



FY22

Year In Review



Grains &
Legumes
Nutrition
Council™

STRATEGIC PLAN

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 through evidence-based information, while supporting the industry to benefit all Australians

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



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 gains 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.

OUR YEAR IN NUMBERS



12

Contributor companies
across the food sector



81,824

Professional connections
reached on our LinkedIn Page,
with a 910% increase in engagement
from the previous year



397,006

Consumers reached across
Facebook and Instagram



+431,000

visits to the GLNC website

2,932 Visits to our Whole Grain
Database on the GLNC website

3

Category Reports Published on snacking,
plant-based alternatives and bread



5

On-Shelf Audits, on savoury biscuits,
grain-based bars, non-dairy milk,
plant-based meat, and bread. With
over 2,320 products catalogued
and analysed



131

New whole grain products registered on
our Whole Grain Database from Australian
manufacturers



6

Thought provoking webinars with industry
experts from across the food supply chain



8

Papers Published, with 7,360 views, and
9 citations to other papers



LETTER FROM THE GM

This last financial year saw a lot of change for GLNC driven by the increased interest in plant-based eating as well as internal business changes in leadership. We spoke and listened to our contributors and the needs of the Grains and Legumes industry. Our fundamental focus was on the delivery of the Strategic plan, underpinned by 4 pillars- Evidence, Market Insights, Industry Engagement and Community Engagement. Under the Evidence pillar we continued to focus on evidence-based research in grains and legumes. We published 8 papers, those more notable looked at the health care cost savings involved in the increased consumption of whole grains and legumes, as well as those that have given us a solid foundation for moving forward with the Australian Dietary Guideline recommendations by understanding consumer and dietitian understanding of the current Guidelines.

We listened to our contributors for the request for more audits and in the financial year we delivered 5 audits and 3 category reports. With the growing trend of plant-based foods we conducted a thorough category review and audit of plant-based meats and milks, where we saw substantial category grow by 28% in the number of products over the last 1.5 years. Nutrition and sustainability play a key role in these category claims.

In light of the upcoming review of the Australian Dietary Guidelines we have begun a comprehensive review of the nutrition science to support wholegrains, legumes and plant-based foods and their important contribution to the Australian diet and are looking forward to contributing our recommendations to the Guideline review.

The wholegrains certification increased in popularity with 131 new products registered on our Whole Grain Database just this year and we saw several products with our Whole Grain Logo on pack or on company websites and social channels.

We increased our focus on communications to health care professions, nutrition influencers and consumers with the mission to increase awareness of nutrition benefits and ease of usage of wholegrains and legumes in the diet and reached over 397,000 consumers on our Facebook and Instagram pages. The social media campaigns, combined with our refreshed website has driven over 430,000 people to the GLNC website in the past financial year.

I would like to thank the team at GLNC for their passion for executing our strategy to date. Our contributors, for their ongoing partnership. I look forward to working together for the year ahead on promoting wholegrains and legumes as part of healthy diet for all.



**Kathy La Macchia,
General Manager**



LETTER FROM THE CHAIRMAN

On behalf of the Grains & Legumes Nutrition Council (GLNC) Board and Management I am pleased to provide this review of GLNC activity for the 2021-22 year.

This year has brought some changes within our GLNC team, a marked increase in membership, a step-change in engagement with members with what might be described as a “listening tour”, and a welcome shift to a post-COVID world. This has meant a sharpened focus on the activities GLNC delivers, including audits, category reports, active marketing campaigns and more; all of which you will see in GLNC’s program for 2022-23 and into 2023-24.

What remains unchanged is our clear strategic plan and its four pillars of Evidence, Market Insights, Industry Engagement, and Community Engagement. We will stay focussed on delivery across these four pillars with opportunities for contributors to get involved throughout the year.

Links with The Australian Export Grains Innovation Centre (AEGIC - a foundation GLNC Member) have remained strong with GLNC staff engaged in Asian Market webinar series, along with usage of AEGIC's services for new product development and the new method for Dietary Fibre analysis. The global focus on sustainability and sources of food represents an opportunity for GLNC to help members exploit the natural advantages Australia enjoys in food production and processing.

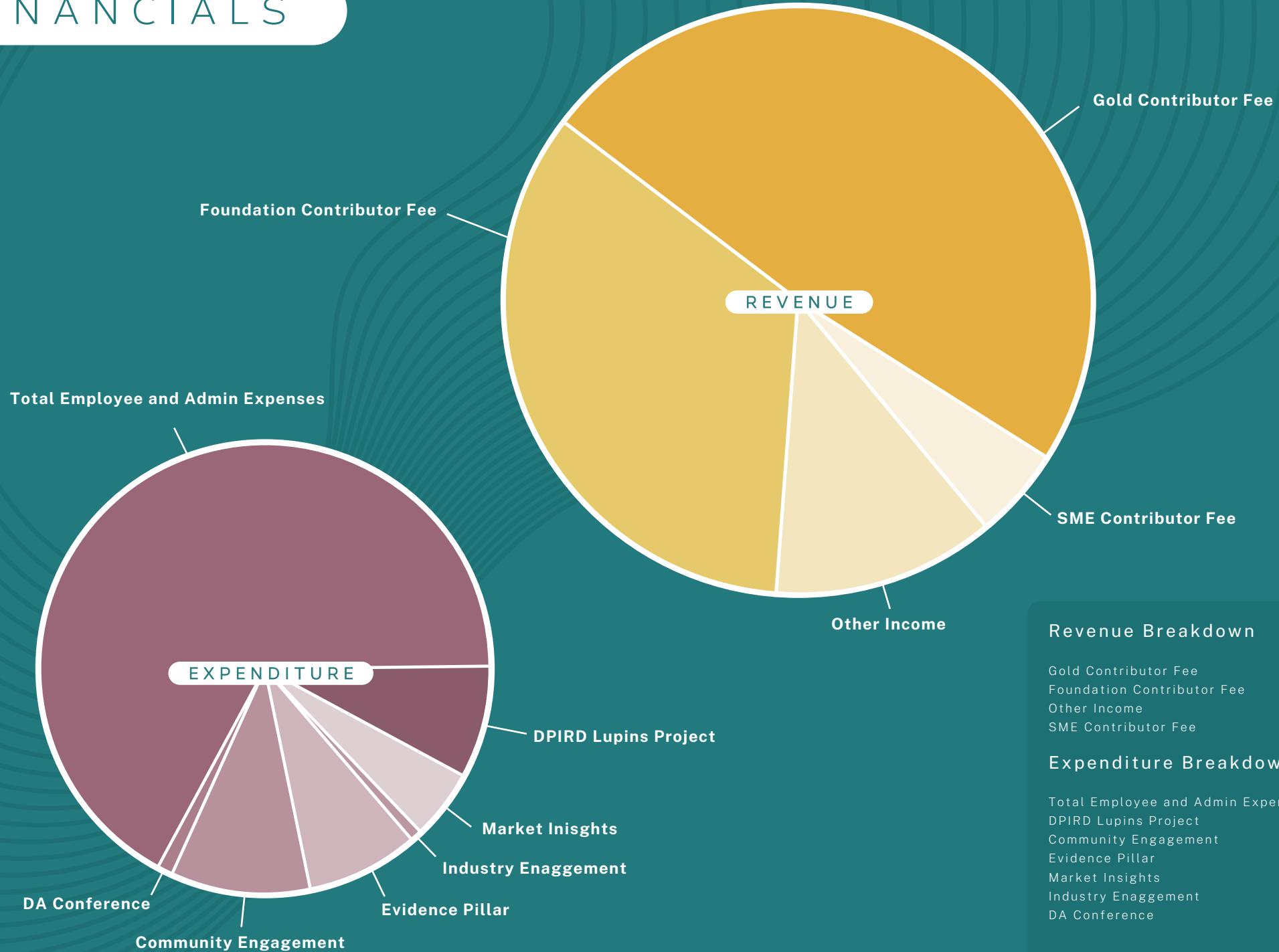
I thank the Board for their continued support of GLNC. I welcome and thank General Manager Kathy La Macchia, Charlotte Strand as Marketing Manager and Nutrition Manager Jaimee Hughes for their hard work at GLNC. A small team who “punch well above their weight”! I would like to take this opportunity to also welcome new Nutrition Manager, Theresa Pham to GLNC.

With your continued support, we look forward to an equally successful FY23 and beyond.



Ron Storey,
Chairman

FINANCIALS



THE YEAR AHEAD

Another year of COVID-19 has set challenges for the Grains and Legumes Nutrition Council (GLNC), however, the team have risen to the challenge and successfully driven value to contributors, stakeholders, and consumers alike.

This financial year, we had some significant changes at the Grains & Legumes Nutrition Council, with a change in team members, an expansion on our contributor base, new marketing and industry engagement activities. We welcomed two new team members to GLNC, with the addition of Kathy La Macchia as General Manager, and Theresa Pham as Nutrition Manager. We have no doubt the two will bring their knowledge, cumulative experience, and expertise to GLNC. They have already created a great impact on the organisation, and we look forward to the year ahead with the two of them.

Three new contributors also joined GLNC this financial year, we welcome Kraft Heinz, Allied Pinnacle and V2. We're excited to have these contributors on board with GLNC, particularly with a keen new focus around plant-based eating in Australia and globally.

GLNC has been focussed on delivering quality content in the form of a webinar series initiative addressing hot topics such as plant based, sustainability and ultra-processing. Additionally, a new website launch, ensures contributors, health care professionals and consumers can navigate to find information, resources, and recipes easily and quickly.

2022 also saw another successful year for our major campaigns, Bring Back the Sandwich, and Whole Grain Week, both campaigns have been increasing engagement and reach year on year since their inception in 2017. GLNC also looked at new content for socials, including embracing emerging dietitians on Instagram with recipe Reels on the platform – which have performed remarkably well and yielded a sharp spike in engagement both on the social network and on the GLNC recipe website. We look forward to expanding our major campaigns in FY23, as well as a renewed focus on wholegrains, legumes, plant-based, sustainability and ultra-processing.

The year ahead will see GLNC drive value for contributors, with an increased focus on audits and category insights and tailored category reports. We are looking forward to delivering our cornerstone piece of work on the plant-based category, which will encompass audits from plant-based meat alternatives, milk and dairy alternatives and ready made meals. We're particularly excited to be working with industry leaders in this category, such as Food Frontier and the Alternative Protein Council.

A particular focus this coming year will also be on Industry Engagement, with partnerships across the grains, legumes and plant-based industries, as well as other health charities and health care professional organisations becoming more solidified through collaborative activities throughout the year. GLNC will also leverage these partnerships alongside contributor organisations to develop a sustainability position for grains and legumes nutrition in this coming year. FY22 saw the continued growth in usage of our Whole Grain Database by industry, in FY23, the database will be reviewed to increase the useability, and drive more industry and consumer use of the system.

The Australian Dietary Guidelines (ADGs) review process is still underway in FY23, with opportunity for GLNC to submit a response in the coming months. GLNC will be providing a comprehensive submission with systematic reviews that are referenced throughout the evidence review to provide supporting evidence into the consumption of whole grains, legumes and plant-based options.

We look forward to bringing our contributors more value through these, and many more activities planned for the year.

CONTRIBUTORS

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

GLNC is supported by Contributors from the 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.



Australian Export Grains Innovation Centre



AUSTRALIAN
FOOD &
GROCERY
COUNCIL



ALLIED PINNACLE



George Weston Foods Limited
Baking Division



Cereal Partners Worldwide
Nestlé and General Mills





Grains &
Legumes
Nutrition
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FOR FURTHER INFORMATION PLEASE CONTACT:

Grains & Legumes Nutrition Council™

1 Rivett Road, North Ryde, NSW, 2113

+61 401 265 142

contactus@glnc.org.au

glnc.org.au