

Year in Review FY24



Grains &
Legumes
Nutrition
Council™





TABLE OF CONTENTS

Letter from the Chairperson	3
Letter from the General Manager	4
About Us	5
Strategic Priorities	6
Members	7
Partners	8
Our Year in Numbers	9
Financial Breakdown	10
The Year Ahead	11
Contact Us	12

We acknowledge the Traditional Owners of the land where we work and live and pay respect to Elders past, present and emerging.

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 year.

GLNC has taken sizeable steps from 2023 to 2024. We have:

- Achieved a ground-breaking partnership with the Grains Research and Development Corporation (GRDC), whereby GLNC is leading a grains and legumes evidence strategy in reviewing the Australian Dietary Guidelines from 2024 to 2026.
- Joined Standards Australia to support establishing dietary nutrition standards for grains and legumes. We also became members of the Pulses Council of Grains Australia and groups on the Global Wholegrains Initiative to strengthen our industry representation and advocacy efforts.
- Conducted three major category audits, including legumes, bread and plant-based snacks, with 1,849 products catalogued and analysed.
- Completed two successful campaigns throughout the year to increase whole grains and legume consumption.

GLNC's purpose, "to promote grains and legumes as part of a balanced diet to reduce risk of chronic diseases through education and evidence-based information," could not be more relevant to today's environment. Challenges of cost-of-living, health and nutrition, and the ever-increasing demands of sustainable supply chains mean that GLNC's stakeholders rely more on GLNC's work in the pre-competitive spaces in the food industry.

GLNC's link with the Australian Export Grains Innovation Centre (AEGIC) continues to benefit both parties. GLNC's market insights and AEGIC's line-of-sight back to farmers mean we have a unique opportunity to maximise value throughout the entire chain.

I thank the GLNC Board of Directors for their continued support. Thanks to John Lloyd, who retired in April 2024, and Robyn Murray, a long-time supporter and advocate of GLNC, who will retire in November 2024. GLNC is also pleased to announce the appointment of four new directors to commence in 2024: Andrew May of Essantis (formerly Unigrain), Kirsty Germaine of Mauri, Lisa Ronquest-Ross of v2foods, and Richard Simonaitis of Grains Australia. These appointments speak volumes for the support of GLNC services.

Huge thanks to the GLNC team of Kathy La Macchia, Theresa Pham, and Toni Gam for their tireless work. Without them, the wheels for grains, legumes, nutrition, and better diets wouldn't turn! And good luck to Charlotte Strand in her new opportunity in WA.

Finally, without Members, there is no GLNC. Thank you for your continued support as we work with you to promote better diets, less disease, and a healthier planet.



Ron Storey
Chairperson

LETTER FROM THE GENERAL MANAGER

Over the last year, the GLNC's focus continued to be split between the four pillars of Evidence, Market Insights, Industry Engagement, and Community Engagement.

The year saw an increased focus in preparation for the current Australian Dietary Guidelines (ADGs) under review. The GLNC considers this a crucial strategic initiative to ensure that whole grains, legumes, and plant-based foods are well represented in the guidelines that fuel the nation in the most sustainable way. Our contributor companies have strongly supported this work, and in FY24, we received research funding from GRDC to match the contributor input.

During the year, GLNC conducted three major audits to continue understanding the movements in ingredients, nutrients and claims in grain and legume-based foods categories. This work highlighted several focus areas requiring attention, including a continued focus on plant-based foods and whole grains as part of a healthy diet. This led to fourteen presentations delivered by GLNC to key stakeholders: the government, healthcare professionals and the food industry.

GLNC saw the opportunity in the year to strengthen our position as representatives of the grains and legumes food industry in various working groups, such as the Global Wholegrains Initiative (policy and communications), Pulses Council of Grains Australia, and the Australian Standards Committee.

GLNC kept an active communications plan with a targeted focus on two key campaigns: Whole Grains Week and Pulses Week. Whole

Grain Week, themed "Whole Grains for the Whole Family," utilised a variety of channels—including a free recipe eBook, newsletters, podcasts, resources, and social media—to raise awareness, achieving remarkable success by reaching nearly 1.3 million people. Pulses Week, under the theme "Love Your Legumes," also proved highly effective, highlighted by our most popular eBook, which has been downloaded over 7,000 times. This campaign featured a successful industry event at Oz Harvest Refettorio in Sydney, along with podcasts, social collaborations, and more, contributing to its overall success in encouraging Australians to increase consumption.

To close the year, I would like to thank the GLNC board for their ongoing support of what we do, my amazing team, who take on each day with passion and enthusiasm to drive our agenda, and last but not least, our Members. Thanks for your ongoing support and collaborative approach to working together. I'm looking forward to a big and bright FY25.

"I'm very proud to lead GLNC and continue to address key challenges and opportunities to improve the food supply for all Australians."



Kathy La Macchia
General Manager



ABOUT US

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 and support of the industry, which benefits all Australians.

VALUES



TRUST

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



INTEGRITY

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



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 developing and promoting 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 greater awareness of their health and nutrition benefits.



MEMBERS

GLNC is supported by members from the grains and legumes value chain, including growers, research organisations, food manufacturers and industry associations.



PARTNERS AND UNIVERSITIES

GLNC works with domestic and international organisations to keep abreast of the latest information on grains and legumes.



OUR YEAR IN NUMBERS

3

Audits on legumes, bread and plant-based snacks, with 1,849 products catalogued and analysed.

14

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

14

Member companies across the food sector.

650

Products on the GLNC Whole Grain Database.



370K

Consumers reached across Facebook and Instagram.

+1,200,000

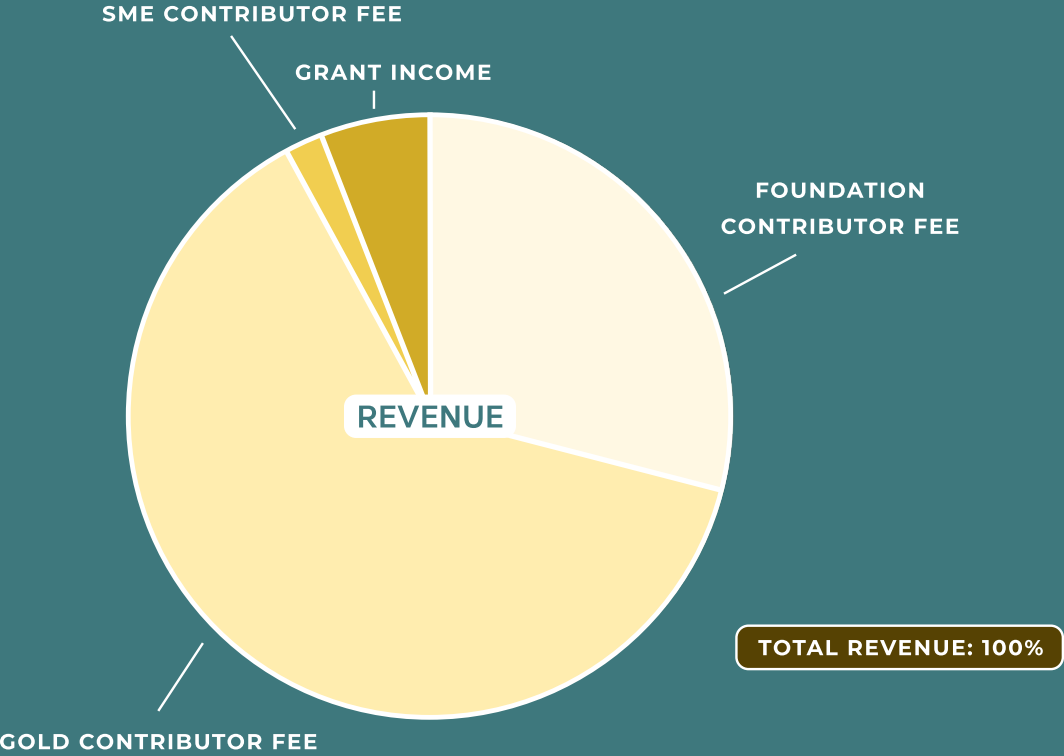
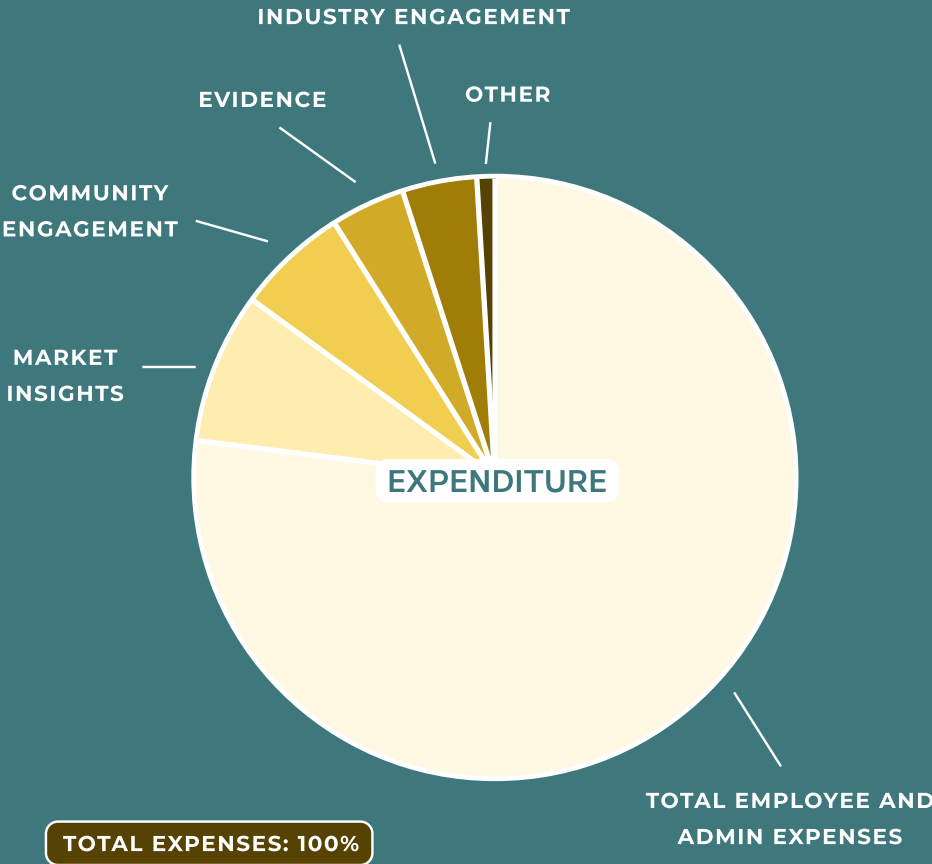
Visits to the GLNC website.

+1,920,000

Reached across major campaigns.



FINANCIAL BREAKDOWN



EXPENDITURE BREAKDOWN

Total Employee and Admin Expenses	77%
Market Insights	8%
Community Engagement	6%
Evidence	4%
Industry Engagement	4%
Other	1%

REVENUE BREAKDOWN

Gold Contributor Fee	63%
Foundation Contributor Fee	29%
Grant Income	6%
SME Contributor Fee	2%



THE YEAR AHEAD

As we enter the new year, GLNC is strategically positioned to enhance our evidence-based expertise and expand our influence in promoting grains and legumes.

This year, we will continue to lead the review of the Australian Dietary Guidelines and ensure that grains and legumes are prominently featured. This process involves evaluating global evidence, engaging with stakeholders, and preparing comprehensive dossiers to support our advocacy efforts.

We are committed to advancing research and will actively seek new opportunities to study consumer perceptions and consumption patterns related to grains, legumes, and plant-based foods. GLNC will also actively engage with the International Whole Grain Initiative, contributing to global discussions and promoting the benefits of whole grains within the Australian context.

We will continue to conduct category audits of core grain, legume, and plant-based products to provide valuable insights for the industry. Our ongoing trend tracking will encompass domestic and global developments, allowing us to inform stakeholders with the most current and relevant information.

Our commitment to translating and sharing GLNC's research and insights in accessible formats will continue. This will include presenting at conferences, seminars, webinars, and workshops, targeting various audiences, including government bodies, industry partners, healthcare professionals, and consumers.

We are also excited to continue our major awareness campaigns—Whole Grain Week and Pulses Week—to boost awareness and consumption of grains and legumes. Moreover, we are developing long-term campaigns in these areas, leveraging strategic partnerships and exploring new initiatives to maximise our impact.

Through these strategic priorities, GLNC is dedicated to advancing the understanding and consumption of grains and legumes, fostering healthier diets and promoting sustainable practices.

We look forward to a year of continued collaboration with our stakeholders, driving forward with our mission to enhance public health and sustainability.



CONTACT US

contactus@glnc.org.au

www.glnc.org.au

Grains & Legumes Nutrition Council
3 Baron-Hay Ct, Kensington, WA 6151