

FY 23

Year In Review



Grains &
Legumes
Nutrition
Council™



ABOUT GLNC

The Grains and Legumes Nutrition Council (GLNC) is a not-for-profit organisation and health promotion charity.

VISION

GLNC is Australia's 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

GLNC is committed to an ethical, scientific and evidence-based approach.



TRUST

GLNC establishes trust with stakeholders and the community by delivering reliable information.



CREDIBILITY

GLNC upholds independence and standing amongst stakeholders and the community.

STRATEGIC PRIORITIES



EVIDENCE

As the knowledge centre on grains, legumes and plant-based foods, GLNC interprets the latest research on nutrition and health into simple messaging for stakeholders and consumers.



INDUSTRY ENGAGEMENT

GLNC is a strategic partner for the 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.



MARKET INSIGHTS

Through a global and domestic lens, GLNC conducts market category audits that monitor changes in ingredients, food supply, regulations, public health recommendations and consumer attitudes. These audits serve as a tool to support the grains and legumes industry in producing health-promoting foods that resonate with consumers.



COMMUNITY ENGAGEMENT

GLNC promotes the consumption of grains and legumes through evidence-based advocacy. By collaborating with key influencers, including healthcare professionals and media representatives, GLNC fosters a greater awareness of grains and legumes' health and nutrition benefits.

CONTRIBUTORS

MEMBERS

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



CONTRIBUTORS

PARTNERS

GLNC works with domestic and international organisations to remain at the forefront of the latest information on grains and legumes.



UNIVERSITIES

GLNC partners with national universities to conduct pivotal research and offer placement opportunities for students.



OUR YEAR IN NUMBERS



01

State-of-industry report published on four plant-based categories, with over 700 products analysed.



03

Papers Published, with 5,735 views, and 15 citations to other papers.



05

Audits on plant-based dairy alternatives, plant-based ready meals, soups, breakfast cereals and flour, with 1412 products catalogued and analysed.



07

Presentations at conferences and symposiums on legumes, whole grains and the plant-based market.



12

Contributor companies across the food sector.



989

Products on the GLNC Whole Grain Database.



50,000+

Professional connections reached on LinkedIn.



+157,000

visits to the GLNC website.



+1,040,500

Consumers reached across Facebook and Instagram, a 162% increase from the previous year.

LETTER FROM THE GENERAL MANAGER

This last financial year, the work of the Grains and Legumes Nutrition Council (GLNC) was focused on delivering the Strategic Plan that is underpinned by our four core pillars - Evidence, Market Insights, Industry Engagement and Community Engagement. We shifted the focus of our work based on feedback from contributor companies, emphasising Market Insights and Community Engagement.

In terms of Market Insights, we conducted five category audits across grains and legume-based ingredients. Conducting the category audits and preparing tailored reports for companies allowed them to see the shifts in the product profiles and identify trends and opportunities for future product development using grains, legumes and plant-based ingredients. We spent a lot of time understanding the plant-based category in Australia as this is one of the leading food categories on trend globally. The team focused on the local and international markets to capture current and future market trends and prepared a comprehensive report capturing the intel.

There was a growth in Community Engagement both to healthcare professionals and to consumers. During the year, the GLNC team presented at seven conferences and symposiums on hot topics like the plant-based market in Australia, the health benefits of legumes and plant-based foods, the shift in the bread market in Australia, prebiotics and gut health and the importance of fibre in the diet. Regarding communications with consumers, the GLNC team updated the website to make it more user-friendly and collaborated with health-qualified influencers on social media to make healthy eating easier and more accessible to a broad audience.

With the anticipated review of the Australian Dietary Guidelines, we focused on building our body of evidence to support grains, legumes and plant-based foods in a balanced diet and took the opportunity to present at various nutrition forums to healthcare professionals.

We also welcomed new companies to our community and widened our collaborations with local and global research and industry partners to strengthen our connectivity in the grains, legumes, and overall food network. We formed a core partnership with the SDG2 Advocacy Hub on their Beans Is How coalition, where we share a common goal to increase global bean consumption.

I want to close the year by firstly thanking my team for the amazing work they produce in quality and quantity, the board for their ongoing support and finally, our contributor companies for their collaborative approach to working together.



Kathy La Macchia
General Manager



LETTER FROM THE CHAIRPERSON

On behalf of the Grains & Legumes Nutrition Council (GLNC) Board and Management, I am pleased to provide this review of GLNC activity for the 2022-23 year.

GLNC's focus on its strategic plan and its four pillars of Evidence, Market Insights, Industry Engagement, and Community Engagement remains in place.

Building on our engagement with members following our "listening tour" in early 2022 has meant increased activity across 2022-23 in category audits and attention to emerging trends of plant-based foods. Preparation for the review of Australian Dietary Guidelines (ADG) is well underway, with the first edition of the review schedule and focus areas just released by NHMRC in August 2023. GLNC's program for 2023-24 will, to a large extent, be driven by input to and engagement with Members for this ADG review.

GLNC aims to assist members in utilising Australia's natural advantages in food production and processing, which is where GLNC's linkage to the Australian Export Grains Innovation Centre (AEGIC), a foundation GLNC Member, continues to benefit both parties, with the need for whole-of-chain analysis and cooperation being stronger than ever. GLNC's deep consumer and food manufacturing insights and AEGIC's line-of-sight back to producers is a critical link in how Australia's grain, oilseed and pulses industry can present our sustainability credentials.

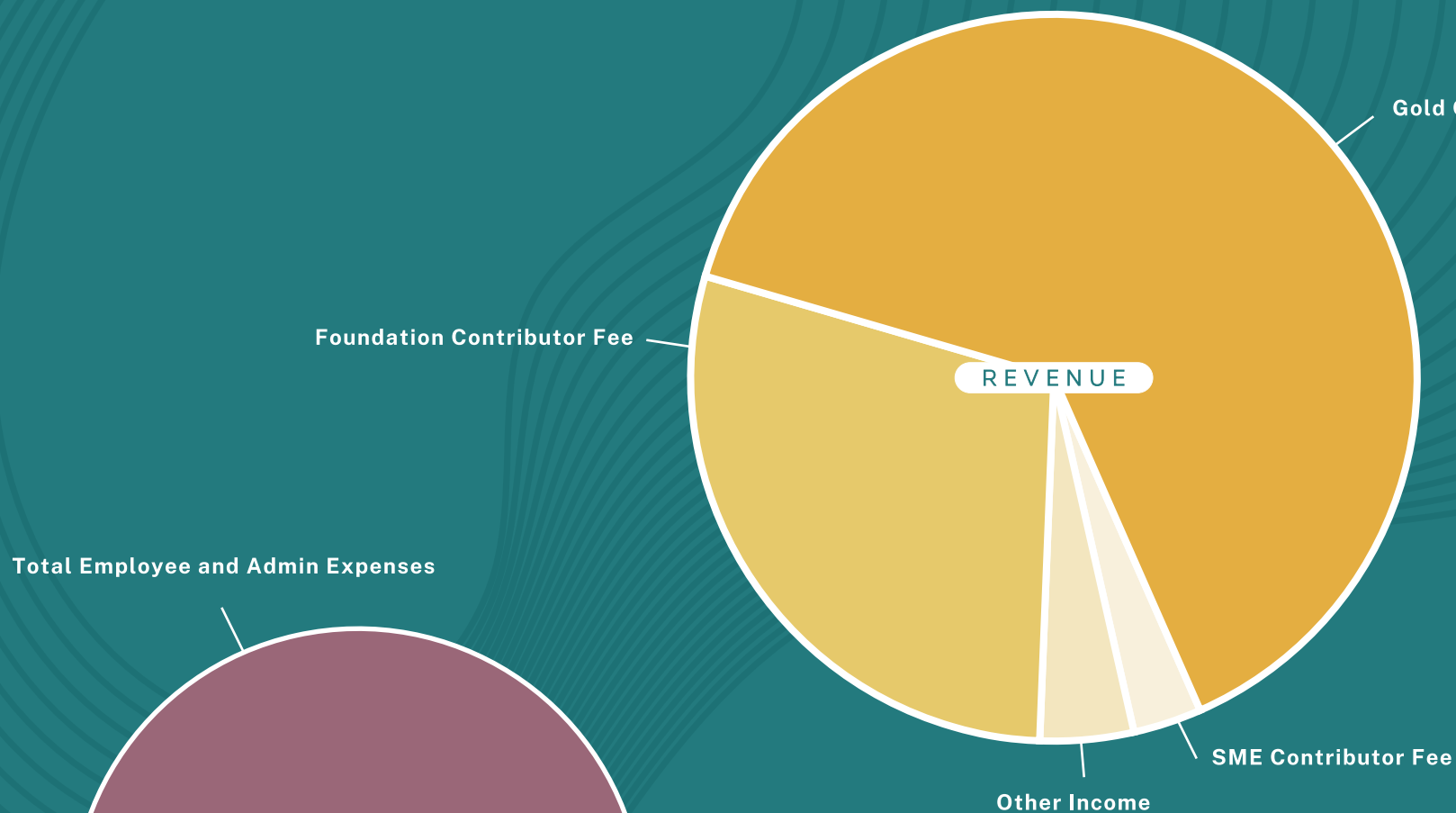
I thank the Board for their continued support of GLNC. I thank General Manager Kathy La Macchia and Nutrition Manager Theresa Pham for their great commitment and welcome Toni Gam, Communications Manager, who fulfils the prior role of Charlotte Strand, who is on parental leave (welcome baby Dorothy!). A small GLNC team who "punch well above their weight"!

With your continued support, we look forward to an equally successful FY24.

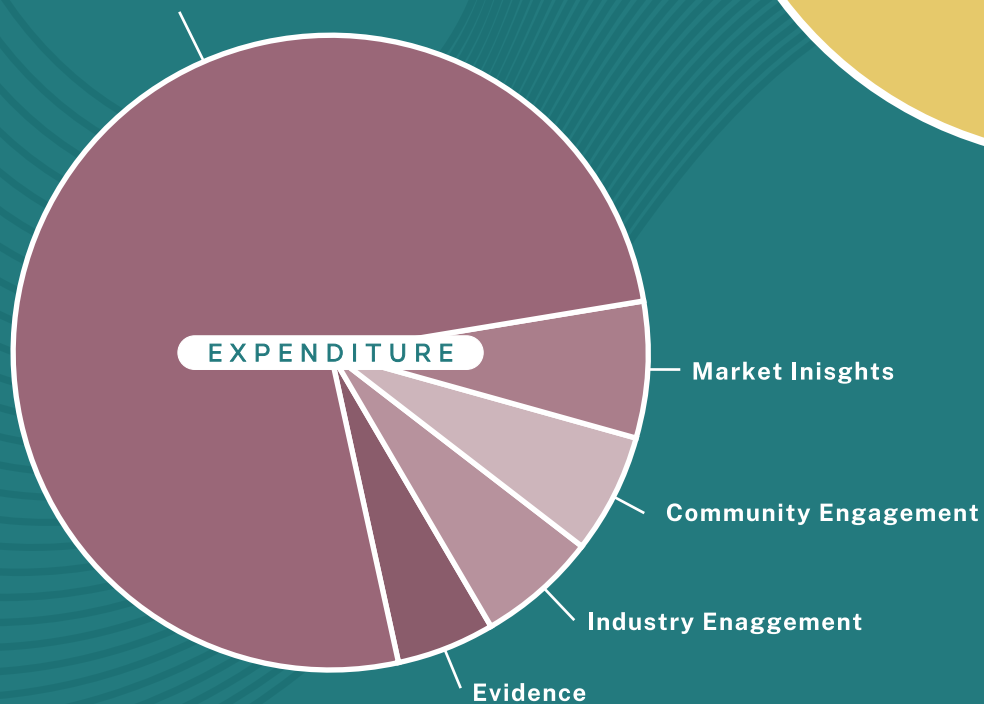


Ron Storey
Chairperson

FINANCIALS



Total Employee and Admin Expenses



Revenue Breakdown

Gold Contributor Fee	64%
Foundation Contributor Fee	29%
Other Income	4%
SME Contributor Fee	3%

Expenditure Breakdown

Total Employee and Admin Expenses	76%
Market Insights	7%
Community Engagement	6%
Industry Enaggement	6%
Evidence	5%

THE YEAR AHEAD

The last financial year has marked changes at the Grains & Legumes Nutrition Council, with a shift in team members and new industry engagement activities. A significant milestone was the arrival of Dorothy, GLNC's first baby, as Charlotte Strand embarked on parental leave. Covering for Charlotte, Toni Gam joined as the Marketing and Communications Manager. Meanwhile, Kathy La Macchia and Theresa Pham have made strides in their respective areas.

This year's primary emphasis centred on delivering value to members, with the team conducting five category audits and tailored reports for members.

Plant proteins emerged as a priority in preparation for the Australian Dietary Guidelines, where GLNC published research, presented at conferences, created resources with member companies and produced the first state-of-the-industry plant-based report.

Simultaneously, GLNC focused on promoting whole grains by partnering with member companies on presentations and improving the usability and engagement of the Whole Grain Database, a piece of work that will continue in the new financial year.

The year saw heightened emphasis on amplifying messages to consumers by engaging health-qualified, emerging social media influencers in campaigns. GLNC celebrated Pulse Day and Back to School, with both campaigns having grown engagement each year since their inception in 2017. The team also refreshed the GLNC website, which houses healthcare professional tools, news pieces and recipe content for consumers.

The year ahead will see GLNC continuing to promote the evidence-based benefits of grains, legumes and plant-based foods while driving value for members.

The GLNC team are preparing to contribute to the Australian Dietary Guidelines review. By collaborating with industry partners through working groups and roundtable discussions, GLNC is working on laying the foundation for informed dietary recommendations that benefit all Australians.

GLNC will build on the insights from the plant-based report and create positions on two essential topics - ultra-processed foods and sustainability. These forward-looking stances will guide the efforts in offering comprehensive guidance that aligns with evolving dietary trends and environmental consciousness.

With four category audits planned, GLNC will track domestic and global market trends relating to the plant-based, grains and legumes categories.

GLNC will support member companies in increasing the consumption of grains, legumes and plant-based foods through educational campaigns that celebrate whole grains and legumes, regular e-newsletters and social channels.

Looking at the year ahead, the GLNC team is excited to deliver value to members and the broader population through these initiatives and more.



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FOR FURTHER INFORMATION, PLEASE CONTACT:

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