

ANCESTRY OF GRAINS

Oats
Europe

Domesticated
3,200
years ago

Maize (corn)
Mexico

Domesticated
9,000
years ago



Rice
Asia

Domesticated
8,200-13,500
years ago

Wheat
Near East

Domesticated
8,000
years ago

Grains have been at the heart of our diets for at least 10,000 years. From maize in Mexico to rice in Asia to wheat in the Near East, people around the world still rely on grains as an essential staple of their diets.^{1,2}

Today we are experiencing a revolution in the way we eat grains. We are not just eating the most common grains we have grown up with. We are opening up our taste buds and discovering grains that were popular in ancient times and are re-emerging to provide new flavors, textures, nutritional attributes, and sustainable options.

QUINOA
Andean Region



Domesticated
3,000-4,000
years ago

This pseudocereal's
nutrient composition
is favorable compared
with common cereals.

SORGHUM
Africa



Domesticated
5,000-6,000
years ago

Most varieties
are drought - and
heat-tolerant.

TEFF
Africa



Domesticated
7,000-10,000
years ago

Accounts for about
a quarter of total
cereal production
in Ethiopia.

AMARANTH
Mexico



Domesticated
6,000 years ago

Represented up
to 80% of their
caloric consumption
before the conquest
by the Spanish.

1. http://www.biodiversityinternational.org/fileadmin/biodiversity/publications/Web_version/47/begin.htm#Contents.
2. Warren, John. The Nature of Crops: How We Came to Eat the Plants We Do. Boston: CABI. Paperback.



Kellogg's believes in the power of breakfast to fuel better days and better lives. Visit these links and join in the conversation to learn more about what we have to offer.

Kellogg's 
Nutrition
that matters™

kelloggsnutrition.com



openforbreakfast.com

Kellogg's Breakfasts for
Better Days

kelloggcompany.com

POWER
— of —
GRAINS

yesterday, today and tomorrow



Kellogg's



For more than 100 years, Kellogg's has led the way in helping people start the day off right with cereals made with the goodness of grains and only a handful of ingredients. Follow *Frosted Mini Wheats*® Journey.



It all starts with a handful of seeds. In the fall, family farmers plant soft white winter seeds.

Once the wheat berries are harvested in mid-summer, they are cleaned and sent to our facilities where they are cooked.

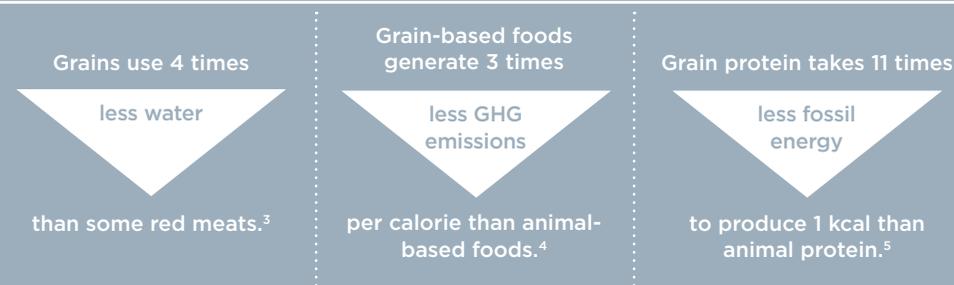
The wheat berries are shredded, layered, cut into squares and topped with sweetness to make *Frosted Mini Wheats*®.

And that's it! It's just that simple. Start your day right. Begin each day with the goodness of a simple grain.

GRAINS ARE SUSTAINABLE

As the world's population swells towards 9 billion people by 2050, foods like grains which make efficient use of natural resources will play an increasingly important role.

Did you know?



3. National Geographic. (2015) The Hidden Water We Use – How Much H2O is Embedded in Everyday Life? [Online] Available at: <http://environment.nationalgeographic.com/environment/freshwater/embedded-water/>.

4. Christopher M. Jones and Daniel M. Kammen, Quantifying Carbon Footprint Reduction Opportunities for U.S. Households and Communities. Supporting Materials. Environ. Sci. Technol., 2011, 45 (9), pp 4088–4095.

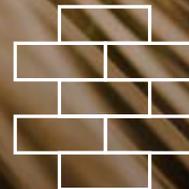
5. Pimental, D. & Pimental, M. (2003) Sustainability of meat-based and plant-based diets and the environment. [Online] American Journal of Clinical Nutrition. 78 (3), p. 660-663. Available at: <http://ajcn.nutrition.org/content/78/3/660S.full.pdf+html>.

GRAINS NOURISH

Getting the right nutrition each day assures our bodies will operate at their peak. Grains contain:



Carbohydrates, the main energy source for our brain and muscles.



Protein, the building block of all cells.



B vitamins
Fiber
Protein
Iron

All are key elements to a healthy diet.

Is there a “best” grain? Grains provide many different nutrients at slightly different levels. Choosing a variety of grain foods allows you to enjoy everything they offer.

Protein

Found in the endosperm of the grain.
• Mix grains with seeds, nuts, beans, dairy or meats to help get just the right balance of essential amino acids.

Fiber

Found in the outer layer of the grain kernel.
• Look for foods made with whole grain or brans, like oat or wheat bran.

Iron

Found in the endosperm of the grain.
• Choose enriched grains like enriched wheat flour and whole grains.

B Vitamins

Found throughout the entire grain kernel.
• Choose whole grains and enriched grains to maximize these important nutrients



By mixing cereal with other unique combinations, you get more of what you want and need from more taste, crunch and flavor to more nutrition. Start your day by mixing these combinations with your favorite milk or yogurt and surprise your senses today.

