

Mining for Cereal Stories

Pathways to Explore		Step 1 Find Your Story Gems	Step 2 Find the Deeper Meaning	Step 3 Link to Your Research
Discovery: Invention Journey	<ul style="list-style-type: none"> • Technical hurdle or innovation challenge • How your work fits into value chain • Obstacles encountered • Application of lab results to innovation • Scaling up for commercial viability 			
Collaborators: Who Helped You	<ul style="list-style-type: none"> • Peer who challenged your assumptions • Mentor who nurtured your ideas • Staff/technicians who “got it done” • Partners from another discipline who changed your viewpoint 			
Consumers: People Who Benefit	<ul style="list-style-type: none"> • What consumer jobs does product address • What struggles do consumers experience • Emotional needs of target consumers • Who do they trust and follow 			
Connections: Global Food System	<ul style="list-style-type: none"> • Challenges with delivering to other regions • Challenges in working across disciplines • Food safety and security • Impacts of a changing climate 			