

JUST ASK FOR WHOLE GRAINS

November 5-7, 2007, Kansas City

THE WHOLE GRAINS COUNCIL AND ITS WHOLE GRAIN STAMP PROGRAM

In May of 2005, Oprah Winfrey introduced the three-month-old Whole Grain Stamp on her show and announced, "...If you still aren't sure which of your favorite foods are really made with whole grains, look soon for these stamps on products. They're going to help take out the guesswork." Oprah was right!

This section talks about the development of the Whole Grains Council and the exciting growth of the Stamp Program, then puts it all in context with an overview of the many *other* WGC programs beyond the Whole Grain Stamp.

The Whole Grains Council

- Mission, Goals and Programs of the Whole Grains Council
- Timeline of Development of the WGC

Creative, Effective Programs Excite Interest in Whole Grains

- Helping Consumers Find & Understand Whole Grains
 - The "Just Ask for Whole Grains" grassroots campaign
 - Phone and email: Whole Grains Central
 - September is Whole Grains Month
 - New website at WholeGrainsCouncil.org
- Helping Manufacturers Create Delicious Products
 - Resources for grain foods companies
 - Incentives for restaurants: The Whole Grains Challenge
- Helping the Media Write Compelling & Accurate Stories
 - Over 200 media stories annually, amplifying our voice

All About the Whole Grain Stamp

- Overview of the Whole Grain Stamp program
- Products with the Stamp now in stores everywhere

WHOLE GRAINS COUNCIL

MISSION, GOALS AND PROGRAMS

In April 2002 a group of concerned millers, manufacturers, scientists and chefs gathered in San Diego at a Whole Grains Summit organized by Oldways Preservation Trust. Responding to a challenge issued by Oldways President K. Dun Gifford, they decided to band together to promote increased consumption of whole grains. Jointly with Oldways, they organized the Whole Grains Council to develop and carry out a consumer education campaign and to enlist others to join in this important effort.

Oldways and the Whole Grains Council set these goals:

- To reach scientific consensus on the definition of “whole grain” and on the health benefits of whole grains, and to advocate additional research about whole grains and health.
- To educate consumers about the benefits of whole grains and to help them find, buy and cook whole grains.
- To help grain-product companies, retailers and restaurants meet the needs of health-conscious consumers with appealing products.
- To serve as a conduit between science, industry and consumers.

Since then, the Whole Grains Council has:

- Grown from 9 members to 170, including industry leaders
- Created a website at www.wholegrainscouncil.org
- Achieved consensus on a consumer-friendly definition of whole grains, which is now widely accepted in the industry
- Held conferences in November 2004, January 2006 and November 2007 focused on moving consumers to greater whole grain consumption
- Managed a continuing campaign to educate the media and the public about the health benefits and delicious tastes of whole grains
- Launched the Whole Grain Stamp, creating an eye-catching packaging symbol that helps consumers select and buy whole grain products

In the remainder of 2007 and in 2008 we will continue to create and manage innovative programs that promote increased consumption of whole grains. These programs will be designed to bring whole grains to all the places Americans eat. For example:

- | | |
|---------------------|---|
| Restaurants | Our new Restaurant Memberships for food outlets will carry the success of the Whole Grain Stamp from the grocery aisle to foodservice operations across America. |
| Schools | The WGC will help with resources and recipes as schools scramble to meet whole grain requirements that will almost certainly be included in new school lunch guidelines expected soon. |
| Supermarkets | We will continue to expand the Whole Grain Stamp program and provide support for major grocery chains seeking to increase whole grains in their in-store bakery and private-label products. |

WHOLE GRAINS COUNCIL TIMELINE OF DEVELOPMENT

- April 2002 Whole Grains Summit in San Diego; Oldways issues original Whole Grains Challenge. Challenge accepted, committee of K.D. Gifford, M. Orlando, and J. Dahlberg formed.
- January 2003 Oldways' 10th Anniversary Mediterranean Diet conference in Boston devotes a half-day to whole grain science and health; foundation is laid for Scientific Advisory Committee.
- July 2003 First meeting of Whole Grains Council in Chicago at IFT meeting; leadership and initial goals decided.
- October 2003 Whole Grain Stamp concept circulated to Whole Grains Council members.
- May 2004 Second meeting of the WGC members and Board -- agreement on a definition of "whole grains;" conceptual agreement on "consumer-oriented" Whole Grain Stamp.
- July 2004 WGC completes its first full year with 25 Founding Members.
- November 2004 Second WG Summit Conference in New Orleans; Whole Grain Stamp program unveiled to members and media.
- January 2005 Guidelines for Whole Grain Stamp issued; Stamp unveiled to public and made available to members for use on products.
- February 2005 First products carrying Whole Grain Stamp appear in stores.
- August 2005 Number of products bearing the Stamp reaches 250.
- November 2005 Whole Grains Council reaches milestone of 100 members.
- January 2006 Whole Grains Council Third Summit Conference in Orlando.
- June 2006 Phase II of Whole Grain Stamp program launched, offering gram-specific content information for consumers.
- January 2007 Number of products bearing the Stamp reaches 1000.
- March 2007 "Just Ask for Whole Grains" grassroots campaign begins. Diners nationwide nudge restaurants; RDs spread word.
- May-June 2007 Whole Grains Challenge at restaurants across the USA
- September 2007 First annual celebration of Whole Grains Month
- November 2007 Fourth WG Summit Conference in Kansas City.

CREATIVE, EFFECTIVE PROGRAMS EXCITE INTEREST IN WHOLE GRAINS

While the Whole Grains Council is best known for its Whole Grain Stamp, in reality the Stamp represents just a small part of our activity. The WGC's many initiatives

- **help consumers to find whole grain foods and understand their health benefits;**
- **help manufacturers to create delicious whole grain products;** and
- **help the media to write accurate, compelling stories about whole grains.**

The next few pages will explain these three main roles in more depth.

Helping Consumers Find & Understand Whole Grains

The Whole Grains Council educates consumers directly, through our website, by email and by phone – and through our outreach efforts with health professionals.

The “Just Ask for Whole Grains” Grassroots Campaign

One of our top goals for 2007 was to bring more whole grains to restaurants. We started by asking consumers if they eat whole grains when they dine out. “I’d like to,” many of them responded, “But I’ve given up even asking. Most places never have them.”

So we turned to restaurants and asked why they don’t serve more whole grains. “We just respond to customer demand,” they told us. “Not many people ask for them.” It was clear to us that we needed to break the cycle.

In March 2007 the Whole Grains Council launched a grassroots consumer campaign called “Just Ask for Whole Grains,” with three main components:

- An online contest to reward diners who make consumer demand clear by “Just Asking” for whole grains in restaurants and food outlets everywhere.
- “Whole Grain Report Cards” that consumers can download from our website, to send a message – either praising or prodding – to restaurant management.
- “Just Ask” buttons and stickers, distributed freely to RDs, teachers and other community health workers willing to offer workshops and other educational events about whole grains.

The Just Ask campaign has been a resounding success. We’ve sent materials to partners as diverse as a Naval hospital in Sicily, a British Petroleum workcamp in Alaska, and a diabetes camp for kids in North Carolina. Consumers and health professionals across the country have reported their “Just Ask” success stories on our website. You can see a small sample of both in Section 3 – Momentum of this program book.

Phone and Email: Whole Grains Central

The busy staff of the Whole Grains Council fields a fascinating – and often amusing – array of consumer questions every day. One of our favorites came last March, from a woman who said, “I’ve given up refined grains for Lent, but I have just one problem – I don’t know what I can eat, because I’m not sure what foods are whole grain.”

We helped her out, with some guidelines for finding whole grains, then pointed her to the list of Stamped products on our website.

Here are just a few typical questions that show how Americans are reaching out to learn more about whole grains:

- *Is there any way to make cookies or cakes with rye flour/meal only without other flour?*
- *Is a whole grain white flour available to people who bake at home, where can I buy it?*
- *What is the difference between stone-milled whole grain flour and roller-milled whole grain flour?*
- *Is Organic Whole Durum Wheat Flour 100% whole grain?*
- *I am a practicing physician in need of patient information sheets to try to summarize the excellent work you are doing labeling grain based products. What have you got to help me???*
- *The bread my wife and I eat is called multi-grain. In the ingredients is unbleached whole wheat flour, malted barley flour, wheat bran among others. Is there a way we can tell if it is a whole grain bread?*

September is Whole Grains Month

This year, the WGC celebrated the first annual Whole Grains Month in September. With grains ripening in the fields and ready for harvest, and Back to School in full swing, September is the perfect time to draw America’s attention to whole grains.

We celebrated with special features including the creation of a new “Whole Grains Every Day” poster available to consumers and teachers as well as a widely-reproduced tip sheet on “Whole Grains for School Lunches.” Many of our members participated via discounts, coupons and promotions, to encourage consumers to sample new whole grain foods. Our month-long celebration culminated with the launch of our newly redesigned website.

Our newly-revamped website at WholeGrainsCouncil.org

Our website at www.WholeGrainsCouncil.org reaches consumers around the world with in-depth information, resources and educational handouts.

In October 2007 we launched a total makeover of the WGC website, with new graphics, better navigation, added information and new member service features. If you haven’t yet had occasion to visit the website, a glimpse of our new look can be found on the next page.



September is Whole Grains Month

Celebrate Whole Grains Every Day – Every Month!

September is whole grains month and the Whole Grains Council is celebrating with special events and promotions all month. Join us, by substituting one more whole grain choice in your meals and snacks every day in September.

Before (at left)
After (below)

WHOLE GRAIN BASICS

- Whole Grains A to Z
- Health Benefits of Whole Grains
- WG Product Finder

WHAT'S HOT

- The Whole Grain Stamp Conference Nov. 2007
- "Just Ask" Campaign
- WG Challenge

WG RESOURCES FOR...

- Consumers & RDs
- Restaurants / Foods
- Schools
- Food Companies
- Press
- WGC Members

WHOLE GRAINS COUNCIL

- Mission & Accomplishments
- Membership

HOME



Welcome to the WHOLE GRAINS COUNCIL

The Whole Grains Council **helps consumers** find whole grain foods and understand their health benefits; **helps manufacturers** create delicious whole grain products; and **helps the media** write accurate, compelling stories about whole grains.

[MORE ABOUT US](#)

ABOUT US | [FOR MEMBERS](#) | [CONTACT](#)

HOME | [WHOLE GRAINS 101](#) | [WHOLE GRAIN STAMP](#) | [FIND WHOLE GRAINS](#) | [RECIPES](#) | [RESOURCES](#) | [NEWSROOM](#) | [GET INVOLVED](#)

FIND WHOLE GRAINS

Find healthy choices fast by choosing products that have the Whole Grain stamp. [more >](#)

FEATURED RECIPE

 **Sour Cream Muffins**
The King Arthur Flour Company
[more recipes >](#)

RESTAURANTS

 Eat well while eating out. Find chain restaurants that offer whole grains. [more >](#)

Did you know?

Brown rice is not the only whole grain rice. Whole grain rice can also be black, purple, red, or any of a variety of exotic hues.

[learn more about whole grains >](#)

WHAT'S NEW

September 2007
Whole Grains Challenge: Colonel Grain Wants You!

November 2007
"Just Ask for Whole Grains" Conference

[more news >](#)

WHOLE GRAINS 101

- Intro to Whole Grains
- What is a Whole Grain?
- Definitions of Whole Grains
- Whole Grains A to Z
- Grain Free Whole Grains
- Whole Grain Wheat (WG)
- What are the Health Benefits?
- Health Studies on Whole Grains
- How Much is Enough?
- What Counts as a Serving?
- Dietary Guidelines and WG
- Identifying Whole Grain Products
- Easy Ways to Enjoy Whole Grains

FIND WHOLE GRAINS

Find healthy choices fast by choosing products that have the Whole Grain stamp. [more >](#)

How much is Enough?

How much whole grain should you be eating? And what foods can help you enjoy healthy levels of whole grain consumption?

US GOVERNMENT RECOMMENDATIONS

The Dietary Guidelines for Americans, released in January 2005, recommend that all adults eat at least half their grains as whole grains – that's at least 3 to 5 servings of whole grains. Teen children need 2 to 3 servings or more.

The health evidence has also convinced the American Heart Association, the Department of Health and Human Services, and the Healthy People 2010 Report all to recommend at least three servings of whole grains per day.

Yet the average American eats less than one daily serving of whole grains, and over 40% of Americans never eat whole grains at all.

WHOLE GRAINS AT EVERY MEAL.

The US Dietary Guidelines recommend meeting the daily requirement by eating three "ounce-equivalents" of breads, rolls, cereals or other grain foods made with 100% whole grains. A slice of bread or a serving of breakfast cereal usually weigh about an ounce.

Want an easier way to think about it? Just look at your plate at each meal, and make sure you've included some source of whole grains. That's why our slogan is "Whole Grains at Every Meal."



NEWSROOM

- Overview
- WG Statistics
- Photo Gallery
- Press Releases
- New Products

FIND WHOLE GRAINS

Find healthy choices fast by choosing products that have the Whole Grain stamp. [more >](#)

Whole Grain Statistics

Whole grains are growing at a remarkable rate – growing in market after market that Americans are beginning to understand the importance of enjoying more whole grains. To help those of you in the media paint the complete picture, we've collected industry figures, and reports from our members on this page, to document the whole grain surge.

WHOLE GRAIN GROWTH 2000-2007

New product launches of foods making a "whole grain" claim have grown sharply since 2005. In fact, according to the Mintel Global New Products Database, in 2006 nearly 10 times as many new whole grain products were introduced as in the year 2000.

Year	Whole grain launches	Increase over year 2000	Increase over previous year
2000	161	—	—
2001	244	52%	52%
2002	302	88%	24%
2003	383	138%	27%
2004	610	279%	59%
2005	724	350%	19%
2006	1537	855%	112%
2007*	975	N/A	N/A

FIND WHOLE GRAINS

- Overview
- Stamped Products
- Find Restaurants
- Foodservice Products
- School Foods

FIND WHOLE GRAINS

Find healthy choices fast by choosing products that have the Whole Grain stamp. [more >](#)

Stamped Products

More and more products are using Whole Grain Stamps every day, to help you quickly and easily find whole grain options. This list tells you the products, the brand name, and, in the last column, details about the whole grain content of a serving of each product.

Though not all the foods below are in every market in every part of the country, this list should help you find some delicious new foods to try! Plus a category below, then browse through all the many choices.

- BARS**
Granola bars, snack bars, and breakfast bars made with whole grains
- BEVERAGES**
Whole grains through a straw? Take a look
- BREADS**
Whole wheat breads, buns, rolls, and English muffins



RECIPES

- Overview
- Cooking Whole Grains
- Soups & Starters
- Salads & Sides
- Main Dishes
- Snacks & Desserts

FIND WHOLE GRAINS

Find healthy choices fast by choosing products that have the Whole Grain stamp. [more >](#)

Wheat Berry Salad with Apples and Mint

Lorna Sass

The salad tastes best when freshly made: the wheat berries tend to harden when refrigerated. To improve the texture of any leftovers, loosely cover the salad with moist paper and microwave it for about 20 seconds. Perk up the taste with a little lemon juice.


INGREDIENTS

- 1/2 cup orange juice
- 2 tablespoons olive oil
- 1 1/2 tablespoons apple cider vinegar
- 1 teaspoon salt, plus more to taste
- 3/4 cup lightly packed moist flaxseeds
- 2 cups cooked wheat berries
- 2 teaspoons ground orange zest (from 2 juice oranges)
- 1 small green apple
- 1 small red apple
- 1/2 cup hazelnuts, toasted and coarsely chopped

INSTRUCTIONS

First prepare the dressing: Blend the orange juice, oil, vinegar, salt, and 1/2 cup of the zest in a food processor or blender.

Let the wheat berries in a medium bowl. Pour the dressing over them and toss to coat. Stir in the orange zest. Set aside for at least 15 minutes. Toss occasionally.



The WGC's new website at www.WholeGrainsCouncil.org includes recipes, product information, health information and more.

Helping Manufacturers Create Delicious Products

The Whole Grains Council and its parent organization, Oldways, are non-profit educational organizations. But we have long believed that consumer nutrition education is just half the equation. The other half lies in providing resources and incentives to industry.

If we run the world's most successful educational campaigns and convince all Americans to enjoy more whole grains, we have wasted our time if they get to the store and can't find a reasonable variety of whole grain choices – or even figure out which products contain a significant amount of whole grains.

Similarly, if we work only with manufacturers, creating incentives and support programs to nudge them to produce more whole grain products, we have wasted our time if consumer demand is not there when the products hit the stores, and companies consequently lose their shirts.

The responsible approach is to work with both sides at once, ratcheting up supply and demand in equal measure so everyone wins. This is the approach taken for a decade and a half by Oldways, and now by the Whole Grains Council.

Resources for Grain Foods Companies

The Whole Grains Council's main resource for manufacturers is the Whole Grain Stamp program, helping companies "get credit" for making whole grain products, described in full later in this section. But we also provide other essential services, such as:

- **Resources on government regulations.** Manufacturers turn to the WGC for a better understanding of the various (and sometimes conflicting) government regulations and policies regarding whole grain labeling. While the WGC does not offer legal advice, we can point companies to the applicable government sources, to make their own legal judgments.
- **Scientific advice.** The WGC's Scientific Advisors help answer industry questions. WGC leaders also work closely with AACCC International, the world's leading scientific organization on cereal science, to match our members with needed resources.
- **Educational materials.** At many companies, the move to whole grains starts with one dedicated "evangelist" who decides to educate his or her colleagues – and customers – on the importance of whole grains. The WGC supplies handouts, PowerPoint presentations, or whatever it takes to get others on board.

Incentives for Restaurants: the Whole Grains Challenge

In 2007, the WGC started providing incentives and support not only to manufacturers but also to restaurants looking to "do the right thing" with whole grains. Our first major incentive program for restaurants was "The Whole Grains Challenge," a national awards program for food outlets serving at least one whole grain at all times. You can learn more about the Whole Grains Challenge and see a list of winners in Section 3 – Momentum of this program binder.

Helping the Media Write Accurate, Compelling Stories

Whole Grains Council staff participate in an average of four media stories on whole grains every week, a key part of our work in disseminating information on the health benefits and availability of whole grains.

In 2006, for example, the Whole Grains Council and/or the Stamp was mentioned in more than 200 media articles: from the *New York Times* to the *Berkeley Wellness Letter*, and from *USA Weekend* to *Cooking Light* magazine. In the first four months of 2007, we had close to another 60 media placements reaching millions across the nation, in both consumer and trade publications.

Our media outreach campaign touched millions of Americans in the past year, amplifying our voice in a way that we could not otherwise accomplish. Here are just a few examples of the major coverage of the WGC during a one-year period:

Media Outlet	Month	Readership
<i>Forbes</i>	June 06	925,800
<i>Redbook</i>	Sept 06	2,408,206
<i>The New York Times</i>	Sept 06	1,086,798
<i>Good Housekeeping</i>	Jan 07	4,609,209
<i>Prevention</i>	April 07	3,302,350
<i>Newsweek</i>	April 07	3,142,281
<i>TIME Magazine</i>	April 07	4,099,582
<i>Health</i>	May 07	6,500,000

In addition to working with consumer publications like those above, we also make the resources of the Whole Grains Council available to trade publications in both the food industry and the restaurant world.

AN OVERVIEW OF THE WHOLE GRAIN STAMP PROGRAM

The 2005 Dietary Guidelines for Americans call on everyone to eat at least three servings of whole grains daily. However, many consumers are unsure what's a whole grain product and what isn't.

Now Americans can look for the Whole Grain Stamp, an eye-catching gold and black graphic that identifies foods containing at least half a "Guidelines" serving of whole grains per labeled serving.

There are two different Stamps. The Basic Stamp (shown at left, below) is for products that contain a mix of whole grains and refined grains. The 100% Stamp (right) is for products where *all* the grain is whole grain. There is a minimum whole grain content requirement of 8g for the Basic Stamp and of 16g for the 100% Stamp.



EAT 48g OR MORE OF
WHOLE GRAINS DAILY

BASIC STAMP

At least 8g
(a half serving)
whole grain per
labeled serving



EAT 48g OR MORE OF
WHOLE GRAINS DAILY

100% STAMP

At least 16g
(a full serving)
whole grain per
labeled serving
AND no refined grain

How Do Products Qualify?

Any qualifying product – from breads to bars, cereals to side dishes, crackers to cakes, and pizza to pasta – can use the Whole Grain Stamp. Companies follow these steps:

- 1) They check their formulations to see which products are eligible to use the Stamp, as described above.
- 2) They join the Whole Grains Council at www.wholegrainscouncil.org, and sign an agreement saying they will follow the guidelines of the Stamp program.
- 3) They file an online Product Registration Form for each qualifying product, which is then reviewed and approved for compliance by WGC staff.

THE WHOLE GRAIN STAMP NOW IN STORES EVERYWHERE

As of October 2007, 170 companies are members of the Whole Grains Council, and are using the Whole Grain Stamp on over 1400 qualifying products. You can see samples of many of these foods here at the conference.



These products cover a wide range of foods, three-quarters of which offer a full serving or more of whole grain per labeled serving. Look closely at the gram number on every Stamp to see how much whole grain goodness is in each product — you'll see different numbers on every product, as illustrated above.

Breakdown of “Stamped” Products as of October 2007

Products Using the Whole Grain Stamp By Food Group	Food Group	% of Products
	Breads, rolls and bagels	24.1%
	Cereal: hot	19.6%
	Cereal: cold	11.0%
	Side dishes (rice, other grains)	7.6%
	Snacks (pretzels, crackers, etc.)	6.7%
	Tortillas, wraps and flatbreads	4.8%
	Bars: granola & breakfast	4.7%
	Treats (cookies, cakes, muffins)	4.4%
	Baking mixes	3.3%
	Pasta	3.5%
	Flour	3.4%
	Waffles, pancakes, French toast	2.9%
	Pizza and pizza crust	2.1%
	Entrées, main dishes	0.8%
	Soups	0.3%
	Beverages	0.3%
Products Using the Whole Grain Stamp By Stamp Level	Stamp Level	# of Products
	100% Stamp, at least 16g	44.5%
	Basic Stamp, at least 16g	28.3%
	Basic Stamp, at least 8g	27.2%