

GRAINS WEEK 2021

Brewing & Distilling / Baking & Culinary / Agronomic Research / Grain Systems

An interactive online educational event featuring research, information, and community sustainability and health of regional value-added small grain economies for farmers, bakers, brewers, distillers, millers, maltsters, and consumers.

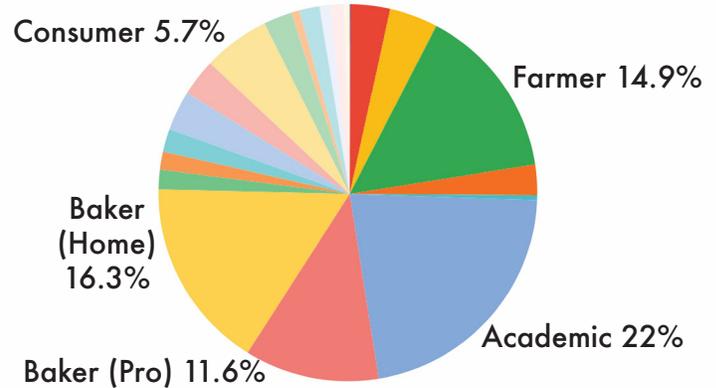
AT THE EVENT

- o **Farmers, ag professionals, plant breeders, agronomists and academics** heard research updates, and learned about grain production for artisan breads, cereals for animal feeds, & brewing and distilling.
- o **Professionals, home bakers, and consumers** got an inside look into grain quality, accessing specialty and small grains, and interacted with a community of passionate chefs, bakers, and grain-lovers.
- o **Brewers, distillers, and maltsters** connected with industry professionals to get the latest information on using grains in value-added production, as well as getting access to specialty regional grains.
- o **Plant stewards, chefs, bakers and brewers** discussed the possibilities for expanding local grains, and the importance of reciprocity and cultural competency.

STATS

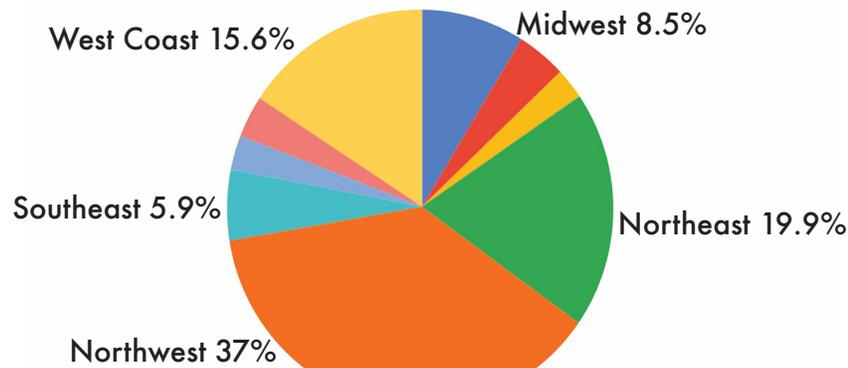
- o **1449** people registered from **45 states**. Post-event surveys revealed participation from **nine countries** including Italy, Brazil, Australia, the UK, Canada, and the Philippines.
- o **3400 collective views on YouTube** at the time of this report, including over 1000 unique views for each day Monday and Tuesday.
- o Most farmer registrants identified their primary interest as "Growing Primarily Grains" (**28.1%**) followed by "Growing Grains as a Rotational Crop" (**25.9%**).
- o Registrants were most interested in learning about **wheat (68.1%), rye (60.9%), oats (57.8%), barley (55.1%), and buckwheat (52.4%)**. Other crops of interest included corn, amaranth, rice, quinoa and sorghum, followed by Kernza®, teff, and triticale.

TOP 5 PARTICIPANT CATEGORIES



Other categories included: Advocate 3.4%, Brewer (Pro) 1.7%, Brewer (Home) .7%, Chef 3.4%, Consultant 3.1%, Distiller .5%, Government 2.6%, Maltster .9%, Miller 2.4%, Distributor .4%, Instructor 1.9%, Researcher 4.1%, Resource Provider 1.2%, Seed Company 1.9%, & Sales 1.7%

TOP 5 PARTICIPANT LOCATION (U.S. REGIONS)



Other regions included: Southeast (5.9%), Mountain West (4.2%), Upper Midwest (3.5%), Southwest 2.8%

TOP 5 REASONS FOR ATTENDING

1. Education, professional development, understand the sector
2. Learn about specialty grains
3. To be inspired!
4. To learn specifically about baking
5. Learn infrastructure or how to support the grain industry



GRAINS WEEK was made possible by two USDA-NIFA-OREI-funded grants: "Developing Multi-Use Naked Barley for Organic Farming Systems II" (Award nos. 2017-51300-26809 and 2020-51300-32179) and "Value-Added Grains for Local and Regional Food Systems II" (Award no. 2020-51300-32379)