healthy, balanced diet and reduce risk of chronic disease. Influencers include government, key opinion leaders, not-for-profit organisations, healthcare professionals, retailers, the media and ultimately consumers.



## CONTRIBUTORS

GLNC is a not-for-profit company limited by guarantee and a recognised health promotion charity.

GLNC is supported by Contributors from the entire grains and legumes value chain including growers, research organisations, food manufacturers and industry associations. Representing the Australian and New Zealand industry, GLNC Contributors are part of a powerful, collective voice advocating the nutrition and health benefits of grains and legumes in Australian diets.

Contributors ranked EVENTS, MEDIA RELEASES and GLNC CAMPAIGNS as high value services<sup>1</sup>



# 2017 – 2018 PROJECT INVESTMENTS

## EVIDENCE



## 1 Health Track Study: Grain Foods & Body Weight

A secondary analysis of a larger clinical trial (Health Track) of 377 adults, this study involved looking at the amount of grains eaten (whole, refined and cereal fibre) and comparing these choices to body weight via baseline food consumption data. The results showed those who ate more high quality whole grains were lighter, had a lower Body Mass Index (BMI) and smaller waist circumference. For every additional serve of whole grain foods, a 0.36 lower BMI was observed. In this study, refined foods were eaten at a ratio of 2:1, with more people choosing foods like white bread, pasta, and rice. Those choosing more refined grains were heavier at baseline<sup>3</sup>. Monika Lobejko from the University of Wollongong (UoW) presented this data at the National Dietitians Association of Australia Conference in Sydney, May 2018. GLNC assisted by distributing a media release which was picked up by The Daily Mail UK (Australian circulation 1.4 million).

## 2 Whole Grain Consumption

The 2017 Consumption study formed the basis for a specific analysis of Whole Grain Consumption linked with demographics, barriers and facilitators. This work, completed by Ronel Suthers from UoW, was presented at the 10th Asia Pacific Conference on Clinical Nutrition Incorporating the Joint Annual Scientific Meeting of the NSA and the NSNZ 26 – 29 November 2017, Adelaide, SA. The second part of Ms Suthers' research examined the key characteristics of public health interventions aimed at increasing whole grain intake, a Systematic Literature Review. This was presented at the National Dietitians Association of Australia Conference in Sydney, May 2017 and is pending full publication.

## 3 Advocacy

GLNC has maintained an active role in advocacy in FY18, completing submissions regarding Beta-Glucan and Blood Cholesterol Health Claims, the prescribed method of analysis for Resistant Starch and the Health Star Rating 5 year review. The Rapid Integrated Fibre Method was not resolved during FY18 and will continue into FY19. The Council has been given an indication that a High Level Health Claim for Whole Grain and Coronary Heart Disease could be progressed and this work will commence in FY19. Key to the business in FY18 was participation in the HEALTHGRAIN Forum in Vienna, with GLNC joining both the Public-Private Partnership and the whole grain definition working party.

## 4 Consumption Study Launch

Key takeouts from GLNCs triennial Consumption & Attitudes Study on grains and legumes was launched in October. Data collected during this study helped guide GLNC activities and communication strategy in FY18. The data showed that the number of people limiting grain foods had decreased from 60% in 2014 to 47% in 2017- signalling a change in attitude towards grain-based foods. After a decline in consumption of grain foods between 2011 and 2014, 2017 data showed this had plateaued at an average of six serves per day, with just under four serves coming from core grain foods (i.e. bread, breakfast cereal, pasta). Legume consumption has increased by 4% since 2014, a pleasing result following the International Year of Pulses<sup>2</sup>. At the launch event in Sydney, GLNC hosted 50 industry guests and generated media reach of over 500,000 consumers.

## 5 GLNC Grain & Legume Audits

GLNCs FY18 product audits reviewed bread and grain foods (rice, noodles, pasta) available in major Sydney retailers. These audits highlight trends in grains and legumes: the 2017 Bread Audit examined 456 products and revealed that 20 white loaves have been replaced by 20 wholemeal/whole grain varieties since 2014. Close to one in every 5 loaves of whole grain bread assessed was considered a 'good source' of protein<sup>4</sup>- results from this audit influenced a media release, scientific abstract and full paper, plus a successful campaign- Bring Back the Sandwich. The 2018 Grain Food Audit captured 536 products and highlighted the innovation taking place within this category, with double the amount of microwaveable grain products, four times the amount of 'other grain' products (specifically ancient grains) and an entirely new category- legume pastas- all since 2016<sup>5</sup>.

## INDUSTRY ENGAGEMENT



### 6 Code of Practice for Whole Grain Ingredient Content Claims

GLNC plays a regulatory role for whole grain products through the Code of Practice for Whole Grain Ingredient Content Claims. Registering products is a service provided to encourage engagement with the Code, but also so the Council can track the expanding market. Making this more accessible for health professionals and consumers was a priority in FY18, so GLNC launched a searchable database of registered products which can be searched by manufacturer, food type or level of whole grain. At the end of FY18, GLNC recorded a 29% increase with over 580 registered products, compared to FY17.

The three year impact assessment (2013-2016) of the Code of Practice was presented at the Whole Grain conference in Vienna, extending GLNCs reputation internationally.

Additionally, a collaborative project with FoodWorks and UoW saw the addition of whole grain to the dietary analysis software- made possible by the integration of GLNCs whole grain database into FoodWorks. Users are now able to analyse serves of whole grain vs refined grain in foods, as well as total number of grams of whole grain via this software.

## COMMUNITY ENGAGEMENT



### 7 Reputational Tracking Study

Conducted with key stakeholders in February 2018, GLNCs reputational tracking study focused on the Net Promoter Score, which this year remained positive at +30. This survey is conducted annually and is just one of the many ways that GLNC reviews quality and performance measures. Key takeouts from Contributor feedback included...

- 100% of Contributors believe GLNC is a relevant partner for their organisation.
- 85% of Contributors believe GLNC demonstrates strong scientific knowledge.
- 90% of Contributors believe GLNC is credible and independent.
- 90% of Contributors believe GLNC offers a unique service<sup>1</sup>.



### 8 Bring Back the Sandwich

This GLNC led campaign built on results of the 2017 Bread Audit and was designed to regenerate consumer interest in eating bread in the form of a sandwich. Sandwiches are often overlooked as a nutrient dense lunchtime food, but has the benefit of being economical, versatile and convenient. Held during Nutrition Australia's Healthy Lunchbox week- which aimed to help decrease stress around packing lunchboxes in time for the new school term - Bring Back the Sandwich proved to be extremely effective, generating media reach of over 50,000 and over 110,000 in social reach. This campaign will be conducted again in early 2019.



### 9 Whole Grain Week (WGW)

Following the Whole Grain Conference in Vienna in 2017, several countries agreed to coordinate local whole grain events. GLNCs week-long campaign aimed to raise awareness of the health benefits of whole grains, how to use them and where to find them. The 2017 Consumption Study data supported thinking that consumers believe whole grains are more expensive, take longer to cook and don't taste great – so GLNC set out to challenge these beliefs. Attendees of GLNCs consumer focused 'whole grain cook-off' increased their confidence in promoting whole grains in lifestyle pages, blogs and on social media. With support from a number of significant industry players and Contributors, WGW 2018 proved to be GLNCs most successful campaign yet, with total social reach of over 1.2 million and media reach of over 800,000 throughout Australia. Plans are in motion to build on this reach for WGW 2019.





# CHAIR'S ADDRESS

On behalf of the GLNC Board and Management I am pleased to provide this overview of GLNC activity for the 2017-2018 year.

After welcoming Dr Sara Grafenauer to the General Manager position on 1 June, we also welcomed Ms Felicity Curtain, Accredited Practising Dietitian, in late August, replacing Rebecca Williams. Felicity brings a variety of different strengths to the GLNC team as a media spokesperson and in writing for media. This new team, together with Alexandra Locke, have developed a range of new initiatives for GLNC, with a focus on taking audit findings to the media and bringing these to life through small campaigns like Bring Back the Sandwich, working alongside Nutrition Australia to promote bread. GLNCs inaugural Whole Grain Week Campaign was especially successful and brought both Healthcare Professionals and Influencers together, sharing key messages to increase whole grain consumption in Australia.

The association with AEGIC has also been further developed over the past 12 months with engagement of GLNC in support of programs in Myanmar, China, Japan and South Korea. This important message about whole grains and health is highly strategic, while also serving to increase the value proposition of Australian grain. GLNC has

continued working with the AEGIC team, particularly through the Sydney office, on a number of projects- most notably the Whole Grain Milling Authenticity project. GLNC coordinated a large round table of millers early in FY18, commencing this groundbreaking work. The project now has key AEGIC staff assigned to work alongside GLNC, to scope whole grain milling practices across Australia.

Following the February Board Meeting, a change was made to streamline the GLNC Board, with Ron Storey, Alick Osborne and Matt Macfarlane resigning. We would like to thank these Board members for their contribution to the GLNC business.

Highlights for FY18 include:

- The development of GLNCs online, searchable database of whole grain foods
- Excellent research outcomes via collaborations with the University of Wollongong
- 2017 Consumption Study was successfully launched to Australian industry, generating a reach of over 1/2 million

• Commencement of the Whole Grain Milling Authenticity project with 16 industry representatives

• GLNCs Inaugural Whole Grain Week, 18-24 June 2018, achieved a total reach of over 2 million

• Overall GLNC social reach was up 600% on FY17

• GLNCs new-look website launched, achieving a 60% increase in visitors over FY18

I would like to thank existing Contributors for their support and additionally welcome new GLNC Contributors to the table. I acknowledge the support of my fellow Board members, General Manager Sara Grafenauer and Company Secretary Emma Walczak. I also acknowledge the support of the Board and management at AEGIC for their commitment to partner with GLNC. On behalf of the Board, we look forward to an equally successful FY19.

Terry Enright, Chair





## GENERAL MANAGER'S YEAR IN REVIEW

“The ultimate goal of the council is to improve consumption of whole grains in line with guidelines and increase consumption of legumes, as these foods have the potential to reduce risk of chronic disease and improve health.”

Joining GLNC in mid 2017 was an opportunity to review processes and look at maximising opportunities for the business. GLNC has always produced excellent research via University connections, through product range audits, the triennial Consumption Study and Impact Assessment. The most obvious opportunity was to make these work harder in terms of outcomes. Over the last year we've presented research

results at relevant conferences, through media releases and also via mini campaigns. We've also worked more closely with aligned nutrition agencies, sharing key messages about whole grains and legumes, with amplification of these messages to a broader community.

Of note during FY18 was the Consumption Study launch, Bring Back the Sandwich campaign, Global Pulse Day and our inaugural Whole Grain Week. The Consumption Study helps guide strategy, and it's essential to make use of this research wherever possible. The reduction in people limiting grain foods is a key piece of news, alongside stabilisation of grain food consumption at around six serves. but whole grain consumption is still below recommended targets Australia-wide, totalling less than half of grain food intake, so the emphasis now needs to be on swapping from refined grain to whole grain. But the Consumption Study tells us even more, giving clues as to the attitudes of consumers and how to change these consumption habits. Taste, time and cost were the three reasons consumers

gave for not consuming more whole grain and these barriers were ideal issues to address for Whole Grain Week. Furthermore, 40% of consumers have no reason for not including whole grains, but perhaps there are still other barriers around identifying and cooking with whole grains. Our work in this area continues.

The collaboration with AEGIC was strengthened in FY18 with visits to Myanmar, China, Japan and South Korea where GLNC played an important role in explaining the importance of whole grain, the nutritional, health and the market advantages of milling with the whole grain. Building expertise in whole grain milling is also on the agenda in Australia with a project aimed specifically at millers and their current methods for obtaining a whole grain/wholemeal product. This project will ultimately help support and guide best practice across the industry.

I'd like to acknowledge the hard work of my team and look forward to another collaborative year.

*Sara Grafenauer, General Manager*



# THE YEAR AHEAD

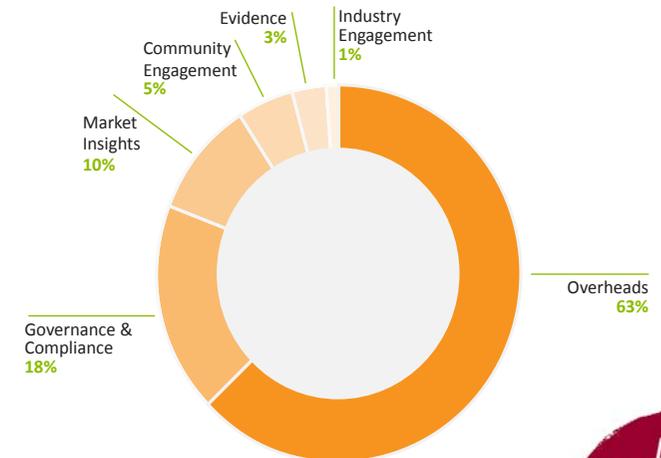
For this final year of our strategic plan, the 2017 Consumption and Attitude study continues to guide our discussions with healthcare professionals and consumers. In particular, challenging beliefs about whole grain foods and issues with choosing to consume more legumes. Fibre remains a sensible communication platform for the Council as it crosses both grain and legume food choices. The back to basics messages in FY18 will be extended to discuss Gut Health, a trending topic in media and social media.

Consumers' understanding of the legume food group is an area of interest for GLNC, and we anticipate the current UoW research project will provide valuable insights for the industry and for more effective promotion. Assessment of the Health Grain Forum's 30g whole grain/100g recommendation will also provide useful feedback to this international collaboration.

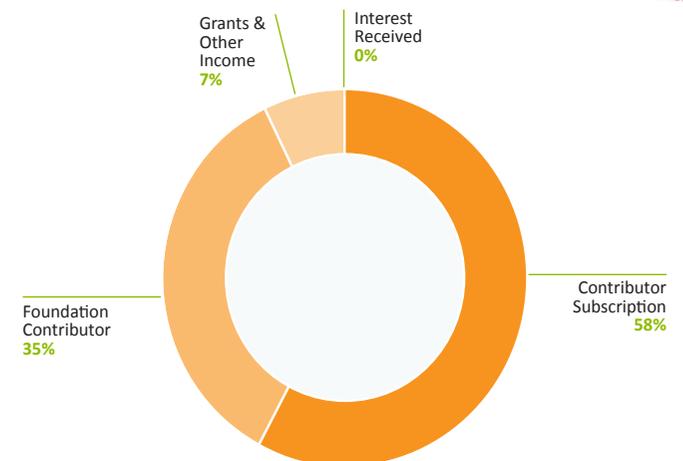
In FY19 there are a number of large projects including the commencement of work towards a High Level Health Claim for whole grains. GLNC will continue working with AEGIC in Asia and with millers regarding whole grain milling practices. Our network internationally will continue to grow through working groups with the Health Grain Forum on Public-Private Partnerships and the Whole Grain definition. The Council will continue to highlight the Code of Practice for Whole Grain Ingredient Content Claims with organisations like FSANZ, for the inclusion of whole grain in Health Star Rating and clearer guidance for all Australians about grains and legumes in Dietary Guidelines.



## EXPENDITURE SUMMARY FY18



## INCOME SUMMARY FY18



# GLNC MANAGEMENT



**Sara Grafenauer**

GENERAL MANAGER

Sara was appointed General Manager of GLNC in May 2017. Sara is an AdvAPD and author with experience in health, food industry (consulting and brand management) and tertiary education. Her PhD research focused on dietary patterns and dietary change in weight loss. She is a Fellow of the University of Wollongong providing lectures and student supervision. Her more recent research leverages social media in large scale health promotion and as a research tool. She has additional qualifications in Communications and Public Relations and significant work history leading marketing and communications for the Dietitians Association of Australia.



**Alexandra Locke**

MARKETING & COMMUNICATIONS MANAGER

Alexandra was appointed Marketing & Communications Manager at GLNC in July 2016 and has experience working in both the UK and Australia across the FMCG & Retail industries in Marketing, Communications and Product Development. Alexandra holds a Bachelor of Science in Food Marketing Management and a Postgraduate Certificate in Digital Communications and has a specific interest in creating engaging content for a variety of audiences.



**Felicity Curtain**

NUTRITION MANAGER

Felicity is an Accredited Practising Dietitian, and commenced as Nutrition Manager at GLNC in August 2017. Felicity is passionate about translating complex nutrition science in an easily digestible manner and has experience working in nutrition communications and marketing and in private practice. Felicity holds a Bachelor of Food Science and Nutrition and a Master of Dietetic Practice, as well as a Graduate Certificate in Communications and is also a Spokesperson for the Dietitians Association of Australia.

# GLNC BOARD



**Terry Enright**  
CHAIR

Terry was appointed Chair of GLNC in October 2016. He is a former Chairman of the Grains Research and Development Corporation (GRDC), Chairman of the Australian Export Grains Innovation Centre, an Independent Director of the Australian Livestock Export Corporation (Livecorp), immediate former director of Grain Producers Australia, Chair of the Western Australian Crawford Fund Committee and a member of the Board of Directors. Terry has served in a number of Agriculture-related positions including as a commissioner of the Export Wheat Commission.



**Steve Marshall**  
DIRECTOR

Steve was appointed to the Board in December 2005. With a background in food science and technology management, Steve held senior positions at Goodman Fielder from 1993 until 2000 and previously served as a Chair for the Australian Export Grains Innovation Centre until 2016 and was Director and Deputy Chair for the Rural Industries R&D Corporation from 2002 until 2008. Steve was also a Director of the Australian Rural Leadership Foundation from 2005 to 2007 and was the Deputy Chair of GRDC until 2011.



**Robyn Murray**  
DIRECTOR

Robyn was appointed to the Board in January 2012. Robyn has 30 years' experience in the food industry, leading R&D programs for George Weston Foods, Campbell Arnott's and Kellogg's. Robyn has had a particular focus in Innovation, Product Development, and Nutrition, locally and globally. She holds a Bachelor of Science in Food Technology and a Masters of Commerce in Marketing from the University of New South Wales, Sydney.





**Alick Osborne**

DIRECTOR- (up to February 2018)

Alick was appointed to the Board in October 2016. With significant experience in the Australian grains industry, Alick has spent more than 12 years in senior management roles at Louis Dreyfus Commodities in Australia, including two years as Managing Director. He is also a past president of the Australian Grain Exporters Association, and has experience in other commodities including three years as CEO of Tully Sugar Limited. Alick is currently the CEO of Seasol International Pty Ltd.



**Ron Storey**

DIRECTOR- (up to February 2018)

Ron was appointed to the Board in October 2016 and brought 35 years' experience in the Australian grains industry to the GLNC Board. He spent 15 years as head of grain marketing at AWB Limited and since 2000 has run his own agribusiness consulting practice. He is also a Director at Pulse Australia and Mallee Sustainable Farming, Director for AEGIC and was a Director and Chairman at Australian Grain Technologies. In the 2002-2014 period, Ron was involved in introducing online information and tools for the grains industry. Ron retains a grain growing interest in his family farm.



**Matthew Macfarlane**

DIRECTOR- (up to February 2018)

Matthew Macfarlane (BCom GAICD CA) was appointed to the Board in October 2016 and is a Co-founder and Investment Director at Yuuwa Capital, a Perth based \$40m early stage venture capital fund launched in 2009. Matt has been both an investor and an entrepreneur in early stage tech startups; actively participating in the startup eco-system in Perth for over 10 years, working in a hands-on capacity with startup companies to assist in building teams, accelerating growth, achieving milestones and securing additional financing. Matt is also currently a director at Spacecubed Ventures (co-working space), PetRescue (Australia's most visited charity website), iCetana (video analytics) and Agworld (farm management software).

Report prepared by Dr Sara Grafenauer, General Manager of GLNC.

A copy of this document can be found on the Grains & Legumes Nutrition Council website: [www.glnc.org.au](http://www.glnc.org.au)

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#### Publications

Barrett, E.M., Probst, Y.C. & Beck, E.J. (2018) Cereal fibre intake in Australia: a cross-sectional analysis of the 2011–12 National Nutrition and Physical Activity Survey, *International Journal of Food Sciences and Nutrition*, 69:5, 619–627, DOI: 10.1080/09637486.2017.1399987

Barrett, E., Probst, Y.C., Beck, E.J., Creation of a database for the estimation of cereal fibre content in foods. *Journal of Food Composition and Analysis*, 2018. 66: p. 6. DOI 10.1016/j.jfca.2017.10.004

Golley, S., Corsini, N. and Mohr, P. (2017) Managing symptoms and health through self-prescribed restrictive diets: What can general practitioners learn from the phenomenon of wheat avoidance? *Australian Family Physician* 46 (8) 603–608. DOI:10.1017/S1368980014000652

#### Conference Presentations

Suthers R., Williams, R., Broom M., Locke, A., Grafenauer, S., Beck, E. (2017) The whole grain gap: comparing intakes to recommendations. 10th Asia Pacific Conference on Clinical Nutrition Incorporating the Joint Annual Scientific Meeting of the NSA and the NSNZ 26 – 29 November 2017, Adelaide, SA

Suthers R., Broom M., Beck E. (2018) Key characteristics of Public Health Interventions aimed at increasing whole grain intake: A systematic literature review. *Dietitians Association of Australia National Conference, Sydney. Nutrition & Dietetics 2018*; 75 (Suppl. 1): 68–121 DOI: 10.1111/1747-0080.12426

Lobejko M., Neale E., Grafenauer S., Tapsell L., Beck E. (2018) Whole grain, refined grain and cereal fibre in baseline diets and influence on body weight status: secondary analysis of the HealthTrack Clinical Trial. *Dietitians Association of Australia National Conference, Sydney. Nutrition & Dietetics 2018*; 75 (Suppl. 1): 68–121 DOI: 10.1111/1747-0080.12426

#### Conference Posters:

Grafenauer S., (2017) Regulation of Whole Grain in Australia: A success story for Public Health. *Whole Grain Summit, 13-15 November, 2017 Vienna, Austria.*

Grafenauer S., Curtain F., Miller S., Liang S. (2018) Are we undervaluing the nutritional credentials of bread. *Dietitians Association of Australia National Conference, Sydney. Nutrition & Dietetics 2018*; 75 (Suppl. 1): 68–121 DOI: 10.1111/1747-0080.12427

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1. Grains & Legumes Nutrition Council™. 2018. Reputational Tracking Study. Unpublished. 2. Grains & Legumes Nutrition Council™. 2017. Consumption & Attitudes Study. Unpublished. 3. Lobejko M., Neale E., Grafenauer S., Tapsell L., Beck E. (2018) Whole grain, refined grain and cereal fibre in baseline diets and influence on body weight status: secondary analysis of the HealthTrack Clinical Trial. *Dietitians Association of Australia National Conference, Sydney. Nutrition & Dietetics 2018*; 75 (Suppl. 1): 68–121 DOI: 10.1111/1747-0080.12426 4. Grains & Legumes Nutrition Council™. 2017. Australian Bread Audit. Published. 5. Grains & Legumes Nutrition Council™. 2018. Australian Grain Audit. Unpublished.



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