



Wheat Foods Council 2021 – 2026 Strategic Plan



As we developed this strategic plan our guidelines were:

- Focus on ideas appropriate for the WFC to undertake
- Seek the opportunities with the greatest ROI and upside potential that WFC could advance
- Identify the industry's biggest problems for which WFC could provide solutions

Background

Mission Statement

The WFC is an industry-wide partnership dedicated to increasing domestic wheat foods consumption through nutrition information, research, education and promotional programs.

Vision

The WFC seeks to deliver a program of wheat foods promotion while correcting misinformation where appropriate—play offense as much as possible; play defense when necessary.

WFC follows an influencer strategy targeting our programs to influencers who will multiply our messages to the audiences they communicate with. This strategy is highly appropriate due to the WFC's limited budget and the effectiveness of message multiplication by selecting the right influencer targets and providing them with compelling information and programs.

WFC Strategies

Educate personal trainers about wheat foods.

Improve the image of enriched wheat foods.

Improve the image of “modern wheat” and wheat breeding.

Continue educating Registered Dietitians about wheat and wheat foods.

Conduct business and consumer research to discover information of importance to the industry.

HOW WFC WILL IMPLEMENT THIS STRATEGIC PLAN TO REACH THE NEXT LEVEL

- WFC adapted to the changing environment in 2021 to effectively reach personal trainers and chefs online, we must continue to adapt to reach our target audiences successfully in the future.
- Continue to tap experts with outstanding credentials and credibility to present WFC's messages and information.
- Expand partnerships to extend WFC's reach to new consumer audiences and stretch budgets.
- Develop messages to highlight wheat foods' fit in consumers' heightened interest in foods that provide functional, health, wellness and healthy aging benefits.
- Coronavirus has changed how people look at food; they want more control over their food choices and are seeking comfort foods. In particular, in-home flour use and baking have increased during the pandemic. WFC will emphasize and enhance these trends to assist in sustaining them long term.
- Communicate wheat's sustainability and low carbon footprint as compared to other foods.
- Highlight wheat's simple *from nature, minimally processed* profile and wheat foods' strong nutritional benefits as consumers seek more plant-based food choices.