

By the Numbers:

Growth for Ancient Grains



While modern varieties of wheat, rice and corn are more prevalent in Americans' staple diets, Ancient Grains are rising in consumption and popularity today.

63%

of consumers have familiarity with the Ancient Grains category¹

58%

of consumers would purchase Ancient Grain foods overall²

61%

Positive purchase intent for Ancient Grains as an ingredient in a grocery food item³

56%

Positive purchase intent for Ancient Grains as an ingredient in a restaurant food item⁴

Manufacturers, retailers, distributors and foodservice providers are taking note of the rising popularity of Ancient Grains.⁵

Figures shown indicate the percentage segments that indicate increased interest in specialty, alternative grains, flours and pulses.

86%

Manufacturers

85%

Retailers

76%

Distributors

69%

Foodservice

+10%

Point increase from 2021 to 2023

+13%

Point increase from 2021 to 2023

+14%

Point increase from 2021 to 2023

+11%

Point increase from 2021 to 2023

What are Ancient Grains?

You won't find any scientific definition or regulatory standard to define Ancient Grains. The terms "ancient," "heirloom" and "heritage" are often used interchangeably by consumers and marketers to describe these types of grains, which can contain gluten or be gluten-free depending on the variety.

Contains Gluten



Khorasan



Einkorn



Emmer



Spelt

Gluten-Free



Quinoa



Millet



Sorghum



Amaranth

What makes eating Ancient Grains so appealing?

Historically, ancient grains were consumed locally where they were originally grown. However, they have gained popularity in food movements today due to perceived improved nutritional and flavor profiles — and nostalgia.

Figures shown indicate the percentage of consumers who agree that Ancient Grain foods share this quality.

97%

Nutritious

94%

Authentic

94%

High Quality

93%

Better-for-Me

91%

Taste Good

87%

Purchase Tiebreaker

Which Ancient Grains are most popular today?⁷

Figures shown indicate the percentage of consumers who will eat/buy the ingredient more over the next 12 months.

27%

Quinoa

22%

Buckwheat

14%

Millet

6%

Sorghum

13%

Amaranth

10%

Teff

Optimizing Ancient Grains

Farmers and other agricultural stakeholders are working together to increase the accessibility and sustainability of Ancient Grains.

Advancement in plant science and biology is focused on creating Ancient Grains that are...



Higher yield per acre



More disease resistant



More sustainable for the land used to grow them

Deliver on Ancient Grains with Ardent Mills Flours and Grains

We're committed to being an industry leader with our robust product portfolio of Ancient Grains, backed by Ardent Mills Emerging Nutrition, our alternative grain center of expertise that helps customers innovate with confidence and ease.

Ardent Mills' Portfolio



Organic Quinoa Flour and Grains



North American Quinoa Flour and Grains



Buckwheat Flour and Groats



Amaranth Flour and Grains



Millet Flour and Grains



Sorghum Flour and Grains



Teff Flour and Grains

Ardent Mills Knows Ancient Grains

Innovation can shape the way the world eats for the better. With Ardent Mills Emerging Nutrition, our team of experts can help you navigate marketplace opportunities, stay ahead of trends with innovative food solutions and position yourself as a leader in this growing category.

Get in touch with an Ardent Mills Rep today!

Call (888) 680-0013

Source: Ardent Mills proprietary research (1-7)