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# **Understanding Demand Shifts for Grain-Based Foods**

**September 28, 2004**

A workshop sponsored by USDA's Economic Research Service  
and by the Farm Foundation

Hosted by The Food Industry Center, University of Minnesota,  
at the McNamara Alumni Center

# Understanding Demand Shifts for Grain-Based Foods

8:30 - 9:00

## Registration and refreshments

9:00 - 9:30

## Welcome

Jean Kinsey, Co-Director, The Food Industry Center, and Professor, Department of Applied Economics, University of Minnesota

Walter Armbruster, President, Farm Foundation

Elise Golan, Chief, Diet, Safety, and Health Branch, ERS, USDA

9:30 - 10:45

## Perspectives on grain consumption and market issues

**Session chair:** Ron Olson, Vice President, Grain Operations, General Mills

**Session description:** A panel of representatives from industry, government, and universities will discuss current grain consumption and market issues to set the stage for a discussion of economic analysis and data needs and gaps.

### Panelists:

*Industry perspective:* Greg Heying, Senior Vice President—Distribution, SUPERVALU INC. and Bruce Trippet, Director of Operations, SUPERVALU INC.

*Policy perspective:* Peter Basiotis, Economist and Director, Nutrition Policy and Analysis, Center for Nutrition Policy and Promotion, CNPP, USDA

*Research perspective:* Len Marquart, Assistant Professor, Department of Food Science and Nutrition, University of Minnesota

Lisa Harnack, Associate Professor, Department of Epidemiology, University of Minnesota

10:45 - 11:15

## Refreshment break

11:15 - 12:15

## Consumer demand and market trends: What do the data tell us and where are the knowledge gaps? Part I

**Session chair:** Ben Senauer, Co-Director, The Food Industry Center, and Professor, Department of Applied Economics, University of Minnesota

**Session description:** This panel will draw on different data sources to illustrate the issues that can be analyzed with the current data infrastructure and to stimulate a discussion of data strengths and weaknesses for various purposes. Discussion may include data access issues, costs, and data quality issues, such as over- and under-estimation, sample size, representativeness for the various subpopulations, etc.

### Presentations:

*Factors affecting the consumption of whole and refined grain: The evidence from USDA CSFII survey data.* Biing-Hwan Lin, Economist, ERS, USDA, and Steven T. Yen, Associate Professor, Department of Agricultural Economics, University of Tennessee

*Factors affecting grains consumption: The evidence from NHANES survey data.* Lisa Mancino, Economist, ERS, USDA, and Andrea Calson, Economist, CNPP, USDA

*Grains: Trends in U.S. per capita food availability and intake.* Jean Buzby and Judy Putnam, Economists, ERS, USDA



12:15 - 1:15

### Buffet luncheon

1:15 - 1:45

### Discussion by data users:

**Session chair:** Elise Golan, Chief, Diet, Safety, and Health Branch, ERS, USDA  
Helen Jensen, Professor, Department of Economics, Iowa State University  
Judi Adams, President, Foundation for the Advancement of Grain-Based Foods; and  
Alison Eldridge, Manager, Nutrition Science, Bell Institute of Health and Nutrition, General Mills

1:45 - 2:45

### Consumer demand and market trends: What do the data tell us and where are the knowledge gaps? Part II

**Session chair:** Demcey Johnson, Chief, Field Crops Branch, ERS, USDA

**Session description:** This session provides applications of retail scanner data to improve understanding of consumer demand and market trends.

*Retail trends and insights within grain based food categories.* Bill Goergen, Vice President—Regional Client Director, ACNielsen

*Breakfast cereals demand trends.* Jim Eales, Associate Professor, Department of Agricultural Economics, Purdue University

**Discussion:** Oral Capps, Jr., Professor, Department of Agricultural Economics, Texas A&M University

2:45 - 3:15

### Refreshment break

3:15 - 4:30

### Breakout session

(1) *Looking more closely at the current food supply estimates for grains: Data gaps and challenges from production to Food Guide Pyramid servings.* Organizers: Gary Vocke, Jean Buzby, and Linda Kantor, Economists, ERS, USDA

(2) *Grain Product Sales and Developments: An Industry Roundtable*

**Moderator:** Len Marquart, Ass't. Professor, Food Science and Nutrition Department, UMN (Formerly with General Mills)

#### Panelists:

Judi Adams, President, Foundation for the Advancement of Grain-Based Foods

Kathryn Gump, Vice President and Strategic Account Leader, Cargill

Mark Haugen, Co-owner, Cuisine Concepts, Edian, MN

Jeff Larson, Director of Merchandising, SYSCO, MN St. Paul, MN

4:30 - 5:00

### Summing up: Do we have the data we need to analyze both fads and structural shifts?

Walter Armbruster, President, Farm Foundation

5:00

### Workshop adjourns



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**Farm Foundation**

[www.farmfoundation.org](http://www.farmfoundation.org)



[www.foodindustrycenter.umn.edu](http://www.foodindustrycenter.umn.edu)

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**Planning committee:**

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