

THE GRITS LINE:

**AN AMERICAN
FOODSHED**

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HESSDESIGNWORKS.COM

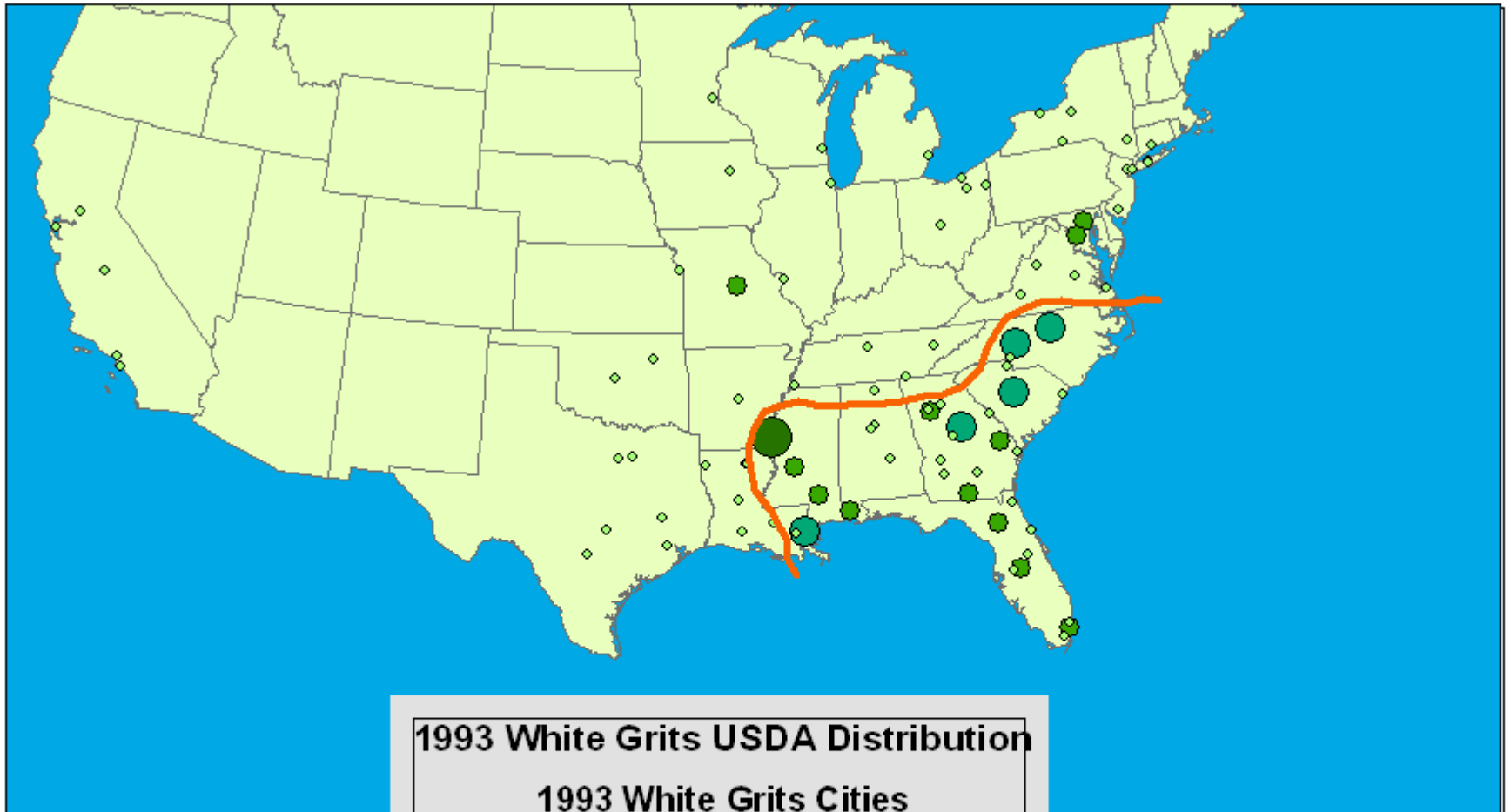


- What is the history of 'grits'?
- Where are current boundaries of grits consumption?
 - Core
 - Periphery
 - outliers
- What are the dynamics of the grits line?
 - Expanding
 - Contracting
 - Leapfrogging
 - Dissolving

Further areas of inquiry

Comparative study of grits line to other foods

more precise definition of grits line with non-proxy data



1993 White Grits USDA Distribution

1993 White Grits Cities

Total Poundage

- ◇ none
- 20001 - 80000
- 80001 - 250000
- 250001 - 1250000

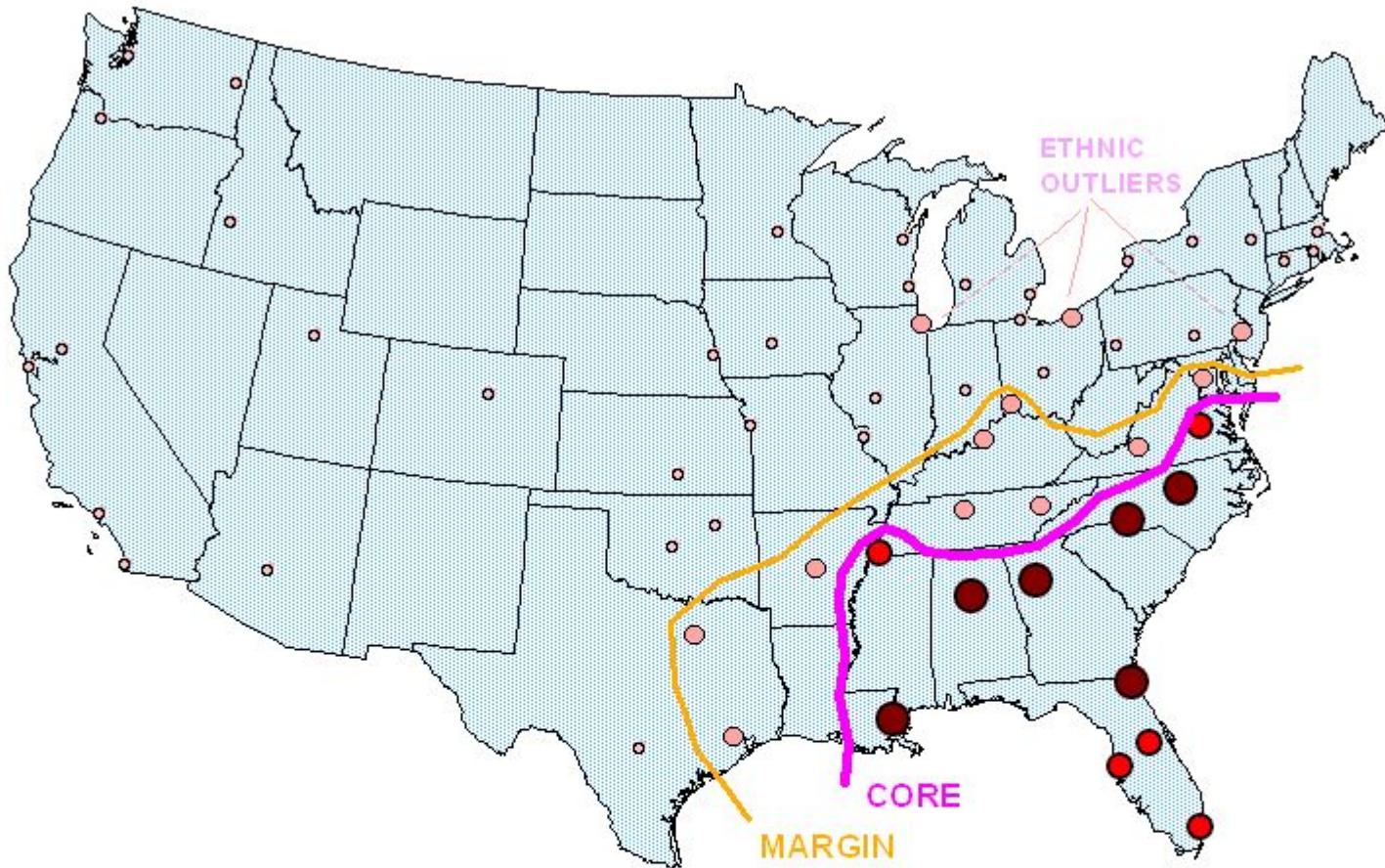


1997 White Grits USDA Distribution

1997 White Grits Cities

Total Poundage

- ◊ None
- 10001 - 100000
- 100001 - 400000
- 400001 - 1450000



Per Capita Consumption Rates

- Low
- Medium
- Moderately high
- Very High
- ▭ States

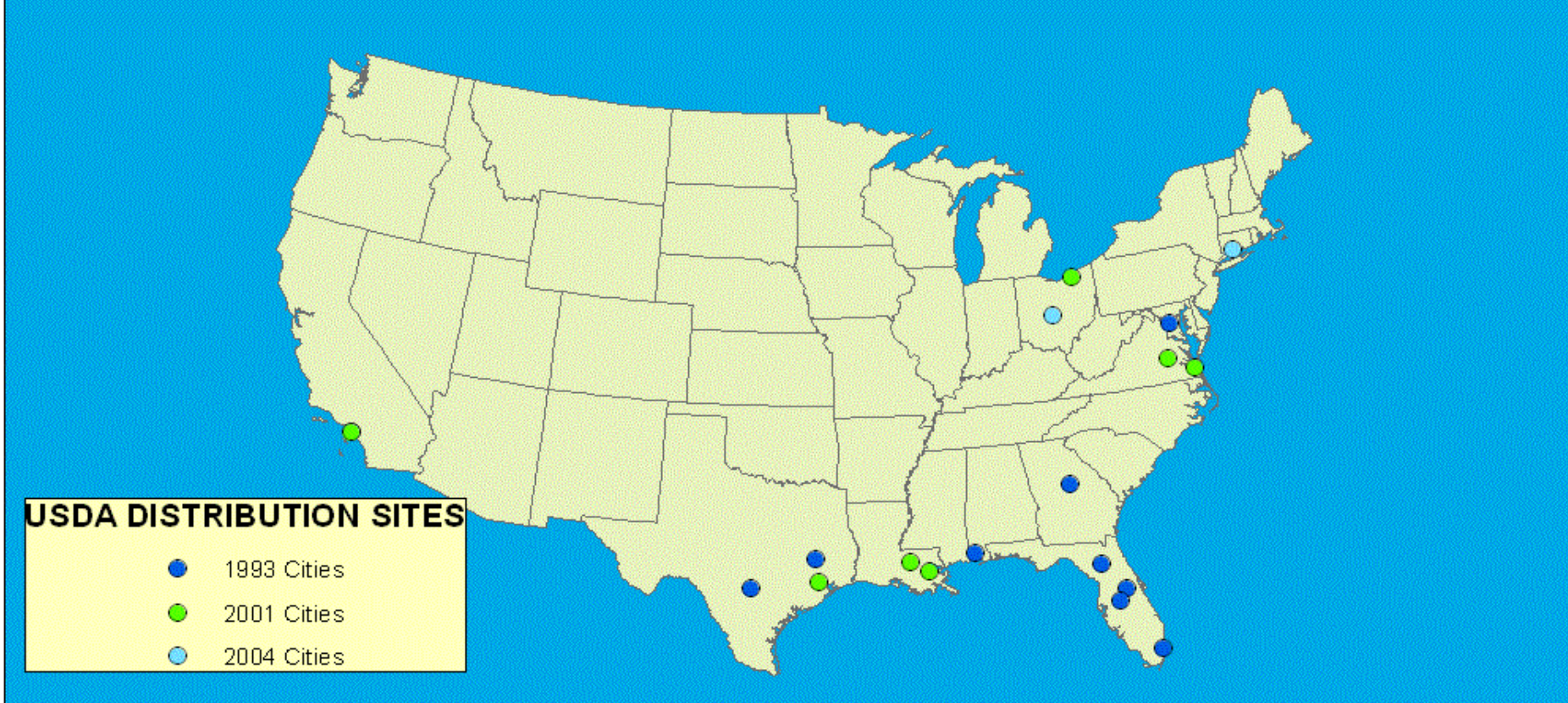
GRITS LINE EVIDENCE

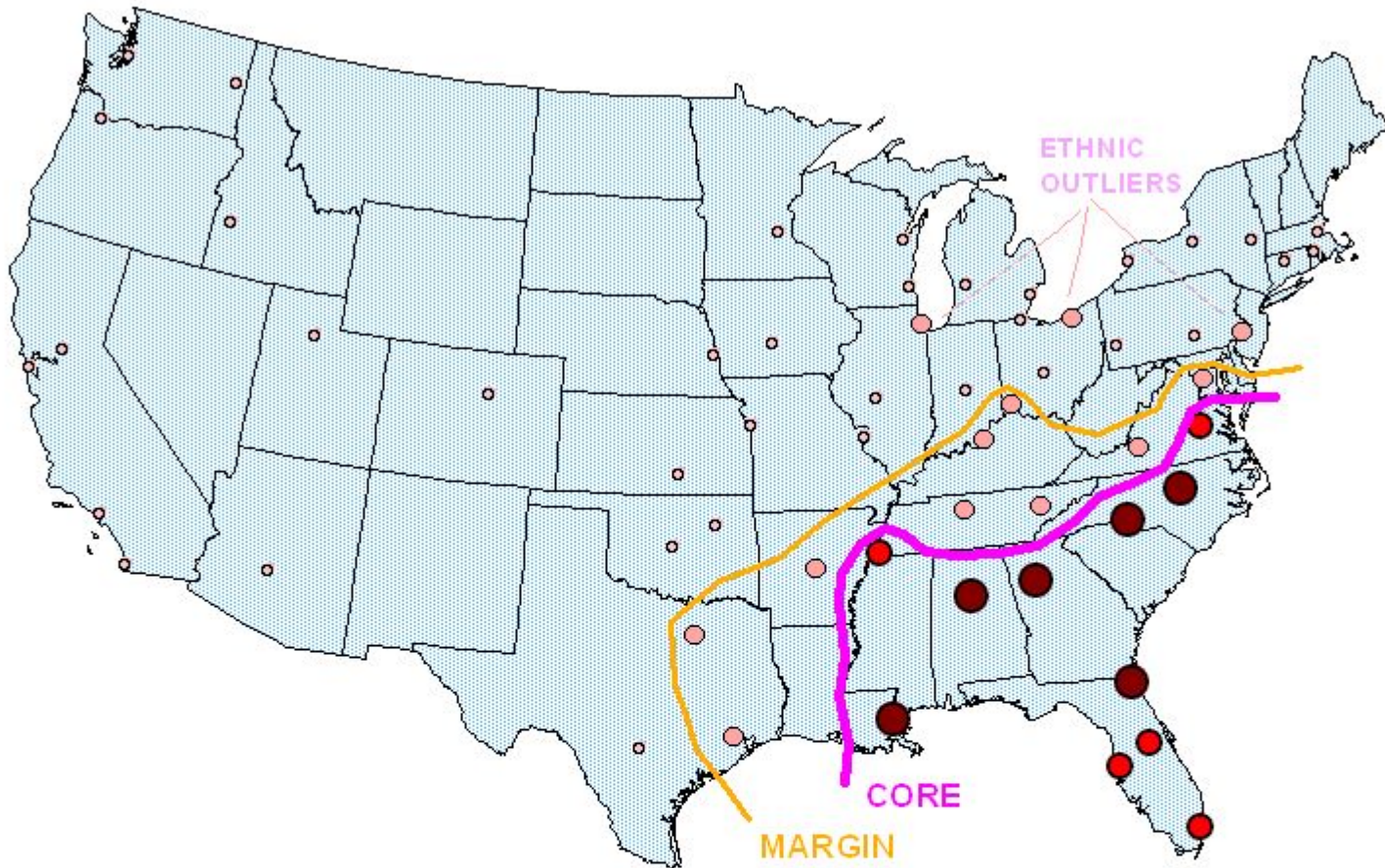
CONSUMPTION PER HOUSEHOLD
SELECTED CITIES

The South Census Divisions Have High Concentrations of Grits Buyers

- Grits Instant & Standard Grits category, Quaker Instant & Standard Grits and Private Label Instant & Standard Grits buyers are primarily concentrated in the South Census Divisions.

Census Division	TOTAL INSTANT GRITS Heavy User Target		TOTAL STANDARD GRITS Heavy User Target		QUAKER INSTANT GRITS Heavy Target		QUAKER STANDARD GRITS Heavy Target Target		PL INSTANT GRITS Heavy User Target		PL STANDARD GRITS Heavy User Target	
	Target % Pen	Target Index	Target % Pen	Target Index	Target % Pen	Target Index	Target % Pen	Target Index	Target % Pen	Target Index	Target % Pen	Target Index
East South Central	74.9%	204	48.6%	217	79.4%	200	43.8%	144	70.9%	214	66.4%	196
West South Central	48.9%	133	32.7%	146	52.0%	131	38.9%	128	46.2%	139	44.7%	132
West North Central	50.1%	136	27.1%	121	54.5%	137	31.3%	103	45.4%	137	42.9%	127
South Atlantic	42.6%	116	26.6%	119	46.0%	116	31.0%	102	39.2%	118	38.9%	115
Mountain	32.0%	87	19.0%	85	35.0%	88	28.1%	92	28.1%	85	30.2%	89
East North Central	32.1%	87	16.8%	75	35.6%	90	28.3%	93	27.2%	82	30.0%	89
Middle Atlantic	23.8%	65	15.9%	71	25.9%	65	30.2%	99	21.4%	65	26.1%	77
Pacific	20.6%	56	14.9%	67	22.1%	56	26.3%	86	18.5%	56	21.9%	65
New England	23.6%	64	11.2%	50	26.5%	67	19.7%	65	18.4%	56	20.7%	61





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