



2023 Kernza® Perennial Grain Market Demand Survey Findings

In February, The Land Institute conducted the first-ever market demand survey, focusing specifically on the challenges and successes of Kernza market development.

39 businesses responded, a response rate of 44%. Based on these responses, we have developed a plan and timeline for:

- *Creating supply transparency (2023)*
- *Creating new marketing materials (2023)*
- *Creating a quality and grading program (2024)*
- *Conducting new pricing research (2024)*
- *Bringing on additional processing (2024)*
- *Developing defensible claims for the marketplace (2025)*

SUPPLY & MARKETING CONCERNS

SURVEY RESULTS

We heard these top concerns:

- Guaranteed long-term availability of product
- Long-term consistency in quality and performance of the grain
- Lack of well-understood and scientifically supported claims

WHAT'S NEXT

Consistent supply and quality is crucial to business success. We intend to improve your experience.



Supply Dashboard

We will build an online dashboard that will provide real-time information on the availability of Kernza perennial grain in the marketplace and will connect buyers and sellers directly.



Kernza LCA

We will work with partners to understand and verify desired environmental claims, such as contributions to biodiversity and carbon sequestration



Kernza Quality Standards

We will work to develop a sampling protocol and build a network for producer submission to help develop grading and quality standards across production systems and regions.

INDUSTRY SPECIFIC RESOURCES

SURVEY RESULTS



33% of respondents want recipe development and testing to improve product development timelines



70% of restaurants want support in marketing products with 1 to 5% Kernza



66% of CPGs and 100% of processors need marketing & storytelling materials to market Kernza products

WHAT'S NEXT

We will create customized, industry-specific marketing and storytelling kits for Kernza



We want to equip businesses with tools for:

- Consumer education
- Targeted marketing strategies
- Specialized industry-specific recipes

The development of these kits will be informed by input gathered from YOU!



Provide input on what you need to market Kernza!

PRICING INSIGHTS



SURVEY RESULTS

When survey recipients were asked, "Which of the following might help you move along the Kernza R&D journey?" Most businesses selected:

A REDUCTION IN PRICE

PRODUCT REFERENCE POINTS

After answering a series of pricing questions, we asked recipients:

"Thinking of the other ingredients which you purchase regularly, which is most similar in price/function to Kernza?"

And this is some of what we heard...

"Locally milled... organic spelt flour, finely milled.
\$3.80/#..."

"Hard Red Wheat Berries
\$0.85-\$1.50/lb"

"Kernza is the only expensive grain that I purchase. I use ancient grains such as rye, turkey red, red fife, buckwheat. Rye and Turkey Red are \$1 a lb, Red Fife is \$1.8 and Buckwheat is \$1.5."

"Besides Kernza, organic Einkorn is the most expensive grain I purchase to date. The price varies, but I have paid as much as \$2.40 / #"

"Other high-quality flours, such as King Arthur, Bob's Red Mill, Great River Milling, Sunrise Flour Mills heritage flours."

PRICING RESEARCH

PRICE SENSITIVITY

We used the Van Westendorp Method to ask which prices were "too expensive", "too cheap/low quality", "somewhat expensive", and "somewhat cheap/good value." The answers provided hypothetical price ranges for wholesale non-organic flour and wholesale non-organic whole grain based on buyers' input.

Van Westendorp Pricing Results

Wholesale Product:	Theoretical Price Range	N
Whole Grain	2.00 \$/lb. -- 3.00 \$/lb.	26
Flour	1.84 \$/lb. -- 4.00 \$/lb.	16

WHAT'S NEXT



Estimated price ranges still provide a wide window. We will know more and help consumers understand the value of Kernza products by:

- Developing new budgeting tools for producers that include federal and state risk mitigation payments.
- Developing pricing models based on volume off-take experiments, starting with BREWERS. Follow this QR code if you would like more information:

Learn more about our Perennial Pricing Experiment! Must be a brewery to sign up and must register by June 30, 2023.



STAY INVOLVED

WE RELY ON YOUR EXPERTISE TO MAKE SURE OUR WORK IS AS HELPFUL AND USEFUL AS POSSIBLE.

What would you like to see in the industry-specific marketing kits?

Help us understand the most important tools you need (recipes, Kernza nutrient information, sourcing info, environmental information, etc.) Share your thoughts by following this QR code:



Join our Perennial Pricing Experiment!

If you are a brewer, you can learn more here:



Do you have marketing or storytelling materials you'd like to share?

Let use know by following the QR code:



Are there specific claims you want validated?

Let use know by following the QR code:

