

Whole Grains Council Breaking Barriers for over a Decade

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Director of Food & Nutrition Strategies, Oldways / Whole Grains Council

Whole Grains: Breaking Barriers, Boston, November 9-11, 2014

Barrier: Retail Products

Historic Problems:

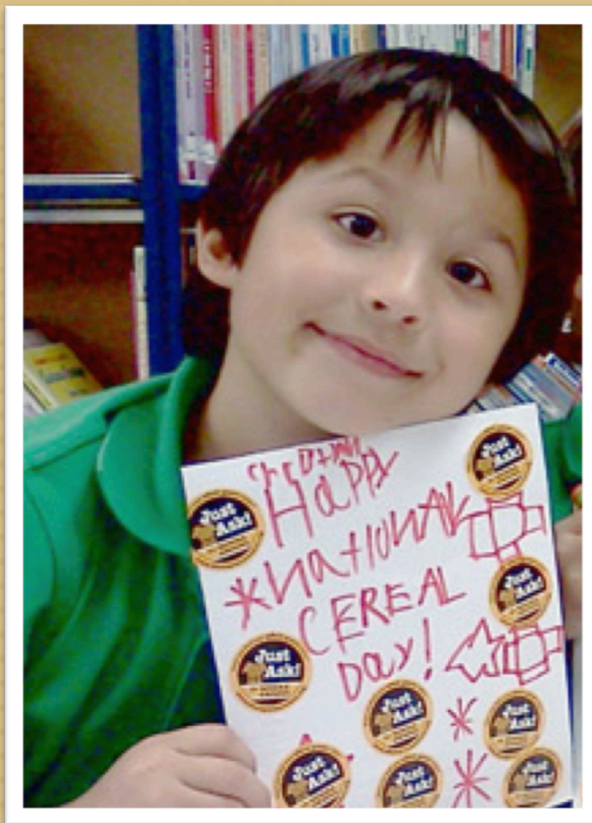
- Very few whole grain products available
- Manufacturers inexperienced in formulating with whole grains
- Consumers couldn't easily identify whole grain foods



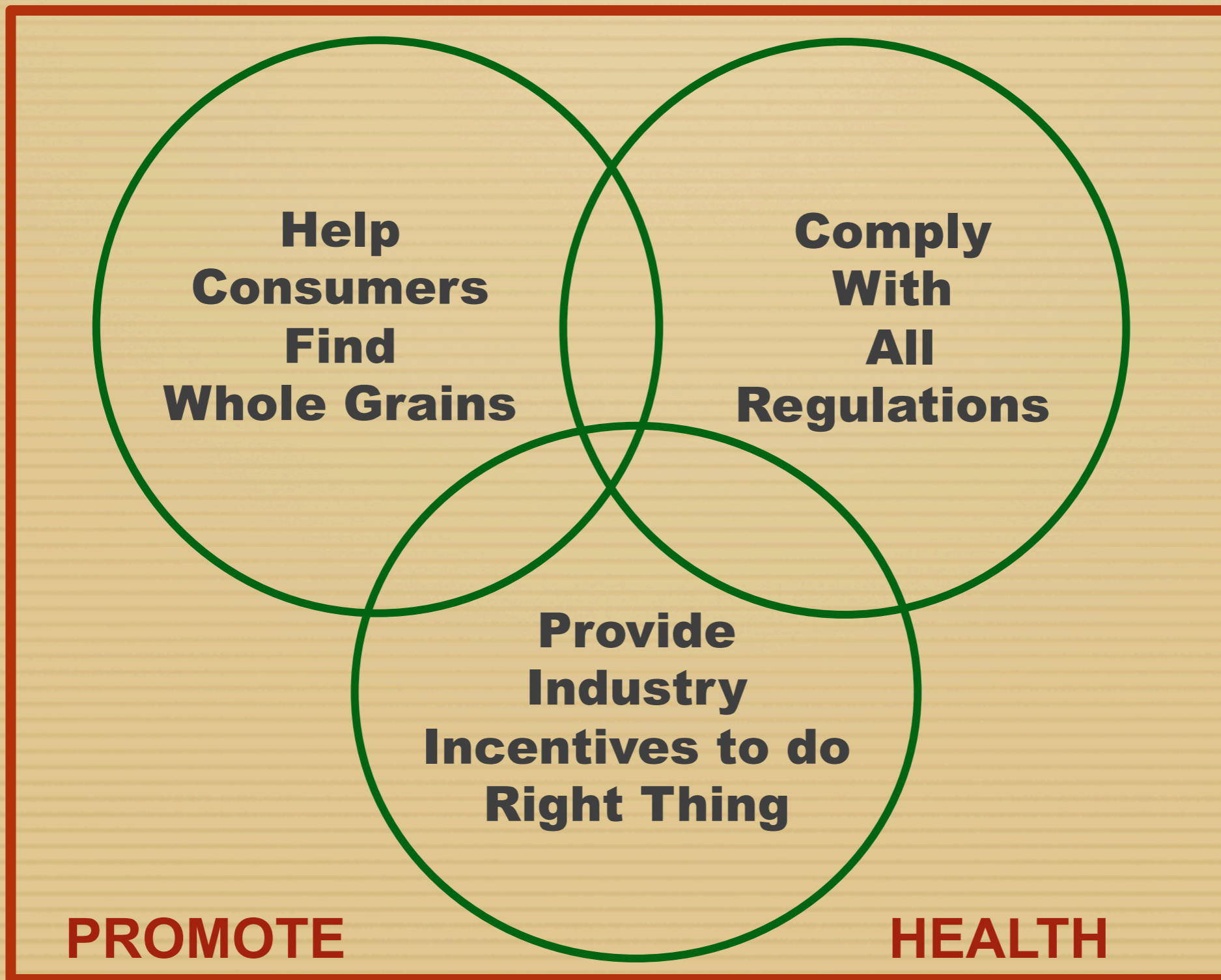
Barrier: Retail Products

The WGC Solutions:

- Increasing consumer demand through education
- Creating the Whole Grain Stamp
- Incentivizing new product development



WG Labeling: Not So Simple!



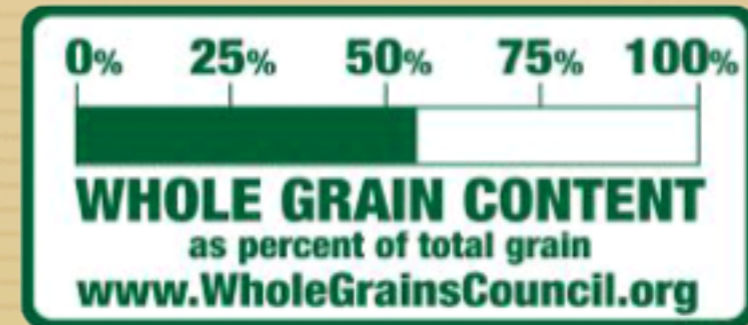
1 1/2 Years in the Making



Aim for 3 or more whole grain servings each day



www.WholeGrainsCouncil.org

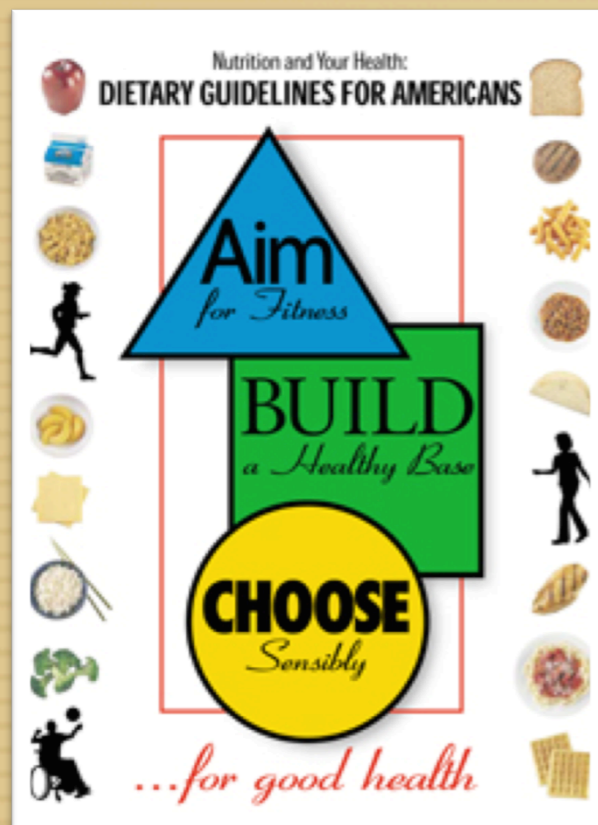


EAT 48g OR MORE OF WHOLE GRAINS DAILY

Barrier: Nutrition Policy

Historic Problems:

- U.S. Dietary Guidelines didn't specify whole grain needs
- WIC program didn't require whole grains
- Schools weren't required to serve whole grains



Barrier: Nutrition Policy

The WGC Solutions:

- Dietary Guidelines 2005 and 2010: comments from WGC
- WIC presentation in DC at WIC conference, comments
- Schools: ongoing co-operation with USDA/FNS



WHOLE GRAINS COUNCIL
Whole Grains at Every Meal

Patricia N. Daniels
Director, Supplemental Food Programs Division
Food and Nutrition Service, USDA
3101 Park Center Drive, Room 528
Alexandria, Virginia 22302

October 3, 2006

Docket ID 0584-AD77, WIC Food Packages Rule

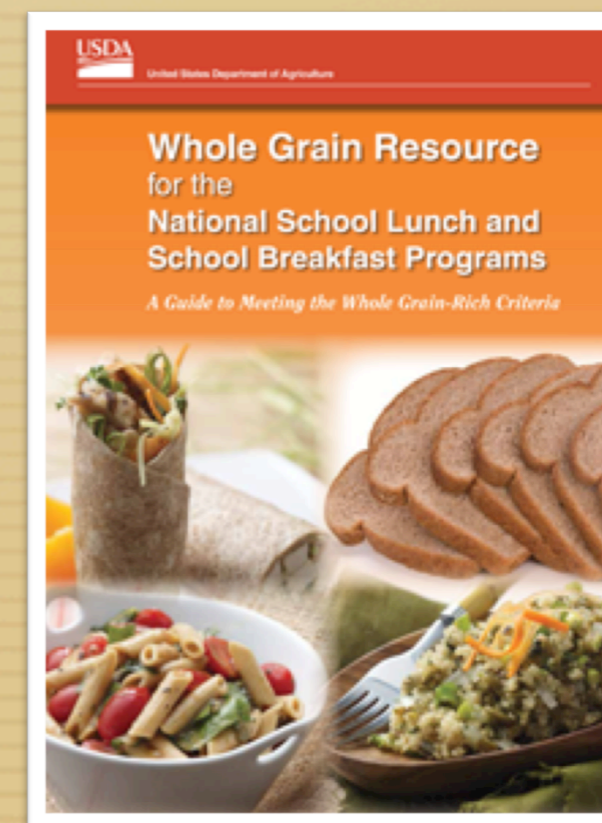
Dear Ms. Daniels,

The Whole Grains Council is a non-profit consumer-advocacy group of scientists, chefs and industry to promote increased consumption of better health.

We support the proposal of USDA/FNS to add whole grains to the list of eligible grains and applaud FNS for recognizing the health benefits of whole grain products. The organization's proposed rules for Revisions in the WIC Food Package report *WIC Food Package: Time for a Change* represent important steps toward the goal of increasing whole grain consumption for at-risk women and children.

In the following pages we are offering suggestions for moving to the following:

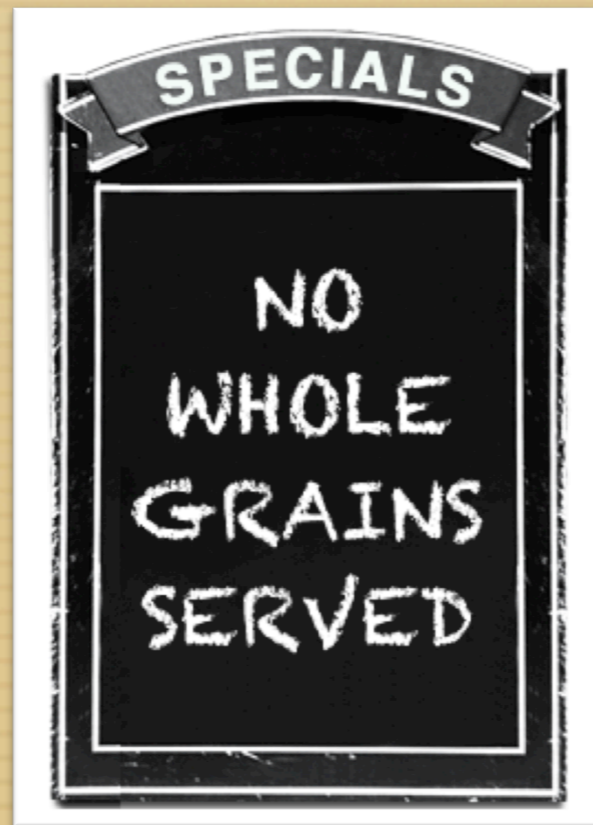
1. Proposing a definition of whole grain that contributes dietarily significant amounts of whole grains, yet is more inclusive of the types of foods that are easily purchased and will be readily eaten.
2. Suggesting other foods that should be considered for inclusion and that qualify for use in the WIC program.
3. Urging that the allowance for bread or other grains, for women and children, be increased to that required for children.



Barrier: Restaurants

Historic Problems:

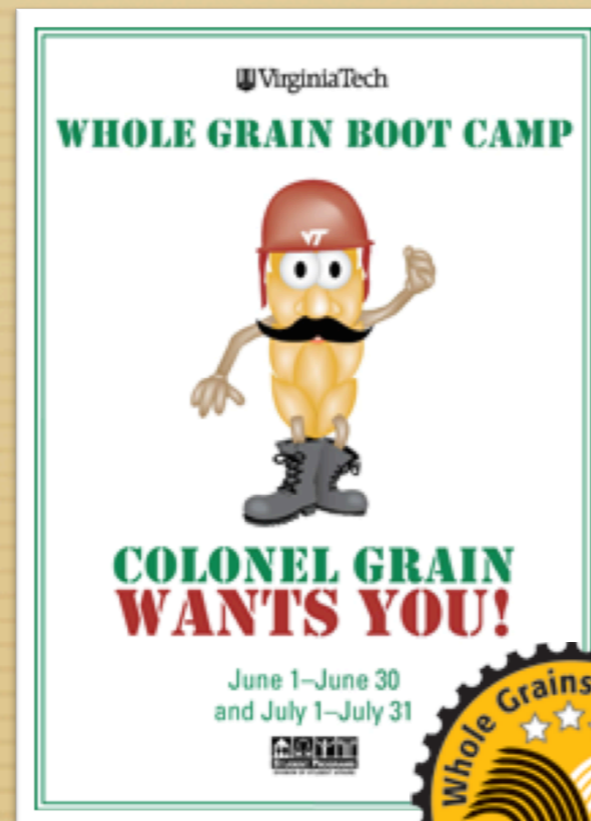
- Perception that no one wants whole grains
- Perception that no one serves whole grains
- Inexperience with creating whole grain dishes



Barrier: Restaurants

The WGC Solutions:

- “Just Ask” campaign, starting in 2007
- Annual Whole Grains Challenge, 2007–2012
- Outreach, through NRA and other channels



Restaurants Today



If you serve it, they will eat...



White Rice
12m pounds

≈



Brown Rice
10m pounds

PF Chang's China Bistro & Pei Wei's Asian Diner (true since 2007)

A Crucial Balancing Act

CONSUMERS

MANUFACTURERS
FOODSERVICE

DEMAND

SUPPLY



People... the Real Difference

Thank you so much for sending those [materials] out! Monday is our first meeting where I will have some eager nutrition students make up a nice poster all about whole grains and their benefits.

- Kristine from California

Thank you for your prompt reply. This truly helps. Many thanks to you and Oldways for the wonderful work you do in promoting healthy eating.

- Craig from Pennsylvania

Thank you so much for your help and support of our nutrition program. Now I can use the word "germ" with confidence and explain it with accuracy... and my students will love the items you are sending... Thanks again for your help.

- Teresa from Florida