THE GRITS LINE:
AN AMERICAN FOODSHED
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• 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
  – Leapfogging
  – Dissolving
Further areas of inquiry
  Comparative study of grits line to other foods
  more precise definition of grits line with non-proxy data
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.

<table>
<thead>
<tr>
<th>Census Division</th>
<th>TOTAL INSTANT GRITS Heavy User Target</th>
<th>TOTAL STANDARD GRITS Heavy User Target</th>
<th>QUAKER INSTANT GRITS Heavy Target</th>
<th>QUAKER STANDARD GRITS Heavy Target</th>
<th>PL INSTANT GRITS Heavy User Target</th>
<th>PL STANDARD GRITS Heavy User Target</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Target % Pen</td>
<td>Target Index</td>
<td>Target % Pen</td>
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<td>Target % Pen</td>
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<tr>
<td>East South Central</td>
<td>74.9%</td>
<td>204</td>
<td>48.6%</td>
<td>217</td>
<td>79.4%</td>
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<tr>
<td>West South Central</td>
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<td>133</td>
<td>32.7%</td>
<td>146</td>
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<td>West North Central</td>
<td>50.1%</td>
<td>136</td>
<td>27.1%</td>
<td>121</td>
<td>54.5%</td>
<td>137</td>
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<tr>
<td>South Atlantic</td>
<td>42.6%</td>
<td>116</td>
<td>26.6%</td>
<td>119</td>
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<tr>
<td>Mountain</td>
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<td>87</td>
<td>19.0%</td>
<td>85</td>
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<tr>
<td>East North Central</td>
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<td>87</td>
<td>16.8%</td>
<td>75</td>
<td>35.6%</td>
<td>90</td>
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<tr>
<td>Middle Atlantic</td>
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<td>15.9%</td>
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<td>14.9%</td>
<td>67</td>
<td>22.1%</td>
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<td>New England</td>
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<td>64</td>
<td>11.2%</td>
<td>50</td>
<td>26.5%</td>
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</tbody>
</table>

Per Capita Consumption Rates
- Low
- Medium
- Moderately high
- Very High

States

GRITS LINE EVIDENCE

CONSUMPTION PER HOUSEHOLD
SELECTED CITIES