



REDUCED GLUTEN GOODWHEAT

Gluten is the real workhorse of the world's most delicious pastries and pasta. Think of gluten as the bond that holds together your favorite cookies; without it, they would crumble at the touch. Gluten is critical for bakers and cooks because it provides the proper texture and function resulting in our favorite dishes like pasta, bread, and pastries.

For nearly 18 million Americans with various forms of wheat sensitivity, gluten means stomach issues, abdominal pain, headaches, skin complaints, tiredness, and other health problems.

But many more consumers choose to avoid gluten for no medical reason, believing they

feel or perform better when following a diet with lower levels of gluten.

26% of American shoppers consider themselves gluten reducers.

– The Connell Group, 2018

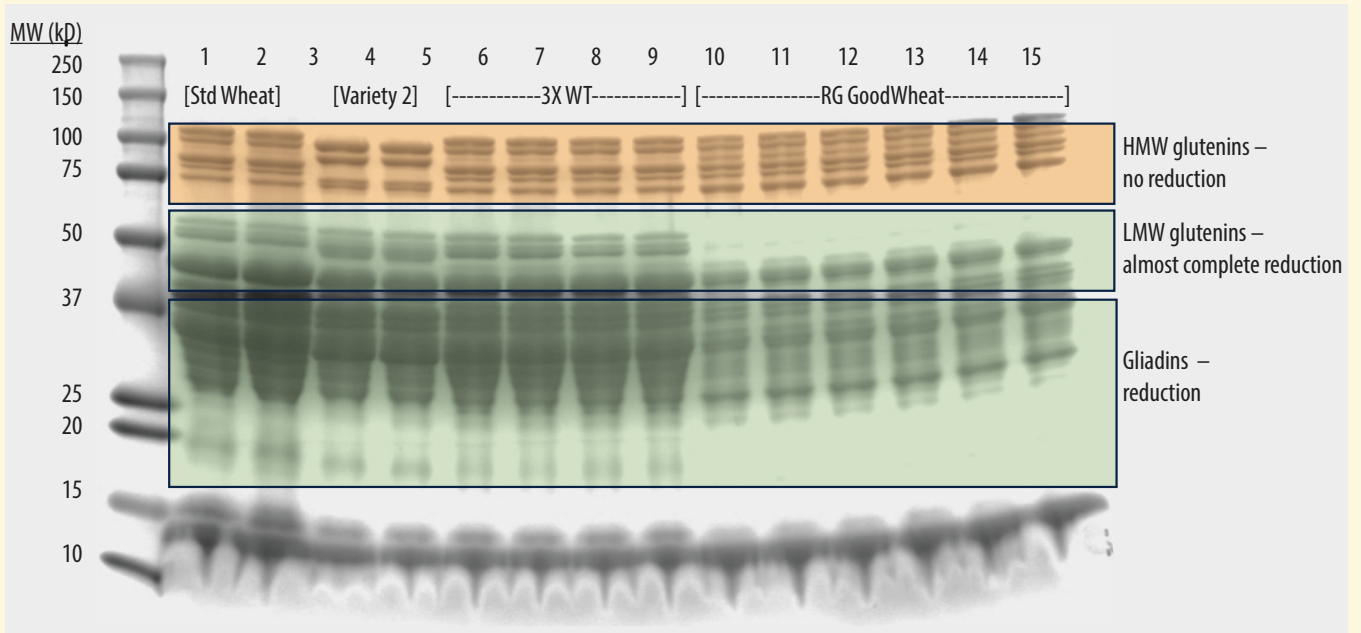
That's why we developed reduced gluten GoodWheat. Now, consumers can choose foods and beverages with reduced levels of gluten that still taste like they include standard wheat. And foods made with GoodWheat can deliver 75% lower levels of allergenic glutes while offering the same baking quality, taste, and texture as traditional wheat.

Developing Reduced Gluten GoodWheat



At Arcadia Biosciences, we've been working to develop wheat flour that can be good for you – and not only through the whole grain products you're accustomed to. Our specially bred flour is naturally lower in the allergenic components in gluten - gliadins and low-molecular weight glutenins, while it maintains normal levels of high molecular weight glutenins, important for elasticity in doughs.

Turning Down the Allergenic Gluten Components



Find out how good wheat can be!

Great Wheat
Taste

Patent
Protected

Protein
Rich

Non
GM