

Gluten-Free Fast Facts

- Gluten-free is the fastest growing segment of the food industry. Google insight indicates a major trend in gluten-free recipe searches, with huge "bumps" during Thanksgiving and Christmas.
- The gluten-free segment of the food industry has grown at an average annual rate of 28.5% since 2004.
- Gluten-Free Faces (a site dedicated to celiac and gluten intolerance) on Ning has 2,200 members and is growing daily.
- Gling (gluten-free resource site) was just launched in September and is expected to have 50,000 page views within the first month.
- The National Celiac Sprue Association gets 3 million hits per month on their website. People want information, gluten-free recipes and a connection with others who have similar dietary needs.
- The Gluten Intolerance Group fields over 50 phone calls per day.
- Gluten-Free Fox is a dedicated Gluten-Free Search Engine.
- Google lists 3,470,000 gluten-free blogs.

Nutrient Composition of Gluten-Free Whole Grains (with a comparison to wheat)

Whole Grain 1 cup raw	Fiber (g)	Carb (g)	Protein (g)	Calcium (mg)	Iron (mg)	Magnesium (mg)	Zinc (mg)	Selenium (mg)	Thiamin (mg)	Riboflavin (mg)	Niacin (mg)	Folate (mcg)
Amaranth	18	129	28.1	298	15	519	6.2	n/a	0.16	0.41	2.5	96
Buckwheat	16.9	123	19.2	28	4.1	362	4	13.8	0.37	0.44	8.4	69
Millet	17	145	22	16	6	228	3.4	5.4	0.84	0.58	9.4	170
Oats (GF)*	16.5	103	26.3	84	7.4	276	6.19	n/a	1.19	0.22	1.5	87
Quinoa	11.9	109	24	80	7.7	335	5.27	14.4	0.61	0.54	2.6	313
Rice (Brown)	6.5	143	14.7	43	2.7	265	3.74	43.3	0.74	0.17	9.4	37
Rice (White)	2.4	148	13.1	52	1.5	46	2.02	27.9	0.13	0.09	2.9	15
Rice (Wild)	9.9	120	23.6	34	3.1	283	9.54	4.5	0.18	0.42	10.8	152
Sorghum	12.1	143	21.7	54	8.4	365	3	n/a	0.45	0.27	5.6	38
Teff	15.4	141	25.7	347	14.7	355	7	8.5	0.75	0.52	6.5	135
Compared to Durum Wheat	n/a	137	26.2	65	7	276	8	172	0.8	0.23	13	83

All information, unless otherwise noted, was obtained from the USDA Agricultural Research Service Nutrient Data Laboratory.

Date for the nutrient composition of magnesium, zinc, and folate in sorghum grain, and folate levels in teff were obtained from Gluten-Free Diet: A Comprehensive Guide by Shelley Case, RD.

* Pure uncontaminated GF oats

n/a—not available