

TRANSITIONAL WHEAT

Not organic, but it offers big potential for your brand **now**

Does your brand have the following?

- Customers who are passionate about organic farming and foods but aren't aware of the transition period before a farm becomes certified
- Customers who are asking for non-GMO products
- A desire to support family farms and help tell their stories
- A need for innovation while managing costs
- A vision to support the growth of organic foods by assisting farmers in the transition to become organic certified

YES? Transitional wheat may be right for your applications!

Partner with The Annex by Ardent Mills

Transitional wheat offers your brand the opportunity to be a market innovator and leader. The Annex by Ardent Mills is ready to partner with you to develop transitional wheat products using our R&D, market insights, food safety knowledge and technical support. Plus, you can use the transitional certification logo to help distinguish your products.

DRIVERS OF TRANSITIONAL WHEAT



Wheat is a non-GMO grain



Grown using USDA practices required prior to applying for organic certification



Ability to add transitional certification claims to products



Offers an alternative price point compared to organic



Helps support farmers transitioning to grow more organic acreage



Scalable supply



Nourishing what's next®



The organic market continues to boom

Transitional products are not organic. However, they help support farmers transitioning to organic cropland and offer unique market opportunities that support all parts of the supply chain.

In consumer testing, certified transitional products scored **more than 10 points higher** than non-transitional options.

New Products Conference 2017

75%
of respondents ranked transitional products favorably

+188%

FROM 2008 TO 2017,
ORGANIC BREAD & GRAINS GREW 188%

Organic Trade Association's
2018 Organic Industry Survey

Organic sales **GROWTH**
in the last five years:



110% ALL PURPOSE FLOUR

FRESH BAKERY MUFFINS

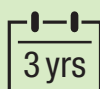
137%



120% NOODLES & DUMPLINGS

Nielsen Scantrack, Total U.S. XAOC Definition of Stores

Challenges farmers face when transitioning to organic:



Three-year transition period

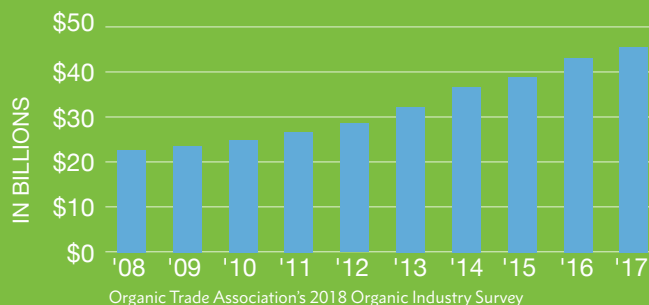


Greater financial investments



No market for their transitional crops

TOTAL U.S. ORGANIC FOOD SALES AND GROWTH 2008-2017



TRANSITIONING TO ORGANIC JUST GOT EASIER!

With The Annex by Ardent Mills, you have a trusted partner for supporting farmers in the transition to organic acreage as well as resources to develop new products that meet today's consumer demands.



At Ardent Mills, we are passionate about bringing people the goodness of plants and grains through innovative and unique ways. That's why we created The Annex by Ardent Mills, a dedicated team committed to exploring what's next in whole grains, pulses, mixes, custom multigrain blends and finished breads.

the annex
BY ARDENT MILLS



Nourishing what's next.™

To learn how transitional wheat can help your products, contact The Annex by Ardent Mills at (888) 680-0013 or visit ardentmills.com/the-annex.

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