

Whole Grain Choices Everywhere America Eats



An International Conference jointly organized by

The Whole Grains Council and Oldways

November 5-7, 2007 • Kansas City

Program Schedule

Speaker Roster & Abstracts

Whole Grain Momentum

**Whole Grains in
Restaurants & Schools**

Whole Grains and Health

The Whole Grains Council

Attendee Roster

Sponsors & Acknowledgements

Program Schedule



4:45-5:15

Whole Grains: Dietary Recommendations and Intake Patterns

Robert Post, PhD, Deputy Director, Center for Nutrition Policy and Promotion (CNPP) / United States Department of Agriculture (USDA)

5:15-5:45

Why Whole Grains Matter For Health

David R. Jacobs, Jr., PhD, Professor, Division of Epidemiology and Community Health, University of Minnesota School of Public Health



6:00-7:30

Welcoming Reception and Exhibits



On Your Own Whole Grains Dine-Around in local restaurants



TUESDAY, NOVEMBER 6
***WHAT* Factors Influence Consumers' Food Choices**

Session II: 7:00 – 10:45

7:00-8:30

Continental Breakfast and Exhibits

8:30-8:40

Introduction and Outline of the Day

8:40-9:00

How Food Decisions Are Made

Shelley Goldberg, MPH, RD, Director, Nutrition Communications, International Food Information Council

9:00-9:20

Trends In Consumer Food Habits and Behaviors

Kate Peringer, Marketing Communications Manager, The Hartman Group

9:20-9:45

Questions and Answers

9:45-10:15

Coffee break with Exhibits



10:15-10:45

Panel: Where Americans Eat

Molly Gise, Online Associate Managing Editor, *Nation's Restaurant News*
Michael Birchenall, Editor and Publisher, *Foodservice Monthly*
Erica Bohm, MS, Vice President and Director of Strategic Partnerships,
HealthyDiningFinder.com



Session III: 10:45 – 1:00

WHERE Whole Grains Fit Into Today's Lifestyle

10:45-12:00

A Rapid-fire "Iron Chef" Cook-off

Two top chefs demonstrate that whole grains are quick, easy and delicious.

Chefs:

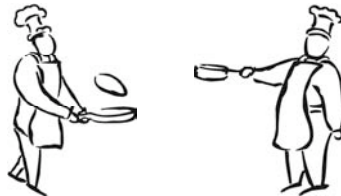
Michael Holleman, Corporate Chef, Indian Harvest Specialtifooods

Paul J. Lynch, Executive Chef, Fire Lake Grill House and Cocktail Bar,
Radisson Plaza Hotel

Co-Moderators

Sara Baer-Sinnott, Executive Vice President, Oldways; Director, Whole Grains
Council

Steve Petusevsky, Consulting Chef; Syndicated Columnist, Tribune News Service



12:00-1:00

Lunch: A Selection of Dishes from the Iron Chef Demonstration



Session IV: 1:00 – 9:00

WHO Is Saying "Yes" to Whole Grains?

1:00-1:20

The Military Salutes Whole Grains

Lori Tubbs, MS, RD, CSSD, CSCS, Human Performance Nutritionist and Program
Manager, United States Navy



1:20-1:40 **Whole Grains Get Promoted At Work**
Deanne Brandstetter, MBA, RD, CDN, Director of Nutrition, Compass Group, The Americas

1:40-2:00 **Questions and Answers**

2:00-2:30 **Panel: The Whole Grain Stamp Spurs Buying Decisions**
Michael T. Bittel, Senior Vice President and General Manager Flour, The King Arthur® Flour Co.
Bob Gould, Marketing Manager, Retail Grocery Products, Snyder's of Hanover
Emily Kornis, MBA, RD, Manager of Health and Science Communications, Mars, Incorporated

2:30-3:00 **Coffee Break with Exhibits**



3:00-3:20 **Go To The Head Of The Class With Whole Grains**
Keith C. Fiedler, Founder and President, Madison Grace Corporation; Former Child Nutrition Director



3:20-3:40 **Marketing Healthy Foods To Healthcare Customers**
Cynthia Gay, RD, LD, Retail Manager, HSC Cafeterias, West Virginia University Hospitals

3:40-4:00 **Questions and Answers**

4:00-4:30 **Panel: Restaurants Meet The Whole Grains Challenge**
Paul Lynch
Carolyn Bess, Food Production Manager, D2, Virginia Tech University
Laura Cherry, Director of Public Relations, P.F. Chang's China Bistro



4:30-5:30 **WGC Member Meeting**

7:00-9:00 **Gala Dinner and Awards Ceremony: "A Celebration of Whole Grains"**

WEDNESDAY, NOVEMBER 7TH



Session V: 8:30 – 1:00 **HOW To Break Down the Remaining Barriers?**

7:00-8:30 **Continental Breakfast and Exhibits**

8:30-8:40 **Introduction to the Day's Schedule**

8:40-9:00 **The Whole Grains Council: Innovative Programs For Change**
Cynthia Harriman, Director of Food and Nutrition Strategies, Oldways and Whole Grains Council

9:00-9:20 **Going Against The Grain To Educate Tomorrow's Chefs**
Suzanne Vieira, MS, RD, LDN, Associate Professor and Culinary Nutrition Program Director, Johnson & Wales University

9:20-9:40 **Kids Learn To Love Whole Grains**
Len Marquart, PhD, RD, Assistant Professor, University of Minnesota



9:40-10:00 **Questions and Answers**

10:00-10:30 **Coffee Break with Exhibits**



10:30-10:50 **Whole Grain Trends: What's New, What's Next**
Lynn Dornblaser, Director of Consulting, Mintel Custom Solutions, Mintel International

10:50-11:10 **Whole Grain Trends: Gluten-Free**
Carol Fenster, PhD, President and Founder, Savory Palate



11:10-11:30 **From Dense to Delicious – Manufacturers Learn Whole Grain Tricks**
Beth Arndt, PhD, Manager, Research and Development, ConAgra Foods



11:30-11:50 **Questions and Answers**

11:50-12:00 **Concluding Remarks: *Where do we go from here?***
K. Dun Gifford

12:00-1:00 **Lunch: *Whole Grains – Quick Easy and Delicious***



Session VI: 1:-00 – 4:30
International Workshop

1:00-4:30 ***Translating the Whole Grains Council's Effective Approach Overseas***
Overseas delegates share information and ideas for translating the Whole Grains Council's effective approach to other countries.
*Co-moderator: **Morten Strunge Meyer**, Danish Cancer Society*



CONFERENCE CONCLUDES

THE 170 MEMBERS OF THE WHOLE GRAINS COUNCIL ALSO SUPPORTED THIS CONFERENCE THROUGH THEIR ANNUAL MEMBERSHIP DUES. WE EXTEND OUR THANKS TO EVERY MEMBER OF THIS UNIQUE AND UNPRECEDENTED INDUSTRY COALITION DEDICATED TO INCREASING AVAILABILITY AND CONSUMPTION OF WHOLE GRAINS.

Speaker Roster & Abstracts



JUST ASK FOR WHOLE GRAINS

November 5-7, 2007, Kansas City



ROSTER OF SPEAKERS AND ORGANIZERS

Beth Arndt, PhD, Manager, Research and Development, ConAgra Foods Inc. (Omaha, NE)

Sara Baer-Sinnott, Executive Vice President, Oldways; Director, Whole Grains Council (Boston, MA)

Kara Berrini, Program Manager, Oldways and Whole Grains Council (Boston, MA)

Carolyn Bess, Food Production Manger, D2, Virginia Tech University (Blacksburg, VA)

Michael Birchenall, Editor and Publisher, *Foodservice Monthly* (Bowie, MD)

Michael T. Bittel, Senior Vice President and General Manager Flour, The King Arthur® Flour Co. (Norwich, VT)

Erica Bohm, MS, Vice President and Director of Strategic Partnerships, HealthyDiningFinder.com (San Diego, CA)

Deanne Brandstetter, MBA, RD, CDN, Director of Nutrition, Compass Group, The Americas (Rye Brook, NY)

Robert Brown, PhD, MPH, Director of Nutrition and Regulatory Affairs, Frito-Lay; Chairman, Whole Grains Council (Plano, TX)

Laura Cherry, Director of Public Relations, P.F. Chang's China Bistro, Inc. (Scottsdale, AZ)

Birthe Creutz, Director of Finance, Oldways (Boston, MA)

Courtney Davis, Director of Communications, Oldways (Boston, MA)

Lynn Dornblaser, Director of Consulting, Mintel Custom Solutions, Mintel International (Chicago, IL)

Carol Fenster, PhD, President and Founder, Savory Palate, Inc. (Centennial, CO)

Keith C. Fiedler, Founder and President, Madison Grace Corporation (West Linn, OR), Former Child Nutrition Director (Beaverton, OR)

Cynthia Gay, RD, LD, Retail Manager, HSC Cafeterias, West Virginia University Hospitals (Morgantown, WV)

K. Dun Gifford, JD, President and Founder, Oldways; Secretary/Treasurer, Whole Grains Council (Boston, MA)

Molly Gise, Online Associate Managing Editor, *Nation's Restaurant News* (New York, NY)

Shelley Goldberg, MPH, RD, Director, Nutrition Communications, International Food Information Council (Washington, D.C.)

Bob Gould, Marketing Manager, Retail Grocery Products, Snyder's of Hanover (Hanover, PA)

Cynthia Harriman, Director of Food and Nutrition Strategies, Oldways and Whole Grains Council (Boston, MA)

Michael Holleman, Corporate Chef, Indian Harvest Specialtfoods (Bemidji, MN)

David R. Jacobs, Jr., PhD, Professor, Division of Epidemiology and Community Health, University of Minnesota School of Public Health (Minneapolis, MN)

Emily Kornis, MBA, RD, Manager of Health and Science Communications, Mars, Incorporated (Hackettstown, NJ)

Paul J. Lynch, Executive Chef, FireLake Grill House and Cocktail Bar, Radisson Plaza Hotel (Minneapolis, MN)

Len Marquart, PhD, RD, Assistant Professor, University of Minnesota (St. Paul, MN)

Morten Strunge Meyer, Project Manager, Department of Prevention and Documentation, Danish Cancer Society (Copenhagen, Denmark)

Kate Peringer, Marketing Communications Manager, The Hartman Group Inc. (Bellevue, WA)

Steve Petusevsky, Consulting Chef; Syndicated Columnist, Tribune News Service (Weston, FL)

Robert C. Post, PhD, MEd., MSc., Deputy Director, Center for Nutrition Policy and Promotion/USDA (Alexandria, VA)

Sara Talcott, Program and Events Manager, Oldways (Boston, MA)

Lori Tubbs, MS, RD, CSSD, CSCS, Human Performance Nutritionist and Program Manager, Naval Special Warfare/Navy Environmental Health Center (Norfolk, VA)

Suzanne P. Vieira, MS, RD, LDN, Associate Professor, Culinary Nutrition Program Director, Johnson & Wales University (Providence, RI)

BETH ARNDT, PHD, MANAGER, RESEARCH AND DEVELOPMENT, CONAGRA FOODS INC. (OMAHA, NE)

FROM DENSE TO DELICIOUS – MANUFACTURERS LEARN WHOLE GRAIN TRICKS

WEDNESDAY, NOVEMBER 7, 11:10 AM

Elizabeth Arndt is a manager of R&D for ConAgra Foods, focusing on whole-grain ingredient nutrition and product applications, functional foods and value-added ingredients. She manages ConAgra Foods' health and wellness research on whole grains, including studies on school lunch and carbohydrate quality. She is well-versed in the formulation and labeling of foods with whole grains. Elizabeth has more than 13 years of food industry experience. She received a Ph.D. in Grain Science and Industry from Kansas State University, an M.S. in Food Science and Technology from the University of Nebraska-Lincoln and a B.S. in Food Engineering Technology from Kansas State University. She is a member of AACC International and IFT.

Food products made with whole grain are receiving increased attention, particularly after the 2005 Dietary Guidelines for Americans' recommendation to make at least half our grain intake whole grain. Historically, whole grain food products were the exception rather than the norm and were often dark, dense, sometimes dry and not always delicious. Today, food product developers have more ingredient choices to customize the appearance, texture and nutritional value of whole grain foods. This session will discuss aspects of formulating with whole grains, including use of grain ingredient types, inclusion levels, nutritional attributes, functional ingredients for baking, and recommended processes. Further increasing the availability of delicious, clearly labeled foods made with whole grains will help consumers better their health through whole grains.

SARA BAER-SINNOTT, EXECUTIVE VICE PRESIDENT, OLDWAYS ; DIRECTOR, WHOLE GRAINS COUNCIL (BOSTON, MA)

CO-MODERATOR, IRON CHEF COOK-OFF

TUESDAY, NOVEMBER 6, 10:45 AM

*Before joining Oldways in 1992, Sara served for seven years as Special Projects Editor for Inc. Magazine, where she directed all special reports for the editorial department of the magazine and established the magazine's internship program. Sara has worked as a research consultant for private firms, and in state and federal government positions in the fields of environmental resources, business, and education. She graduated from Hobart and William Smith Colleges with a B.A. in Economics and holds a Master's Degree in Regional Planning from the University of Massachusetts Amherst. At Oldways, Sara has been instrumental in planning, organizing and leading Oldways symposia, conferences and tours. She has extensive experience in cooking with children, including the development of the High Five curriculum, an in-class cooking and nutrition program for children. She is also the co-author of **The Oldways Table**, with K. Dun Gifford.*

CAROLYN BESS, FOOD PRODUCTION MANGER, D2, VIRGINIA TECH UNIVERSITY
(BLACKSBURG, VA)

PANEL: RESTAURANTS MEET THE WHOLE GRAINS CHALLENGE

TUESDAY, NOVEMBER 6, 4:00 PM

A VA Tech graduate in Foods and Nutrition, Carolyn's career has included hospital dietetics, product development chef, executive chef, restaurant general manager, and dinner boat general manager. She spent 15 years as a consultant in the restaurant industry, designing and opening hotel food service operations, developing new restaurants, turning around restaurants, and providing training and support for successful existing restaurants. She also taught food service part-time at VA Western Community College, as well as numerous gourmet cooking classes.

In mid-2007, the Whole Grains Council asked restaurants nationwide to meet the Whole Grains Challenge – and prove that they served at least one whole grain option at all times. After combing through entries from across the country, the WGC chose winners in ten categories. Three of those winners are joining us for this panel, to explain the key role that whole grains play in the menus their customers love.

When VA Tech's associate director saw the Whole Grains challenge, he "challenged" D2 to enter and utilize the opportunity to incorporate more whole grains into menus. Ms. Bess, along with D2's executive chef and the chef de cuisine, went to work, securing products and creating exciting new menu items that incorporated whole grains – and earned D2 the title of "Grand Winner" in the Whole Grains Challenge.

Response from VA Tech's students was very strong. In an interest survey that asked students to fill out comment cards, the majority of the 130 responses received were overwhelmingly positive. Following many requests to keep different items on as part of the regular menu, D2 has incorporated many whole grain dishes into their menus for this school year and is working to add more.

MICHAEL BIRCHENALL, EDITOR / PUBLISHER, *FOODSERVICE MONTHLY*
(BOWIE, MD)

PANEL: WHERE AMERICANS EAT

TUESDAY, NOVEMBER 6, 10:15 AM

Michael Birchenall started writing about the foodservice industry after leaving the food and beverage operations world where he spent twenty years. His foodservice career began with his English degree in hand, supervising dishwashers on the 6 p.m. - 2 a.m. shift at the Regency Hyatt Hotel in Atlanta, Ga. He spent most of his career in hotel food and beverage in Georgia and Ohio. After his hotel years, Mr. Birchenall managed Christophers in Columbus, Ohio where he developed a wine list of over 250 different wines that was recognized with an "Award of Excellence" from the Wine Spectator.

Mr. Birchenall was Food & Beverage Writer for the Times Community Newspapers for 13 years beginning in 1993 - and is the winner of five awards from the Virginia Press Association for his feature writing and dining column. He was a contributing editor for the Gayot Washington D.C. Restaurants consumer guide currently available in bookstores. His food journalism photographs have appeared in The Washington Post, DC Style, Capitol File and Where magazine.

This session will explore important choices that determine America's whole grain consumption away from home. A panel of experienced journalists, who interact daily with a broad range of food outlets, will share their thoughts on questions such as: Where do Americans eat? How do restaurants and foodservice operations choose what to serve? How do popular trends like whole grains work their way down the food chain?

MICHAEL T. BITTEL, SENIOR VICE PRESIDENT AND GENERAL MANAGER / FLOUR,
THE KING ARTHUR® FLOUR CO. (NORWICH, VT)

PANEL: THE WHOLE GRAIN STAMP SPURS BUYING DECISIONS

TUESDAY, NOVEMBER 6, 2:00 PM

Mike Bittel has worked at King Arthur® Flour since 1999, when he was first hired as Business Development Manager. He became Vice President of Sales and Marketing in 2002 and was promoted to Senior Vice President and General Manager of the company's flour divisions in 2006. Previously, Mike worked at Quad/Graphics for twelve years in sales, printing high-quality catalogues and magazines. He is a graduate of Skidmore College. Mike is active in the Agricultural Stewardship Association, The National Association of Flour Distributors, The Bread Bakers Guild of America and The Retail Bakers Association, and is a member of the Board of Directors of the Whole Grains Council.

The Whole Grain Stamp was introduced in January of 2005. By the end of its first year, this consumer symbol had been adopted by many of America's leading manufacturers. In this panel session, three WGC members share their experience with marketing whole grains in general, and using the Whole Grain Stamp in specific, to communicate an important health message to America's consumers.

ERICA BOHM, MS, VICE PRESIDENT AND DIRECTOR OF STRATEGIC PARTNERSHIPS,
HEALTHYDININGFINDER.COM (SAN DIEGO, CA)

PANEL: WHERE AMERICANS EAT

TUESDAY, NOVEMBER 6, 10:15 AM

Erica Bohm has a master's degree in community health sciences from Hunter College in New York City. She has worked for the American Red Cross, the American Health Foundation, and other health organizations, research projects and businesses. In 1993, Erica brought her passion, entrepreneurial spirit, and creative energies to Healthy Dining, an innovative, Southern California-based restaurant nutrition initiative. The Healthy Dining team has analyzed the nutrition content of over 10,000 menu items from restaurants and has published 19 editions of Healthy Dining guides for the Southern California region. In collaboration with the National Restaurant Association and with partial funding provided by the Centers for Disease Control and Prevention (CDC), the Healthy Dining team recently launched a nationwide web-based initiative, HealthyDiningFinder.com. This groundbreaking effort enables consumers to easily find healthier choices at restaurants nationwide.

This session will explore important choices that determine America's whole grain consumption away from home. A panel of experienced journalists, who interact daily with a broad range of food outlets, will share their thoughts on questions such as: Where do Americans eat? How do restaurants and foodservice operations choose what to serve? How do popular trends like whole grains work their way down the food chain?

DEANNE BRANDSTETTER, MBA, RD, CDN, DIRECTOR OF NUTRITION, COMPASS GROUP, THE AMERICAS (RYE BROOK, NY)

WHOLE GRAINS GET PROMOTED AT WORK

TUESDAY, NOVEMBER 6, 1:20 PM

Deanne Brandstetter has over twenty-five years experience in the food and nutrition business. With a B.S. in Nutrition from Miami University, a dietetic internship at The Massachusetts General Hospital, and an M.B.A. from Pace University, Deanne is a Registered Dietitian, holds a New York State license as a Certified Dietitian-Nutritionist, and is Serve-Safe certified. She spent 15 years as a food service and nutrition consultant to individuals, private schools, hospices, fitness/ wellness centers and food manufacturers. Since joining Flik International Corp, a division of Compass Group, as Corporate Nutrition Specialist in 1996, Deanne has coordinated wellness programs for over 200 of Flik's foodservice clients and directed the nutrition program for the 2002 Winter Olympic Games in Salt Lake City, Utah as part of the Compass Olympics Lead Management Team. In May of 2004, Deanne was promoted to the newly created position of Compass Group Nutrition Director where she has developed an innovative cross-sector nutrition and wellness program for Compass Group, The Americas.

Deanne's marketing background and passion for great food has fueled her goal of creatively translating medical and nutrition science into innovative exciting food concepts for Compass Group customers. An award-winning presenter and author of many articles, she is a member of the IFIC Board of Directors, NRA Nutrition Executive Study Group, the American Heart Association Industry Nutrition Advisory Board and participated in the FDA/ Keystone Forum on Away-From-Home Foods: Opportunities for Preventing Weight Gain and Obesity.

Americans in the workforce typically eat at least one meal each day in their workplace café—many eat 2 or 3 meals at work or away from home. If they are to meet recommendations of the Dietary Guidelines for Americans 2005 to “make half your grains whole,” they must have easy access to tempting whole grain options in workplace cafes. This presentation will offer suggestions, ideas and success stories for increasing whole grain options and promoting consumption of whole grains in the workplace.

ROBERT BROWN, PHD, MPH, DIRECTOR OF NUTRITION AND REGULATORY AFFAIRS, FRITO-LAY; CHAIRMAN, WHOLE GRAINS COUNCIL (PLANO, TX)

WELCOME AND INTRODUCTIONS

MONDAY, NOVEMBER 5, 4:30 PM

Bob Brown is the Director of Nutrition and Regulatory Affairs for Frito-Lay. He leads the Nutrition and Labeling Group at Frito-Lay which has responsibility for all ingredient and nutrition labeling for all of Frito-Lay's products, the development of strategy to translate nutrition science into product development opportunities, the generation of nutrition education materials, external communication of nutrition information to health professionals and for providing leadership to the organization on new issues in regulatory affairs and in nutrition science.

Dr. Brown graduated from the University of California at Davis with a B.S. degree in Nutrition. He received a Master of Public Health degree with specialization in nutrition from the School of Public Health at the University of California at Los Angeles, then completed a 9 month Dietetic Internship program at the VA Hospital in Los Angeles. Following his internship, Dr. Brown joined the Peace Corps as a Public Health Nutritionist working for 2 1/2 years in field work in Guatemala. After returning to the United States he completed his PhD in Pharmacology and Nutrition at the School of Medicine at the University of Southern California. Dr. Brown did a post-doc with Nestle in clinical nutrition research in Switzerland and worked for the Nestle Nutrition Group in the US for 8 years. He joined Frito-Lay in 1992 and has worked in the Nutrition Group since then.

LAURA CHERRY, DIRECTOR OF PUBLIC RELATIONS, P.F. CHANG'S CHINA BISTRO, INC. (SCOTTSDALE, AZ)

PANEL: RESTAURANTS MEET THE WHOLE GRAINS CHALLENGE

TUESDAY, NOVEMBER 6, 4:00 PM

Laura Cherry is the Director of Public Relations for P.F. Chang's China Bistro, Inc. She joined the company in 2000 as National Public Relations Manger for P.F. Chang's China Bistro and was promoted to Director in 2004. As Director of Public Relations, Ms. Cherry is responsible for the public and media relations and communications programs for P.F. Chang's China Bistro, Pei Wei Asian Diner and Taneko Japanese Tavern.

A graduate of San Jose State University, Ms. Cherry began her career as the director of alumni programs and college recruiting for the San Jose office of KPMG Peat Marwick. In 1993, Ms. Cherry moved to Phoenix and began working for the Regional Public Transportation Authority and the Clean Air Campaign. Ms. Cherry was responsible for the marketing and communications programs for the Clean Air Campaign and served as spokesperson for air quality and transportation issues.

In mid-2007, the Whole Grains Council asked restaurants nationwide to meet the Whole Grains Challenge – and prove that they served at least one whole grain option at all times. After combing through entries from across the country, the WGC chose winners in ten categories. Three of those winners are joining us for this panel, to explain the key role that whole grains play in the menus their customers love.

LYNN DORNBLASER, DIRECTOR OF CONSULTING, MINTEL CUSTOM SOLUTIONS, MINTEL INTERNATIONAL (CHICAGO, IL)

WHOLE GRAIN TRENDS: WHAT'S NEW, WHAT'S NEXT

WEDNESDAY, NOVEMBER 7, 10:30 AM

With more than 20 years experience tracking and analyzing new product trends, Lynn Dornblaser brings a unique perspective to Mintel Custom Solutions on the consumer marketplace and future new product development. Based in Chicago as director of consulting for Mintel Custom Solutions, Dornblaser is responsible for providing trend analysis and new product expert knowledge to clients. She regularly leads product ideation meetings for a variety of consumer packaged goods companies. Dornblaser was also fundamental to the development and growth of Mintel's Global New Products Database (GNPD), a database that internationally tracks new product introductions.

A well-noted senior analyst in the consumer research industry, Dornblaser provides commentary regularly for major news organizations, including The Wall Street Journal, USA Today, The New York Times, and CNN. She has also been featured in several key trade publications, including Prepared Foods. In addition, Dornblaser also has also served as keynote lecturer and speaker for numerous industry groups and sales forums.

Whole grains have skyrocketed in popularity in the last two years, but official USDA consumption data documenting these years won't be available until at least 2009. Market data, however, can fill in the gaps, giving us an essential snapshot of how consumer demand for whole grains is increasing – and where it may be headed next. This session will share key data from Mintel's proprietary Global New Product Database, and its new GNPD IRIS database to discuss what we know about the marketplace-including sales of grain-based foods, and what consumers think about whole grain products. Key examples from around the world will be shown to illustrate the latest trends.

CAROL FENSTER, PHD, PRESIDENT AND FOUNDER, SAVORY PALATE, INC.
(CENTENNIAL, CO)

WHOLE GRAIN TRENDS: GLUTEN-FREE

WEDNESDAY, NOVEMBER 7, 10:50 AM

*What began nearly 20 years ago as a solution to Carol Fenster's gluten intolerance grew into an internationally-recognized position as a leading expert on gluten-free cooking. The author of 7 gluten-free cookbooks—including her most recent book, *Gluten-Free Quick & Easy*—she also develops gluten-free products for leading manufacturers such as Bob's Red Mill and consults worldwide on issues related to gluten-free cooking. Her next book is *1000 Gluten-Free Recipes*, to be published by Wiley Publishing in Fall, 2008. She appears on PBS's "Creative Living" and has been a speaker at the International Association of Culinary Professionals, national gluten-free associations, and cooking schools such as Bob's Red Mill. She has also delivered seminars to Disney, National Product Expo East and West, FoodEX in Tokyo, and the Institute for Genetics and Biophysics in Naples, Italy. Her articles, recipes, quotes, and reviews of her books appear in *Reader's Digest*, *CNN.com*, *Cooking Smart*, *Woman's World*, *Women's Health*, *Women's Adventure*, *Plenty*, *Taste for Life*, *Vegetarian Times*, *Veggie Life*, *Better Nutrition*, *Gluten-Free Living*, *Living Without*; and *Today's Dietitian*. She is a featured speaker at the *Gluten-Free Culinary Summit*.*

The world of gluten-free foods continues to grow in terms of the number of gluten-free items available, the dollar value of the market, and the number of manufacturers, stores, restaurants, and other venues that provide gluten-free food. New techniques, better ingredients, and more widespread education in the form of cookbooks and seminars make gluten-free food look and taste remarkably like the wheat-laden versions. Improvements in food labeling laws make it easier to choose safe food and encourage wider use of store-bought ingredients to shorten food preparation time.

KEITH C. FIEDLER, FOUNDER AND PRESIDENT, MADISON GRACE CORPORATION
(WEST LINN, OR), FORMER CHILD NUTRITION DIRECTOR (BEAVERTON, OR)

GO TO THE HEAD OF THE CLASS WITH WHOLE GRAINS

TUESDAY, NOVEMBER 6, 3:00 PM

Keith C. Fiedler is the founder and President of the Madison Grace Corporation and the owner of Fiedler and Associates Consulting Services. The last 20 of his 35 years in the Hospitality Industry have been spent in the School Food Service Segment. Prior to founding the Madison Grace Corporation, Mr. Fiedler was the Director of Child Nutrition Services for a 45-unit chain of school food service operation with a 12 million dollar annual budget and 260 employees, serving 20,00 meals each day. This program was honored in person by Secretary of Agriculture Ann Veneman for excellence in the industry when it was chosen for the West Coast announcement of the USDA's Healthy Challenge Initiative. Mr. Fiedler founded The Madison Grace Corporation out of frustration with the ability to find affordable, quality, wellness foods. His mission is to bring wellness foods into the mainstream distribution channels of the industry. Mr. Fiedler holds a BA in English Literature from ASU and a Certificate of Culinary Arts from Rhode Island School of Design.

Mr. Fiedler's presentation deals specifically with the challenges and opportunities in the 12-billion-dollar K-12 school food service industry for the introduction of whole-grain foods. He will delineate the primary obstacles to introducing new products to the students, food service directors and managers as well as the broad-line distributors. He will reveal some of the ways that he has successfully had wellness foods stocked in broad-line distributors and distributed in three states. These strategies focus on understanding and overcoming the problems experienced by the students, food service personnel and the distributors to this industry.

**CYNTHIA GAY, RD, LD, RETAIL MANAGER, HSC CAFETERIAS, WEST VIRGINIA
UNIVERSITY HOSPITALS (MORGANTOWN, WV)
MARKETING HEALTHY FOODS TO HEALTHCARE CUSTOMERS
TUESDAY, NOVEMBER 6, 3:20 PM**

Cindy Gay is a Registered Dietitian at WVU Hospitals where she manages the “Healthy Café” in the Robert C. Byrd Health Sciences Center. She is a graduate of WVU and completed a Dietetic Internship at Medical of Virginia Hospitals in Richmond. After spending her early years working in Clinical Dietetics, Research, Child Nutrition, Long Term Care and Resident Hall Dining, she found her niche here at WVU Hospitals. Cindy is active in the West Virginia Dietetic Association and in 2006 attended the American Dietetic Association Leadership Institute. In 2002, she received a Quality of Work Life award from WVU Hospitals. Cindy’s career goal is to “entice customers to make healthy food choices”.

Selling healthy foods means following the same marketing principles as selling anything else. The menu, the quality, the service and the surroundings all have to be inviting in order to sell. Cindy gives suggestions for incorporating healthy foods into many areas of the menu and enticing customers to buy them. Her pictures demonstrate why the cafeteria – a Whole Grains Challenge winner – received its nickname as the “Healthy Café” and why customer service plays a big part of that.

**K. DUN GIFFORD, JD, PRESIDENT AND FOUNDER, OLDWAYS ; SECRETARY /
TREASURER, WHOLE GRAINS COUNCIL; (BOSTON, MA)
WELCOME AND INTRODUCTIONS
CONCLUDING REMARKS: WHERE DO WE GO FROM HERE?
MONDAY, NOVEMBER 5, 4:30 PM; WEDNESDAY, NOVEMBER 7, 11:50 AM**

*K. Dun Gifford is President and Founder of Oldways. Dun founded Oldways in 1990 in Boston to promote healthy eating, encourage sustainable food choices, and preserve traditional foodways. This innovative nonprofit is now a recognized international leader in developing and promoting realistic, workable approaches to help consumers adopt and maintain wise food and drink choices and make regular physical activity a part of their lives. Oldways is best known for devising and popularizing the healthy Mediterranean diet, and the Mediterranean Diet Pyramid. Dun graduated from Harvard College and Harvard Law School, and served in the U.S. Navy. He was legislative assistant to Senator Edward F. Kennedy and a national campaign coordinator for Senator Robert F. Kennedy. He was an officer of Cabot, Cabot & Forbes, chairman of Common Cause/Massachusetts, national chair of the American Institute of Wine & Food, and chairman of Nantucket Electric Company. He has owned and managed a number of restaurants in Boston and Cambridge, and founded a food business (Kilvert & Forbes) with John Kerry, now a U.S. Senator. He is also the co-author of **The Oldways Table**, with Sara Baer-Sinnott.*

MOLLY GISE, ONLINE ASSOCIATE MANAGING EDITOR, *NATION'S RESTAURANT NEWS*
(NEW YORK, NY)

PANEL: WHERE AMERICANS EAT

TUESDAY, NOVEMBER 6, 10:15 AM

Molly Gise is the associate managing editor for NRN.com, the website of Nation's Restaurant News, a weekly business publication that covers the foodservice industry. She is responsible for assigning and editing stories for the website, which records approximately 1.5 million page views each month. In addition, she compiles and edits the Daily NewsFax, a digest of the day's breaking news that is e-mailed or faxed to hundreds of subscribers nationwide. She also writes company profiles, culinary trends pieces and event coverage for the magazine. Molly joined Nation's Restaurant News as a desk editor in August 2005 and was promoted to her current position in July 2007. She previously worked on the universal copy desk at The Kansas City Star in Kansas City, MO. She holds bachelor's degrees in journalism and French from the University of Kansas.

This session will explore important choices that determine America's whole grain consumption away from home. A panel of experienced journalists, who interact daily with a broad range of food outlets, will share their thoughts on questions such as: Where do Americans eat? How do restaurants and foodservice operations choose what to serve? How do popular trends like whole grains work their way down the food chain?

SHELLEY GOLDBERG, MPH, RD, DIRECTOR, NUTRITION COMMUNICATIONS,
INTERNATIONAL FOOD INFORMATION COUNCIL (WASHINGTON, D.C.)

**HOW FOOD DECISIONS ARE MADE: CONSUMER VIEWS ON WHOLE GRAINS
AND FIBER**

TUESDAY, NOVEMBER 6, 8:40 AM

Shelley Goldberg is a director at the International Food Information Council (IFIC), a Washington, DC-based nonprofit organization that disseminates science-based information on food safety and nutrition to the media, health professionals, and consumers. Shelley is responsible for directing all aspects of nutrition-related programs on issues including fats, sodium, dietary guidance, and improving consumer communication on other nutritional issues, such as carbohydrates and obesity. Prior to joining the IFIC team, Shelley was a contributor to committee activities at the National Academy of Sciences' Food and Nutrition Board on projects including Dietary Reference Intakes. Shelley is a member of The American Dietetic Association and the American Council on Exercise, and the Institute of Food Technologists, as well as the immediate past chair of the Society for Nutritional Education's Communications Division. She earned her Bachelors degree at Pennsylvania State University, her Masters of Public Health degree from the University of Massachusetts at Amherst and is a registered dietitian.

Today's consumer has a heightened awareness about nutrition and food combined with a belief that nutrition plays a great role in maintaining or improving health. Further, many consumers say that they are making changes in an effort to improve the healthfulness of their diets. Consumer research also indicates an extremely high perception that whole grains and fiber are healthful with consumers reporting that they are trying to increase intake. Whole grains and fiber, specifically, as food components are thought to benefit certain health conditions such as reducing the risk of heart disease or cancer. This high level of knowledge about and positive attitudes toward whole grain and fiber present an opportunity to further enhance motivators and help consumers overcome barriers to increase their consumption.

BOB GOULD, MARKETING MANAGER, RETAIL GROCERY PRODUCTS, SNYDER'S OF HANOVER (HANOVER, PA)

PANEL: THE WHOLE GRAIN STAMP SPURS BUYING DECISIONS

TUESDAY, NOVEMBER 6, 2:00 PM

Bob Gould is a veteran of over 25 years in food marketing. Raised on a dairy farm in New York and a graduate of Cornell University with a degree in Agricultural Economics, Bob has followed a career in food marketing and over the course of his career has successfully managed brands in refrigerated dairy & citrus, ice cream, poultry and salted snack foods. Now with Snyder's of Hanover, his portfolio includes Snyder's of Hanover Pretzels, EatSmart All Natural Snacks and Snyder's of Hanover MultiGrain snacks.

The Whole Grain Stamp was introduced in January of 2005. By the end of its first year, this consumer symbol had been adopted by many of America's leading manufacturers. In this panel session, three WGC members share their experience with marketing whole grains in general, and using the Whole Grain Stamp in specific, to communicate an important health message to America's consumers.

CYNTHIA HARRIMAN, DIRECTOR OF FOOD AND NUTRITION STRATEGIES, OLDWAYS AND WHOLE GRAINS COUNCIL (BOSTON, MA)

THE WHOLE GRAINS COUNCIL: INNOVATIVE PROGRAMS FOR CHANGE

WEDNESDAY, NOVEMBER 7, 8:40 AM

In her work at Oldways, Cynthia combines her diverse experience in nutrition, management, writing and intercultural exchange. An avid proponent of healthy eating, Cynthia developed and taught an interactive nutrition curriculum called Good Food Basics. Before joining Oldways in 2003, she worked as International Marketing Manager and later VP of New Product Development for a manufacturing company, and was founder and managing director of the Summer Computer Institute. Cynthia is the author of scores of magazine articles and five books, including the well-known Take Your Kids to Europe, a family travel guide now in its eighth edition, and Good Eats: Quick and Easy Food for Busy College Students. She received her degree in French Culture and Language from Brown University.

Since its founding in 2003 by Oldways and a consortium of chefs, industry and scientists, the Whole Grains Council has been a leading voice in popularizing whole grains. In comparison to the vast majority of nutrition promotion programs – which tend to sink without a trace – the WGC's programs have consistently been effective and innovative. This session will offer an overview of the activities of the Whole Grains Council and their impact.

MICHAEL HOLLEMAN, CORPORATE CHEF, INDIAN HARVEST (BEMIDJI, MN)

IRON CHEF COOK-OFF

TUESDAY, NOVEMBER 6, 10:45 AM

Chef Michael Holleman started his culinary career in the hotel kitchens and independent restaurants of northern Minnesota. After 10 years he moved into the manufacturer/supplier side of the business at Minnesota based Indian Harvest Specialtfoods Inc. Now Corporate Chef for Indian Harvest, Holleman focuses his attention on specialty heirloom rice, whole grains and legumes from around the world. These products are then used to create signature multigrain blends based on authenticity, heritage, color, texture, and flavor. Recipes are also developed to pair with each Indian Harvest product, which are then offered to chefs across the USA and Canada. A member of the American Culinary Federation and the Research Chefs Association, Holleman is a Director of the Whole Grains Council. He often gives presentations on rice, whole grains and legumes and how they fit into today's hottest food trends.

DAVID R. JACOBS, JR., PHD, PROFESSOR, DIVISION OF EPIDEMIOLOGY AND COMMUNITY HEALTH, UNIVERSITY OF MINNESOTA SCHOOL OF PUBLIC HEALTH (MINNEAPOLIS, MN)

WHY WHOLE GRAINS MATTER FOR HEALTH

MONDAY, NOVEMBER 5, 5:15 PM

David R. Jacobs, Jr., PhD, holds the degree of PhD in Mathematical Statistics (1971) from The Johns Hopkins University. He has been on the faculty of the School of Public Health, University of Minnesota since 1974, and has held the rank of Professor of Epidemiology since 1989. He concurrently holds a guest professorship at the Department of Nutrition at the University of Oslo, Norway (1999-present). He is a fellow of the American Heart Association and the American College of Nutrition. He serves on the editorial boards of the British Journal of Nutrition, Clinical Chemistry, and Preventive Medicine.

He has written over 500 articles on various topics concerning the epidemiology of chronic diseases and their risk factors, including the epidemiology of specific molecules, and particularly those relating to cardiovascular diseases. Topics of interest include monitoring of cardiovascular disease and its risk factors, the relation of high cholesterol with atherosclerotic diseases and the relation of low cholesterol with nonatherosclerotic diseases; measures related to oxidative stress and damage, serum antioxidant vitamins, gamma glutamyl transferase, plasma F2-isoprostanes, C-reactive protein, adiponectin, and persistent organic pollutants. Since 1994, he has focused extensively on whole grain intake and health, as well as health implications of synergies of different plant foods. His work was influential in the 2000 decision of the USDA Dietary Guidelines Advisory Committee to add a specific guideline to "eat a variety of grains, especially whole grains", and in the strengthening of this message in the 2005 USDA Dietary Guidelines. A recent article found inverse associations of coffee intake with diseases with an important inflammatory component. Recent work has included study of periodontal disease, as a model of infectious disease, and its implications for cardiovascular disease; a paper in Circulation (2005) showed that the specific dental plaque microbes believed to cause periodontitis were also related to an increase in carotid artery intima-media thickness. He has published intriguing cross-sectional findings relating background exposure of persistent organic pollutants to diabetes.

Cereal grains have a special botanical structure that, according to epidemiologic and feeding studies, is important to prevention of chronic diseases in humans. The whole grain, whether intact, cracked, ground to a meal, or crushed to a fine flour, contains its three major parts in their natural proportions: bran, germ, and endosperm. The function of these grain components, for the grain, is to support and nourish the new grain plant until it roots and includes many complex activities such as warding off fungal or bacterial infection and signaling when growth of the sprout should begin. Many of the most powerful substances in the grain, biologically, are in the bran or germ, which are the outer layers. As a human food, the bran and germ especially provide access to these many known and unknown biochemicals, while the endosperm provides mostly energy. The bran is marked by considerable fiber content. Most of the biologically active constituents are lost in refining.

Many large prospective studies in the United States and Europe have found that risk of coronary artery disease and diabetes is reduced by 30-40% in those men and women who habitually eat whole grain foods. It is likely that whole grain intake reduces risk for nonmalignant digestive diseases, such as appendicitis. Whole grain containing foods are a wise dietary choice.

**EMILY KORNS, MBA, RD, MANAGER OF HEALTH AND SCIENCE COMMUNICATIONS,
MARS, INCORPORATED (HACKETTSTOWN, NJ)**

PANEL: THE WHOLE GRAIN STAMP SPURS BUYING DECISIONS

TUESDAY, NOVEMBER 6, 2:00 PM

Emily Korn is the manager of health and science communications at Mars, Incorporated in Hackettstown, NJ. Her areas of interest include cocoa science, whole grain science and sports nutrition. Before focusing on marketing communications, Ms. Korn served as a behavioral research interventionist at the University of Pittsburgh Obesity and Nutrition Research Center and as a public health educator. She is an active member of the American Dietetic Association.

The Whole Grain Stamp was introduced in January of 2005. By the end of its first year, this consumer symbol had been adopted by many of America's leading manufacturers. In this panel session, three WGC members share their experience with marketing whole grains in general, and using the Whole Grain Stamp in specific, to communicate an important health message to America's consumers.

**PAUL J. LYNCH, EXECUTIVE CHEF, FIRE LAKE GRILL HOUSE AND COCKTAIL BAR,
RADISSON PLAZA HOTEL (MINNEAPOLIS, MN)**

IRON CHEF COOK-OFF

PANEL: RESTAURANTS MEET THE WHOLE GRAINS CHALLENGE

TUESDAY, NOVEMBER 6, 10:45 AM; TUESDAY, NOVEMBER 6, 4:00 PM

A native Texan, Chef Paul Lynch received his degree from New England Culinary Institute. Chef Paul has enjoyed an around-the-world career with Four Seasons Hotels, and then Westin Hotels, and has been the Executive Chef at the landmark Radisson Hotel in Minneapolis since 1999. As Chef de Cuisine of FireLake Grill House and Cocktail Bar, Chef Paul has received many awards and accolades including: Restaurateur of the Year, Taste of Elegance competition, and the Beefbacker Award, and is a founding member of the Heartland Food Network. He has been recognized in scores of publications including Bob Appétit, Minnesota Monthly, Midwestern Living and Minneapolis St. Paul magazine.

In mid-2007, the Whole Grains Council asked restaurants nationwide to meet the Whole Grains Challenge – and prove that they served at least one whole grain option at all times. After combing through entries from across the country, the WGC chose winners in ten categories. Three of those winners are joining us for this panel, to explain the key role that whole grains play in the menus their customers love.

LEN MARQUART, PHD, RD, ASSISTANT PROFESSOR, UNIVERSITY OF MINNESOTA
(ST. PAUL, MN)

KIDS LEARN TO LOVE WHOLE GRAINS

WEDNESDAY, NOVEMBER 7, 9:20 AM

Len's current research focuses on consumer understanding and factors that influence whole grain consumption, particularly among school-aged children. While at General Mills, he led the company's research in the health aspects of whole grains and was instrumental in securing the whole grain health claim in 1999. He received the James Ford Bell Technical Leadership Award and the General Mills Presidents' (Champion) Award for his contributions. Since 1997, Len has organized or chaired over 20 symposia or conferences on whole grains held in Europe and throughout the U.S.

When it comes to encouraging greater whole grain consumption, children are a primary focus. We will discuss how children can become whole grain FAN's through the use of whole grain foods that are Familiar, Available and allow for a Natural transition from refined to whole grain products. Several studies conducted in elementary schools will illustrate the importance of introducing whole grain foods that are friendly, available and gradually introduced. School foodservice personnel (SFP) serve as gatekeepers who make vital decisions about purchasing, preparing, serving, monitoring and encouraging whole grain consumption for 30 million school children/teens on a daily basis. Focus group data will be used to provide insight about whole grain definitions, barriers to consumption and ways to serve/promote whole grain foods.

MORTEN STRUNGE MEYER, PROJECT MANAGER, DEPARTMENT OF PREVENTION
AND DOCUMENTATION, DANISH CANCER SOCIETY (COPENHAGEN, DENMARK)

CO-MODERATOR, INTERNATIONAL WORKSHOP

WEDNESDAY, NOVEMBER 7, 1:00 PM

Morten Strunge Meyer serves as head and member of the management board of Denmark's 6-A-Day research project, a national multidisciplinary research program aimed at developing new and effective ways of increasing fruit and vegetable intake and sales. He is also co-initiator and Member of the working party behind the consensus report on Fruit and Vegetables - Recommended Intakes, published by the National Veterinary and Food Agency in 1998. He helped set national guidelines for meals in schools in collaboration with the Danish National Food Agency.

Morten was honored by a personal appointment from the Danish Minister of Food, Fisheries and Agriculture to her Think Tank for Innovative Partnerships for Health 2004-2005. He has been a member of the scientific and organizing committees of the Second, Third, and Fourth International 5 A Day symposia in 1999, 2002, 2004. He was also appointed as the temporary Advisor to WHO on the WHO/FAO Global Initiative for fruits and vegetables 2004 where he organized international workshops on school fruit programs, nutrition prevention strategies, and fundraising for fruit and vegetable promotion programs. He is now involved in a major effort to raise awareness of whole grains throughout Denmark.

As countries around the world gear up to promote whole grains more aggressively, all of us will benefit by sharing information about effective strategies. This optional workshop will allow delegates from the U.S. and other countries to exchange ideas, and will include informal presentations on the status of whole grains in Denmark, Australia, Germany, Japan, India and with EU-wide efforts. We welcome the participation of both overseas conference delegates and U.S. delegates who may want to learn more about marketing outside the U.S..

**KATE PERINGER, MARKETING COMMUNICATIONS MANAGER,
THE HARTMAN GROUP INC. (BELLEVUE, WA)
TRENDS IN CONSUMER FOOD HABITS AND BEHAVIORS
TUESDAY, NOVEMBER 6, 9:00 AM**

Kate is responsible for marketing collateral, media placement and proactive public relations strategies. She strives to bring understanding and awareness to our clients through frequent participation as a speaker at industry events. She also directs her time to business development. Kate's previous marketing experience focused on the real estate industry, in which she implemented and managed online and print media campaigns to promote the company, agents and listings. She holds a BA in Communications from Washington State University.

Wellness is not a fad; it is the heart of a larger cultural shift. Through the shifting, drifting and moving of consumers' attitudes and behaviors, yesterday's commerce-driven marketplace has given way to a fluid new marketplace of proactive consumers – people with a keen desire to live healthier lives. By 2000, we identified the irreversible tectonic shift in power from commerce to consumers, that wellness consumers would have a profound impact and forever change the nature of consumption: it is no longer about selling products; it is about the consumer's pursuit of a better quality of life. Now, as then, consumers are continuing their trajectory toward greater involvement with health and wellness, largely due to the ever-increasing need to take back control of their personal health and the health of their families.

With this as the backdrop, The Hartman Group will present a comprehensive understanding of the current and evolving consumer trends in the health and wellness arena, specifically within the food and beverage marketplace. This session will provide knowledge into how consumers' changing lifestyles should inform strategies in product development, branding, marketing and retailing.

**STEVE PETUSEVSKY, CONSULTING CHEF; SYNDICATED COLUMNIST, TRIBUNE NEWS SERVICE (WESTON,FL)
CO-MODERATOR, IRON CHEF COOK-OFF
TUESDAY, NOVEMBER 6, 10:45 AM**

Chef Steve Petusevsky is a pioneer in the marriage of good taste and sound nutrition, successfully pairing healthy ingredients with creative cooking techniques. Early in his career, Chef Steve worked for international hotel corporations including Intercontinental Hotels, Meridien Hotels and Rockresorts, before becoming National Director of Creative Food Development for Whole Foods Market, the largest natural food retail chain in the country. A consultant to the natural foods retail industry for over a decade, Chef Steve works with high profile companies in the areas of menu research, new product development, ideation and natural food marketing.

As a widely published food journalist, Chef Steve's reading audience numbers in the millions. He is the author of the WholeFoods Market Cookbook: The Ultimate Guide to Natural Foods, and is currently working on his next book, Happiness is a Home Cooked Meal: 100 Simple & Savory Recipes & Recollections. Steve was a contributing editor to Cooking Light for four years, writing a monthly column called Inspired Vegetarian, and currently writes special features for the magazine. His articles appear in Natural Health, Fine Cooking, The LA Times Syndicate, Food & Wine, Self and Restaurant Hospitality. Chef Steve is also a syndicated columnist for The Chicago Tribune news service, where his weekly column entitled Vegetarian Today appears in hundreds of newspapers nationally. Chef Steve hosts a regular cooking segment on the local NBC affiliate Saturday mornings. He is the author of the Grains poster released by Ten Speed Press and a Culinary Advisor to the Whole Grains Council.

**ROBERT C. POST, PHD, MEd., MSc., DEPUTY DIRECTOR, CENTER FOR
NUTRITION POLICY AND PROMOTION/USDA (ALEXANDRIA, VA)
WHOLE GRAINS: DIETARY RECOMMENDATIONS AND INTAKE PATTERNS
MONDAY, NOVEMBER 5, 4:45 PM**

Dr. Post was appointed as the Deputy Director of the Center for Nutrition Policy and Promotion in the United States Department of Agriculture (USDA), in September 2007. As the senior administrative Agency official he serves as an advisor to the Under Secretary for Food, Nutrition, and Consumer Services on a broad range of policy, organizational, and technical issues that focus on improving the health of Americans by developing and promoting dietary guidance that links scientific research to the nutrition needs of consumers. Currently, Dr. Post is also an adjunct faculty member of the Nutrition and Food Science Department of the University of Maryland.

Dr. Post came to the Center after 11 years as the Director of the food labeling policy staff in the Food Safety and Inspection Service (USDA). Before becoming Director, Dr. Post served in senior leadership positions in other FSIS programs -- Regulatory Programs; Technical Services; Inspection Operations; and Science and Technology. Prior to joining USDA in 1982, he held research and teaching positions in academia, taught public high-school science, and worked as a Research Food Scientist in the food industry.

Dr. Post holds a Ph.D. in Public Health, and Science Education Policy and Program Administration, from the University of Maryland, where he also earned a Master of Education in Health Communications, Media, and Technology in 1989; a Master of Science in Food Science and Microbiology in 1981; and a Bachelor of Science in Food Science and Biochemistry in 1978. Dr. Post has been awarded certificates of merit for his technical competence and leadership qualities in directing a variety of vital USDA and inter-agency projects. He has also authored many peer-reviewed articles and technical papers.

The Center for Nutrition Policy and Promotion provides the nutrition and dietary guidance policy of USDA based on the most up-to-date science. The Center works toward the outcome of promoting U.S. eating habits that are more consistent with the Dietary Guidelines for Americans (DGAs). The 2005 DGAs and the related MyPyramid educational tool recommend consuming at least 3 or more ounce equivalents of whole grains per day for health benefits, and at least half the grains as whole grains.

An analysis of MyPyramid food items that are sources of whole grains and food consumption data for these foods shows that most of the whole grain comes from whole grain snack products, followed by whole grain cereals and breads. However, the data also show that Americans are eating enough grains, but too many are refined and not enough are whole. Food consumption data show that only 13% of current total grain consumed is whole grain; 42% of respondents consumed no whole grains. Trends in producing foods with more whole grains and increasing efforts to educate consumers about grain products offer hope in increasing the proportion of whole grains consumed.

LORI TUBBS, MS, RD, CSSD, CSCS, HUMAN PERFORMANCE NUTRITIONIST AND PROGRAM MANAGER, NAVAL SPECIAL WARFARE/NAVY ENVIRONMENTAL HEALTH CENTER (NORFOLK, VA)

THE MILITARY SALUTES WHOLE GRAINS

TUESDAY, NOVEMBER 6, 1:00 PM

Lori Tubbs has been working in health promotion and sports nutrition with the U.S. Navy for over nine years. She is a registered dietitian, a certified specialist in sports dietetics, and a certified strength and conditioning specialist. She currently works for the Naval Special Warfare community and has been tasked to initiate a human performance program that includes full time nutrition support. Her vast military experience includes working as the nutrition program manager for Navy-wide health promotion and as expert in sports nutrition for Navy Environmental Health Center (NEHC). She has globally assisted Navy personnel in conducting trainings on nutrition and wellness, and has deployed on several aircraft carriers and smaller ships to support the Navy fleet. Lori has also been instrumental in developing the SEAL Recovery Meal Program in support of the Professional Sports Model's nutrition training table for athletes. Lori is an avid year-round multi-sport athlete who has competed in several triathlons throughout the United States to include Ironman Lake Placid. She is a member of the Clif Bar marathon pace team and a competitor in outrigger canoeing.

The health and fitness of our men and women in uniform play an important part in the U.S. military's readiness. Commanders are rated, in part, on whether the troops under their command meet fitness goals. This fact has motivated the armed services to take some surprising and innovative steps to incorporate healthier foods, including whole grains, into the mess halls and vending machines at home, overseas, and even on the high seas. In this session, Lori Tubbs will share details about an environmental nutrition appraisal called CHOW (Choosing Healthier Options for Wellness) she helped develop in 2005 to assess military bases and worksites on accessible healthy foods that are available for service members, beneficiaries and contract workers. She'll also discuss the "Healthy Alternatives" vending and foodservice program and the Navy's Whole Grains Awareness Campaign.

SUZANNE P. VIEIRA, MS, RD, LDN, ASSOCIATE PROFESSOR, CULINARY NUTRITION PROGRAM DIRECTOR, JOHNSON & WALES UNIV. (PROVIDENCE, RI)

GOING AGAINST THE GRAIN TO EDUCATE TOMORROW'S CHEFS

WEDNESDAY, NOVEMBER 7, 9:00 AM

A passionate advocate for nutrition, Suzanne Vieira is the director of the only culinary program of its kind in the country. This unique program combines the passion and art of culinary training with the science of nutrition. Suzanne is an active member of the American Culinary Federation, the American Dietetic Association and the Research Chef's Association, she is a noted lecturer in these fields, and most recently she presented ideas for cost-effective healthy meals – "Design on a Dime" – to the Massachusetts School Food Service Association and appeared at the Nation's Restaurant News's Health & Nutrition Summit as a panelist on "Healthy Meal Trends". She has received numerous awards and recognition for her visionary work, such as Outstanding First Year Teacher, Woman of the Year, and Outstanding Dietitian of the Year.

Today's culinary education is going against the grain of the past, with promising optimism for the future. While it is moving beyond Escoffier's principles, it is adapting a more contemporary approach to food preparation. The world of exclusively using white grains and flour is rapidly changing. Today's young culinarians are exposed to a wide variety of grains very early in their education. Such a perspective will have a profound effect on the health and well-being of our society. When a student graduates with a bachelor's degree in Culinary Nutrition whole grains are the norm rather than the exception. This paradigm shift will in the very near future have a major impact on the food service industry as a whole. Will the industry be ready to meet the demand?

Whole Grain Momentum



JUST ASK FOR WHOLE GRAINS

November 5-7, 2007, Kansas City

WHOLE GRAIN MOMENTUM!



Just a few short years ago, most discussions of grain foods lumped whole and refined grains together, or at best made a tepid call for the occasional whole grain.

Today, Dietary Guidelines in both the U.S. and Canada specify that consumers should make at least half of their grains whole. Governments in other countries are also becoming more specific in their call for whole grains, as are leading health-promotion organizations.

This section captures a snapshot of the quickening momentum of whole grains, as they claim an increasing share of interest from consumers, governments and health professionals.

Consumer Attitudes are Positive

- Repeated surveys indicate that consumers have a very positive attitude toward whole grains, and increasingly seek them out
- Recent studies document that taste may no longer be a barrier to the enjoyment and consumption of whole grains

Whole Grain Products are Up Sharply

- Mintel's Global New Product Database shows new whole grain products doubling
- Whole grain milling is also up sharply

Governments and NGOs Recommend Whole Grains

- Recommendations for increased consumption of whole grains are on the rise, in country after country
- Leading health-promotion organizations also call for whole grains

Grassroots Interest in Whole Grains is High

- Quotes from consumers who "Just Ask" for whole grains in restaurants
- A summary of whole grain health promotion efforts nationwide

CONSUMERS: POSITIVE ATTITUDES TO WG

Several recent surveys offer insights on consumers' increasingly positive attitudes toward whole grains.

Whole Grains and Fiber Take 3 of Top 6 Spots

When consumers are asked, unaided, to name a specific food or component with health benefits, these were the top six foods named. Compared to a similar survey two years earlier, awareness of whole grains grew 25% from 2005 to 2007.

Top Functional Foods

1. Fruits and vegetables
2. Fish, fish oil, seafood
3. Milk
4. **Whole Grains**
5. **Fiber**
6. **Oats, oat bran, oatmeal**

When asked about the specific benefits of the top functional foods, 72% of these consumers (again unaided) associated whole grains with benefits related to cardiovascular disease, and 86% associated both fiber and whole grains with intestinal health.

2007 Consumer Attitudes toward Functional Foods / Foods for Health. IFIC, October 2007

Whole Grains Up, Refined Carbs Down

When consumers were asked to "Please indicate whether you are trying to consume more or less of the following," they said they were seeking out whole grains:

Refined carbs..... 61% "trying to consume **less**"
Whole grains..... 71% "trying to consume **more**"

2007 Food & Health Survey. IFIC, May 2007

Consumers Believe in Whole Grains, and Increase Consumption

Although major efforts to promote whole grains accelerated only in January 2005, by the end of that year, almost a third of consumers reported eating more whole grains.

	Men	Women
Agree that it is important to me personally to eat whole grains as part of my daily diet	70%	77%
I am eating more whole grains than I did one year ago	27%	35%

Harris Interactive Survey of 1804 consumers, conducted December 2005 for Uncle Ben's

Shortly afterward, another Harris Interactive poll asked a similar question: “Thinking about your eating habits in the last year, would you say you are now eating whole grain products...?”

More often (NET)41%
No change54%
Less often5%

Harris Interactive Survey of 1,040 adults, conducted January 2006, titled “Healthy Eating: Impact on the Consumer Packaged Goods Industry”

Taste Becomes One of Many Motivators

While it is commonly believed that many consumers eat whole grains *despite* their stronger taste, we are learning that some consumers have come to *prefer* the fuller, nuttier taste of whole grains – and only ten percent of those survey reported never eating whole grains.

“What is your primary reason for choosing to eat whole grain products?”

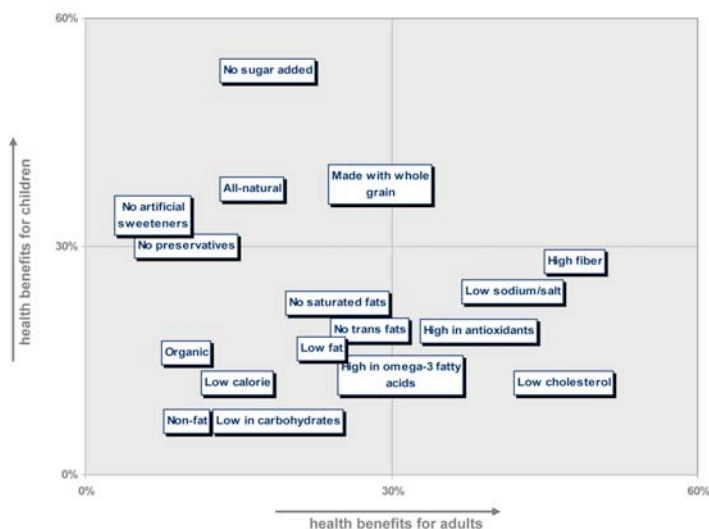
Nutritional value32%
Increased fiber31%
Better taste 13%
Reduced calories4%
Change of pace4%
Less refined grains.....3%
Other5%
None – I don’t eat them..... 10%

Harris Interactive Survey of 1,040 adults, conducted January 2006, titled “Healthy Eating: Impact on the Consumer Packaged Goods Industry”

BENEFITS HIGH, BARRIERS LOW

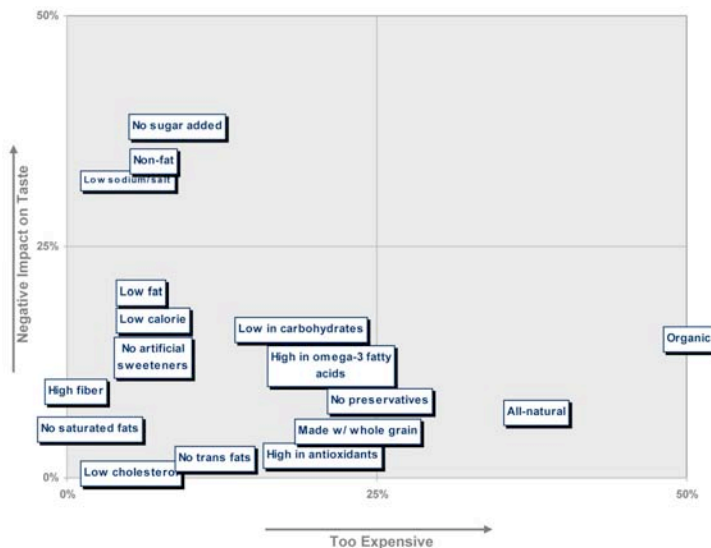
Consumers consider “whole grain” to be a very important attribute of foods. In products for children, only “no sugar added” is more attractive, while for adults, whole grain trumps “low-carb” and “low calorie,” among others. Only “high fiber,” “low cholesterol,” “low sodium,” and “high in antioxidants” ranked higher, and whole grains *also* tend to be (surprise!) low in cholesterol and sodium, and high in fiber and antioxidants.

Figure 3.1 Perceived importance of health benefits



Taste and cost, two of the most often-cited “barriers” to whole grain consumption, may not in fact be major barriers. As the chart below shows, only 25% of consumers see the cost of whole grains as too expensive, and only about 5% see whole grains as having a negative impact on taste.

Figure 3.2 Impact on taste and price



Source, this page: Report on Healthy and Organic Foods, June 2006. novaQuant, Inc. www.novaquant.com

Taste may not be such a barrier for wholegrain acceptance - study

By Stephen Daniells

8/21/2007- The taste of wholegrain breads, compared to bread made from refined grains, may not inhibit consumption amongst consumers as much as previously thought, suggests a new study.

Taste has been identified as a key restraining factor on consumer acceptance of wholegrain products, despite the health benefits associated with wholegrains over refined grains.

Indeed, Dr. Richard Shepherd from the University of Surrey told attendees of an AACCC International conference in Montpellier, France in May that consumers refuse to sacrifice taste over health.

As survey carried out across the United Kingdom, Finland, Italy and Germany, found that consumers rated whole grain products above refined grain products, in terms of perceived healthiness. But no matter how much awareness there is about the healthiness of certain products, the majority of consumers would not purchase them if they do not bring the added value of good taste, he said. "In general, most people will not sacrifice taste and sensory enjoyment," said Shepherd.

The new study, published in the *Journal of Food Science*, supports the view that taste plays a key role, but the barrier to acceptance may not be high as previously thought.

"A segment of the consumer population liked refined breads better than whole wheat breads, indicating that sensory properties are a barrier to consumption of whole wheat bread," wrote the researchers, led by Zata Vickers from the University of Minnesota.

"A large proportion of participants, however, liked the commercially available samples of refined and whole wheat bread equally well, which may indicate that taste is not as great a barrier as has been previously assumed," they stated.

The researchers recruited 89 people to take part in a taste test of nine different breads chosen to represent refined and whole wheat breads. The tasters were also rated according to their 6-n-propylthiouracil (PROP) taster status (a bitter tasting compound), and completed a questionnaire about preferences and purchasing habits for bread.

The researchers report that when the breads were made in the laboratory using equivalent ingredients and procedures, the taster preferred the refined bread to the whole wheat bread. When the bread was made with commercial samples of refined and whole wheat, the breads were equally well liked.

When the volunteers were classified according to bread preference, those who stated a preference for refined bread liked the refined bread better in all taste comparisons, said the researchers.

"Sensory preferences are a barrier to whole wheat bread consumption, but ingredient or processing modifications can improve liking of whole wheat bread to the level of refined bread," concluded the researchers.

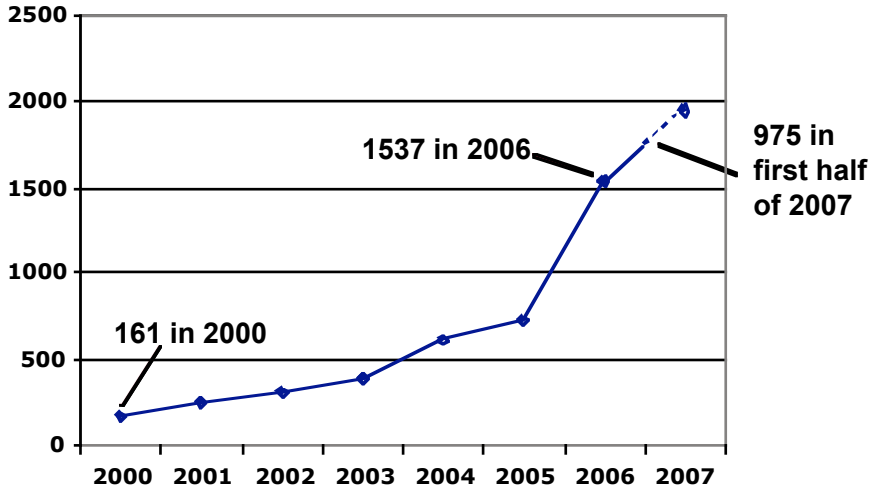
Whole grains have received considerable attention in the last year, especially in the US where the FDA permits foods containing at least 51% whole grains by weight and are low in total fat, saturated fat, and cholesterol to carry a health claim linking them to a reduced risk of heart disease and certain cancers.

The term wholegrain is considered to be more consumer-friendly than the term fibre, which leads some manufacturers to favour it on product packaging since it is likely to strike more of a chord of recognition for its healthy benefits.

*Source: Journal of Food Science
Published online ahead of print (OnlineEarly
Articles) doi:10.1111/j.1750-3841.2007.00440.x
"Consumer Liking of Refined and Whole Wheat
Breads" Authors: A. Bakke, Z. Vickers*

WHOLE GRAIN PRODUCTS & INGREDIENTS UP

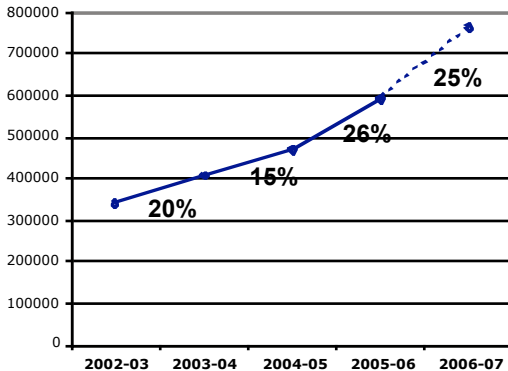
New product launches of foods making a "whole grain" claim have grown sharply since 2000. In fact, according to the Mintel Global New Products Database, in 2006 nearly ten times as many new whole grain products were introduced as in the year 2000.



	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

* 2007 data run through June 30, 2007

The sharp growth in whole wheat flour during the same period shows that many of the new products launched above are resulting in repeat sales to satisfied consumers.



Whole grain flour up 26% last year

"The 26% growth in whole wheat flour production [in] 2005-06 represented an extraordinary pace of increase for an industry as mature as grain-based foods."
World-Grain.com / Milling & Baking News, May 2007

CALLS MOUNT WORLDWIDE FOR WHOLE GRAINS

As more and more research clearly shows the health benefits of whole grains, countries and organizations around the globe are increasingly including whole grains in their dietary recommendations. Here are some of those we're aware of:

United States – Dietary Guidelines for Americans

“All age groups should consume at least half the grains as whole grains...”. At least three servings of whole grains are recommended for all Americans age 9 and up.¹ (2005)

Canada – Canada’s Food Guide

“Make at least half of your grain products whole grain each day. Eat a variety of whole grains such as barley, brown rice, oats, quinoa and wild rice. Enjoy whole grain breads, oatmeal or whole wheat pasta.” At least three servings of whole grains are recommended for all Canadians age 9 and up.² (2007)

United Kingdom – Guidelines for a Healthy Diet

The UK’s “Guidelines for a Healthy Diet”³ have no specific recommendation for whole grains or even servings of grain overall, although whole grains are mentioned under the heading “Eat plenty of foods rich in starch and fibre...Most people do not eat enough of the starchy, fibre-rich foods like bread, potatoes, rice and pasta and need to eat about half as much again. Wholegrain cereal foods are particularly rich in insoluble fibre, which helps to prevent constipation.”

Australia – The Australian Guide to Healthy Eating

“Eat plenty of cereals (including breads, rice, pasta and noodles), preferably wholegrain. *Wholegrain* refers to cereal foods that incorporate all the components of the natural grain, including the bran and germ. Foods that contain at least 51 per cent by weight of any combination of whole grains can be termed *wholegrain*. The recommended number of daily cereal servings for adults aged 19 to 60 years is four to nine for women and five to 12 for men. A serving equates to two slices of bread; one cup of cooked rice, pasta or noodles; one cup of porridge; one-and-a-third cups of breakfast cereal; or half a cup of muesli.”⁴ (2003)

France – La Santé Vient en Mangeant (Health comes from Eating)

Eat bread and starchy foods at every meal... Whole grains are ... rich in fiber. Bread [should be] preferably whole grain or semi-whole grain.⁵

Germany – 10 Guidelines of the German Nutrition Society (DGE)

“Plenty of cereal products - and potatoes. Bread, pasta, rice, grain flakes preferably made of whole grain, and potatoes contain nearly no fat, but plenty of vitamins, minerals, trace elements as well as dietary fibre and phytochemicals. Combine these products with low-fat food items.”⁶

¹ Full text at <http://www.health.gov/dietaryguidelines/>

² Full text at http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/index_e.html

³ Full text at <http://www.wiredforhealth.gov.uk/cat.php?catid=888&docid=7267>

⁴ Full text at <http://www.healthysactive.gov.au/internet/healthysactive/publishing.nsf/Content/eating>

⁵ Full text at <http://www.lasantevientenmangeant.inpes.sante.fr/>

⁶ Full text at <http://www.dge.de/modules.php?name=Content&pa=showpage&pid=16>

Other EU Guidelines on Whole Grains

In 2002, the WHO Regional Office for Europe, Nutrition and Food Security program prepared a report comparing Dietary Guidelines in 49 countries in Europe and western Asia. This report noted the following specific recommendations for whole grains: ⁷

Hungary: 5-9 unit/day of cereals (mostly whole grains)

Norway: More whole grain products

Germany: 5-7 slices/d of bread (250-350g) of which 2 slices should be whole grain;

Greece: 8 servings/d of non-refined cereals and products: whole grain bread, whole grain pasta, brown rice etc, not including potatoes on daily basis.

Slovak Republic: Increase intake of cereals and cereal products (mainly whole grain products)

Croatia: Bread, grains and preferably whole grain products, rice and potatoes.

WHO / FAO

In 2003, the World Health Organization and the Food and Agricultural Organization of the United Nations released a report titled "Diet, Nutrition and the Prevention of Chronic Diseases." The summary of this report recommended that governments institute policies "supporting the availability and selection of nutrient-dense foods (fruits, vegetables, legumes, whole grains, lean meats and low-fat dairy products).⁸

⁷ Full text at <http://www.euro.who.int/Document/E79832.pdf>

⁸ Full Text at http://whqlibdoc.who.int/trs/WHO_TRS_916.pdf

HEALTH GROUPS RECOMMEND WHOLE GRAINS

American Heart Association

Dietary Recommendation's for Children and Adolescents: "Serve whole grain breads and cereals rather than refined grain products. Look for 'whole grain' as the first ingredient on the food label and make at least half your grain servings whole-grain. Recommended grain intake ranges from 2 oz. per day for a one-year-old to 7 oz. per day for a 14-18 year old boy."⁹

Five Healthy Eating Goals: "Eat more whole-grain foods. Like fruits and vegetables, whole-grain foods are low in fat and cholesterol and high in fiber. Whole-grain foods include whole-wheat bread, rye bread, brown rice and whole-grain cereal."¹⁰

American Diabetes Association

Making Healthy Food Choices: "Choose whole grain foods over processed grain products. Try brown rice with your stir fry or whole wheat spaghetti with your favorite pasta sauce."¹¹

Evidence-Based Nutrition Principles and Recommendations for the Treatment and Prevention of Diabetes and Related Complications (2002): "Foods containing carbohydrate from whole grains, fruits, vegetables, and low-fat milk should be included in a healthy diet."¹²

American Cancer Society

Recommendations for Nutrition and Physical Activity for Cancer Prevention:

"Choose whole grains in preference to processed (refined) grains and sugars. Choose whole grain rice, bread, pasta, and cereals. Limit consumption of refined carbohydrates, including pastries, sweetened cereals, soft drinks, and sugars."¹³

American Gastroenterological Association Institute

"Because the purported protective effect of dietary fiber against CRC [colorectal cancer] is demonstrated better by fiber-rich foods (e.g., vegetables, fruits, grains, cereals) than by dietary fiber alone, it is also reasonable to recommend consumption of 5-7 servings of vegetables and fruits per day and generous portions of whole-grain cereals."¹⁴

European guidelines on cardiovascular disease prevention in clinical practice

"The consumption of the following foods should be encouraged: fruits and vegetables, whole grain cereals and bread, low fat dairy products, fish, and lean meat."¹⁵

⁹ Full text at <http://www.americanheart.org/presenter.jhtml?identifier=3034000>

¹⁰ Full text at <http://www.americanheart.org/presenter.jhtml?identifier=3048090>

¹¹ Full text at <http://www.diabetes.org/nutrition-and-recipes/nutrition/healthyfoodchoices.jsp>

¹² Full text at http://care.diabetesjournals.org/cgi/content/full/25/suppl_1/s50

¹³ Full text at http://www.guideline.gov/summary/summary.aspx?ss=15&doc_id=3531&nbr=2757#s23

¹⁴ Full text at http://www.guideline.gov/summary/summary.aspx?doc_id=3070

¹⁵ Full text at http://www.guideline.gov/summary/summary.aspx?doc_id=4766

CONSUMERS JUST ASK FOR WHOLE GRAINS

In March of 2007, the Whole Grains Council kicked off the “Just Ask for Whole Grains” contest, encouraging consumers across the country to ask for whole grain options at their favorite eateries. With hundreds of entries pouring in each month, the message is clear – when consumers ask, restaurants and dining halls listen!

“The salmon salad has wheat berries on it! I'd never had wheat berries before and I don't think I'd even heard of wheat berries before, but it turns out that I like them and am going to try to find them at the grocery store so that I may enjoy them at home. Thanks, Panera!”

Panera, Shakopee, MN (from Kate N.)

“Finally, an Italian restaurant that isn't afraid of whole-grain pasta! LoRusso's has recently added Barilla PLUS pastas as an option for many dishes, which makes me so happy! Much better than the comparatively nutritional emptiness of refined pastas and another great initiative from this treasure of an independent restaurant.”

LoRusso's Cucina, St. Louis, MO (from Amanda D.)

“Inside the Whole Foods store they sell soups, pizza made with whole grains, wonderful breads, etc. I have enjoyed their fresh vegetables too from their Asian cooking area. Everything they make is delicious!”

Whole Foods Market, Baton Rouge, LA (from Lisa L.)

“Whole grains were left off one of my dishes at Boston Market and the Manager gave me my meal for free. I request whole grains at all of my restaurant outings. Do you?”

Boston Market, Sacramento, CA (from Pat W.)

“I love Pei Wei because I can choose to have brown rice with my entree instead of the typical white rice you get at most chinese restaurants. I'd never eaten short grain brown rice before I had it a Pei Wei's but I loved it so much I found it at Whole Foods (and I bought a rice cooker!).”

Pei Wei, Austin, TX (from Tracy A.)

“Alexian Cafe is my employers' cafeteria. They try to include couscous, brown rice, and whole wheat breads. We would like to see more whole grains served! During National Nutrition Month, we had whole wheat wraps - wonderful!!”

Alexian Café, Elk Grove Village, IL (from Rhonda R.)

“Every time I have eaten breakfast, lunch or bought a product from Dakota Harvest Bakers I'm amazed at the hearty whole grains that they use in there breads. They catered a luncheon I was putting on and the guests were wowed by the quality of their food and hearty whole grain breads! DHB are worthy of recognition from the WGC.”

Dakota Harvest Bakers, Grand Forks, ND (from Gina S.)

“It's just a diner, but whole-grain waffles like theirs are hard to come by even at the fanciest brunch eateries. And they are delicious!”

New Venus Diner, New York, NY (from Lisa S.)

“We enjoy whole grain buns these days. We eat them with sandwiches rather than bread.”

Alaska Gateway School District, Tok, AK (from Ann P.)

"When dining at T.G.I. Friday's last week, I noticed that several items on the menu are served with brown rice. I tried the Dragonfire Chicken, one of their 'low fat' options. It included marinated chicken breast, mandarin oranges, pineapple salsa, and lime-seasoned broccoli. It was healthy and delicious! My boyfriend had the Island Grilled Mahi Mahi, which also came with brown rice. Next time we're going to try their turkey burgers, served on whole wheat buns!"

T.G.I. Friday's, Austin, TX (from Robin O.)

"Eden Alley is a vegetarian restaurant and serves many whole grain items, including the wonderful multi-grain breads for sandwiches and in the tabletop bread basket. The last time I was at Eden Alley I was so hungry I nearly scarfed down the entire bread basket by myself. Since it was good whole grain bread, that wouldn't have been such a bad thing!"

Eden Alley, Kansas City, MO (from Barbara J.)

"I was so hungry for a nutritious and filling lunch that I stopped by the Oak Room at the Fairmont Copley Plaza one day after I did some shopping in downtown Boston. Their menu offered me just what I wanted: a BLT on whole wheat bread. I was thrilled because I watch my diet closely, and incorporate whole foods in my regime in hopes of maintaining good health. Thanks Oak Room for helping me meet my needs."

The Oak Room, Boston, MA (from Karla C.)

"Whole grains have become a lot easier to find, but back when I started college 8 years ago, things were a little different. The cooperative has been a reliable source of whole grains for nearly a decade now. Thanks to them for being a pioneer!"

North Country Cooperative, Minneapolis, MN (from Bria K.)

"This Italian restaurant served two types of whole grain bread with a dollop of seasoned olive oil before we ordered. It was really delicious! I commented to our waitress how good the bread was. She told us that many of their guests come regularly and eat only the breads and a salad or with some soup. The whole grain breads are so popular that the kitchen has two huge ovens that bake the bread continually. I can see why. Toasty, tasty and good for you too!"

Bravo!, Dayton, OH (from Julia K.)

"Chesapeake Bagel is one of my favorite bagel shops in DeKalb. It is locally owned and operated. They serve breakfast and lunch. They offer a variety of bagels including their whole grain bagel as well as their whole wheat bagel. They also have an option to get any lunch sandwich on a whole grain roll. As a dietitian and diabetes educator, I am very satisfied with the different options Chesapeake Bagel has to offer."

Chesapeake Bagel, DeKalb, IL (from Milissa J.)

"There are dozens of places to eat in my Dupont Circle (Washington DC) neighborhood, but only ONE consistently offers sandwiches made with whole grain bread -- Cosi. Others even put "whole wheat" on the menu, but serve a processed bread with the color, but none of the goodness, of whole wheat. Cosi, though, bakes up fresh "Etruscan whole grain" bread all day long and it's delicious."

Cosi, Washington, DC (from Deacon M.)

"My favorite lunch deli is the Whole Wheatery in Lancaster, CA. They have everything on their menu, very healthy and nutritious."

Whole Wheatery, Lancaster, CA (from Karin C.)

"If you ask for Whole Grain bread at Red Lobster it is readily available."

Red Lobster, Virginia beach, VA (from George B.)

"Getting our students at Clymer Central School to eat a whole grain bread was a challenge. I have purchased whole grain white bread from my supplier for the peanut butter and jelly sandwiches we serve every day, and the children love it. They think they are getting plain old white bread, but they are really getting the benefits of the whole grain. I am slowly introducing the whole grains into our other menu items also. All of our 6 inch subs made for the high school are made on whole grain sub buns."

Clymer Central School Cafeteria, Clymer, NY (from Sue R.)

"I enjoyed a delicious whole grain bagel that was perfect for the mood I was in. It gave me the energy I needed for my busy day ahead."

Denny's, Monroe, WG (from Teresa N.)

"They have the most delicious whole grain breads that they put on your table along with some olive oil. HmMMM hmMMM good!!"

Maggiano's, Philadelphia, PA (from Leslie M.)

"McDonald's has a new premium ranch BLT chicken sandwich on a wheat bun as opposed to the white flour buns offered on most of their sandwiches. I just ordered one last night."

McDonald's, St. Paul, MN (from Kelli R.)

"Each week this local cafe serves us a whole grain based salad. The Quinoa Shrimp salad is terrific--in addition to the quinoa and shrimp, it has zucchini, onion and fresh limes to squeeze on top. It sells out every day!"

Piperade Café, San Francisco, CA (Rachel H.)

"Ken's Artisan Bakery is my favorite place to grab lunch. The fresh whole grain bread makes an excellent sandwich!"

Ken's Artisan Bakery, Portland, OR (from Suzanne L.)

"I love spreading my passion for whole grains to everyone I know, and I always ask for whole grain options at every restaurant or fast food establishment. I live in between Dallas and Fort Worth, Texas, in what is called the Mid-Cities. There is an Italian restaurant called Italianni's, that serves whole grains and offers whole wheat pasta as a substitute. The food is delicious and reasonably priced. I am always telling everyone about Hurst's best-kept secret Italian restaurant."

Italianni's, Hurst, TX (from Stacey S.)

"I have been on the South Beach diet and I was a bit hesitant when my fiancé wanted to go pig out at the Olive Garden, but I love eating there so we went. The menu is full of pastas and free breadsticks! I love the chicken Parmesan so I decided it would still be a decent choice. Then I looked at the very bottom of the menu and saw you can substitute whole grain pasta for regular pasta, so I did. When I tried the pasta with the marinara sauce, I was pleasantly surprised that the dish was still delicious and way more healthy with the substitution."

Olive Garden, College Station, TX (from Cathy R.)

"This establishment serves whole grain muffins, pancakes, and whole grains on salads. Delish!!"

Morning Glory's, Philadelphia, PA (from Leslie M.)

“One of our family’s favorite places to eat is Border Grill. Their food is healthy and YUMMY! And what is even better is that you can order many of their menu choices with their whole wheat tortillas!”

Border Grill, Negaunee, MI (from Jaimie M.)

“Balance It Out: Arkansas - a health incentive in the Harrison School District, as a kick-off activity for our program, we had a family swim night with healthy foods. We served Whole wheat Hot Dog Buns with Turkey Franks, baked chips, carrots, celery and pretzels. All of the feedback was very positive and several comments were made about how wonderful the buns were. These were people who would have never dared to try a Whole Wheat Hot Dog bun. They have now been introduced to the wonderful world of whole grain and a healthier lifestyle.”

Balance It Out: Arkansas, Harrison, AR (from Kim G.)

“The Oriental Wok restaurant in Ft. Mitchell, KY is an upscale Chinese Restaurant owned by Mike and Helen Wong. A few years ago, their daughters suggested adding a brown rice option for the menu. Mike Wong, who immigrated to the U.S. in 1972, was resistant at first because in China, brown rice is considered “inferior,” and he prides himself in only serving high quality food. The daughters prevailed, convincing him that these days people realize brown rice is nutritionally superior, and you can now choose between brown and white rice.”

The Oriental Wok, Ft. Mitchell, KY (from Heather G.)

“This small vegan restaurant is a delight! Everything is fresh, tasty, and they use produce grown by local farmers. With every meal, they serve some of their delicious, homemade, whole-grain vegan bread. The last time I ate there, I enjoyed their version of spanakopita made with whole wheat phyllo dough and vegan cheese. This place makes healthy eating easy, enjoyable, and delicious.”

The Red Avocado, Iowa City, IA (from Laura M.)

WHOLE GRAIN PROMOTIONS BY HEALTH GROUPS

A pediatric nurse from North Carolina... The sole RD on a U.S. naval base in Sicily... Health educators for a state-wide non-profit healthcare system nearing 19,000 employees. What do all these people have in common? They've all called or written to the Whole Grains Council and asked for resources and materials, wanting to help us educate about the importance of whole grains for better health. Inspired by the great work they do, we're always happy to help!



I am a pediatric nurse and kids' fitness instructor. Every summer I teach nutrition at Camp Sweet Freedom, a day camp for children who use insulin, and Camp Strongheart, a camp for overweight children. During these camps, I not only teach nutrition but also cook for up to 30 people daily, teach the children cooking lessons and challenge them to try new foods. I would like to give out "Just Ask " buttons as part of my lesson on whole grains. My local grocery store has been helpful in donating whole grains for tasting, including quinoa, oats, bulgur wheat, barley, brown rice and millet. I occasionally also do presentations for schools and I work in a pediatric endocrinology office where we see many obese children. I could easily use 100 buttons in getting out my message! Whole grains is always my first lesson! Thank you for great resources! [Pictured above]

Susan P., Kannapolis, NC

I'm the district nurse for Mt Morris School District. We're having our Annual Family Fitness/Nutrition Night on May 1st [2007], a very large community event. I would love to have your buttons to give away to increase the knowledge of whole grains.

Nila C., LPN, Mt. Morris (MI) School District

I am working with the city of Louisville through my university on developing healthy menu options that we will highlight on the menus. It is a part of our mayor's health initiatives for the city of Louisville. I was interested in incorporating some of your buttons in the program as well as any literature you could send me for use with the restaurants. Thanks so much.

Cynthia K., RD, Louisville, KY

I work for the Better Living for Texans program, a free program sponsored by Texas Cooperative Extension, Texas Health and Human Services Commission, and USDA Food and Nutrition Services. I present programs for low-income audiences that include but not limited to Head Start, Taylor County WIC, Health and Human Services Commission, Summer Food Programs, and after-school programs. I will be doing a program in January [2008] for our two head start campuses. This will include 500 students and 21 teachers. If you provide items for non-members, I am interested in getting some postcards, buttons, [and] stickers. I am currently teaching my after-school youths about the whole grain stamp. I would greatly appreciate it, and I know my audiences would like the items.

Jody G., Abilene, TX

I am writing to you from the UND Med School where our Center of Excellence in Women's Health is busy planning a North Dakota Women's Health Connection 2007 to be held in September. We are fortunate to have a very well-connected, knowledgeable dietician with Public Health on our Planning Committee, and she suggested contacting your Whole Grains Council to see if you might have handouts or informational material available to disseminate at our Connection.

Susan S., Grand Forks, ND

I would like to set up a "Just Ask For Whole Grains" display in our Navy Hospital. I will also distribute them to participants in our weight management and diabetes classes. I have approximately 35 new patients each month in those classes.

Janet M., RN, MS, Naval Hospital, Bremerton, WA

One of our goals is to assist families in choosing healthy foods. Part of our federal standards includes talking about nutrition at least twice a month, as well as holding weekly social events that include a healthy meal or snack. A huge part of my push for healthy eating is looking for products that contain whole grains. I think that my families would be great to share the buttons with. Thank you so much and please keep up the great work!

Jaimie M., Early Head Start Teacher, Michigan

I am a Health Educator/Registered Dietitian for Harrah's employees in Las Vegas. I will be doing an information table at different hotel properties promoting whole grains and would like to provide some sort of incentive for the employees to walk away with. Usually our booths are visited by about 100 people each set up, and will service 5 different properties, so around 500 people. Whatever buttons or other promotional items you could spare would be much appreciated. Thank you for offering such programs/incentives and you should know you do make a difference.

Jennifer T., Flamingo Las Vegas Health Education Center, Las Vegas, NV

I am the Child Nutrition Services Director for a small school district in rural Alaska. I would love to be able to hand out "Just Ask" buttons. I am involved in all of our school nutrition programs with 365 students in seven schools. I also am involved with the health fairs in our areas. Please send me some "Just Ask" buttons to hand out at these events.

Ann P., Tok, AK

Just wondered if I could get about 50 of the "just ask" buttons to pass out to family day care providers at trainings. I've been doing a whole grains challenge training for a few years and it is working...providers are trying whole grains with the kids in care! Thanks.

Angela Y., ChildCareGroup, Dallas, TX

I teach the CHIP (Coronary Health Improvement Project) class at Illinois Central College and also am teaching several nutrition classes for junior high students this summer. I have lectures on whole grains/fiber and talk about the whole grain stamp and feel these pins would be a great addition!

Amy F., CHIP Clinical Manager, Peoria, IL

We have been using whole grain hamburger rolls, hotdog rolls, dinner rolls and sandwich bread for the past two years in our cafeterias. The transition from white bread products was not smooth. Now the kids are used to seeing them on the serving lines and don't even question it anymore. We have an enrollment of 900 students and serve 500 meals per day. We would love to hand out these buttons to our students. We are doing our best to educate our students on healthy eating.

Kathy B. and Deborah B., South Seneca Schools, Ovid, NY

We teach 4th graders. Our classes are studying Nutrition and how to use the new food guide pyramid. In the classroom we've been talking about what are whole grains and what are processed grains. We've examined the ingredient panels on food labels and packages. And have taste tested foods made from a variety of whole grain. Would it be possible to get 60 of your JUST ASK buttons for our students?

Dori T. and Doug S., Spirit Lake, IA

I am the sole Dietitian on a Naval Base in Sicily. We are planning a weight loss challenge and commissary (our supermarket) tour, both promoting whole grain foods. It would be great to be able to pass out some buttons for these events. We're expecting at least 300 people.

LCDR Jim M., RD, Naval Hospital Sigonella, Sicily

We are Registered Dietitians...in Eau Claire, Wisconsin and we were asked to give a talk and set up a display on the topic of whole grains and we would like to have your permission to utilize the graphic of your whole grain (that shows the bran, germ and endosperm) and whole grain stamp as we would like to educate the public. We would love to have some buttons available. We are expecting 900+ people to our event.

Marshfield Clinic, Eau Claire, WI

We are working more and more whole grain foods into our daily cafeteria menu [at our company]. One recent example is we have switched to a whole grain pizza dough for our entire pizza program. We serve 95 % of our sandwiches on whole grain buns, breads etc. This is a new initiative for us and I would like our staff to wear the buttons to help promote it.

Lynne B., Company Foodservices Mgr., Wilkes-Barre, PA

I have been traveling to numerous parts of Louisiana giving a presentation entitled 'Healthy Managers Make Better Choices'. In my Powerpoint presentation, I educate my audiences about whole grains and the whole grain stamp. I would love to be able to give out "Just Ask" buttons.

Maxine M., Thibodaux, LA

We at Stanford University (student health services and Stanford Dining) for National Nutrition Month will be promoting whole grains as part of a nutrition education campaign to our 6,000 undergraduates. We would like to hand promotional items out to students to encourage their selection of whole grain foods.

Vivian C., Vaden Health Center, Stanford, CA

We are including whole grains on our school meals but could use any promo material you offer to encourage our 3000 students to ask for whole grains.

Heidi B., School foodservice director, Oakdale, CT

We are implementing a grant [with] two facets. The first is the prevention of obesity with pre-school children and their parents, and that is where we are doing our presentation on Saturday for Head Start. The second is intervention, and we are teaching 3 nine-week sessions of KidShape, a national program for healthy lifestyles for children 10-13 and their families at a park district field house in our area. I think the whole grain message fits in perfectly with the nutrition messages we are sharing with our families, and I am especially grateful for the Spanish-language handouts your website provides for our use. I look forward to additional events promoting whole grains, and wish you continued success in your work.

Elizabeth R., MPH, RD, Chicaco, IL

[We are] Health Educators for a Healthy Life style and Weight loss program for a large state-wide non-profit Healthcare system (nearing 19,000 employees). In our comprehensive program, we continually educate & promote the benefits of eating 100% whole grains to our clients in achieving and maintaining a healthy weight and life style. We would love give our current clients your "Whole Grains" buttons as well hand out at our program promotional events! These events regularly take place across our 10 hospital & 30+ primary care clinic system and are targeted towards our employees but are also open to the public as well.

Can Do Health Educators, Edina, MN

Omaha Public Schools Nutrition Services will be targeting whole grains next school year with our students. We plan on sending out newsletters, posters, fun games, decorations, etc. Is it possible for us to get some of the buttons - for our students or if that is too many, for our staff? We have around 400 staff members. Convincing our students to take whole grain products is one of our most challenging tasks. Each year it gets a little better...but we are impatient and that is why we are making it our year's campaign. Every year we focus on a theme and use it every month in all of our newsletters, etc. It seems to make a difference to our parents and customers.

Tammy Y., nutrition services, Omaha (NE) Public Schools

I work with low-income families, individuals and schools in Michigan's Luce County. It is my job to provide nutrition education to this group of people. I do that through health fairs, one-on-one home visits, in-school programming, community programs, after school programs and more. I have found it difficult to get people excited about whole grains and I love being able to give things like buttons, magnets, stickers, etc. I would like to receive 50 to 100 buttons if that is possible to distribute to the families and individuals I will come in contact with this summer.

Jessica P., Luce County MSU Extension Office, Newberry, MI

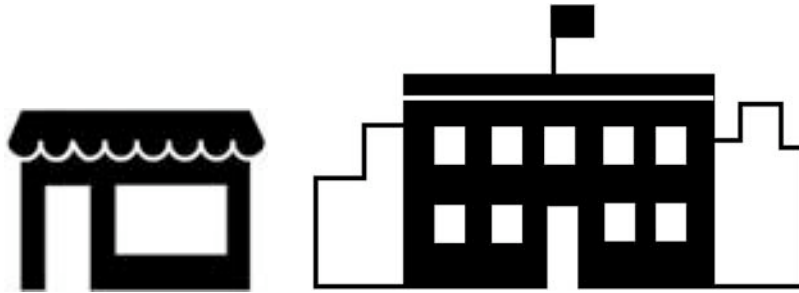
Whole Grains in Restaurants and Schools



JUST ASK FOR WHOLE GRAINS

November 5-7, 2007, Kansas City

WHOLE GRAINS IN RESTAURANTS & SCHOOLS



Roughly half of Americans' food dollars are spent outside the home, with 82% of these away-from-home dollars spent in restaurants and another 8% in schools and universities. In this section, we'll explore some of the factors that affect the availability and consumption of whole grains in restaurants and schools.

Where Americans Eat

- Data from USDA's Economic Research Service, showing where our food dollars are spent

Whole Grains in Restaurants

- List of national chain restaurants serving whole grains daily
- New WGC programs for restaurants
- Stories from the trenches – R&I article
- Whole Grains Challenge award winners
- Grand Winner: Virginia Tech's winning entry
- HealthyDiningFinder.com – a force for healthier restaurant choices

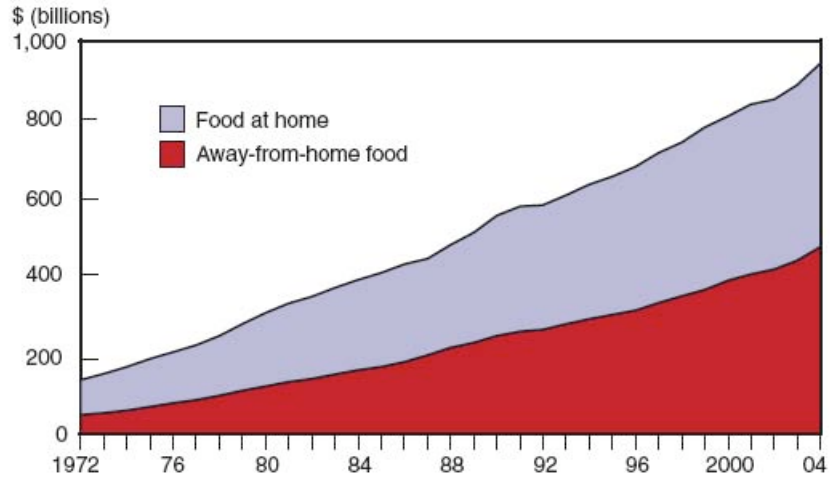
Whole Grains in Schools

- SNA School Trends Report: Whole Grain Progress
- Government guidelines for schools
- School foodservice recipes

WHERE AMERICA EATS

While we still eat many more meals at home than away from home, American consumers now spend nearly equal amounts dining out and dining at home.

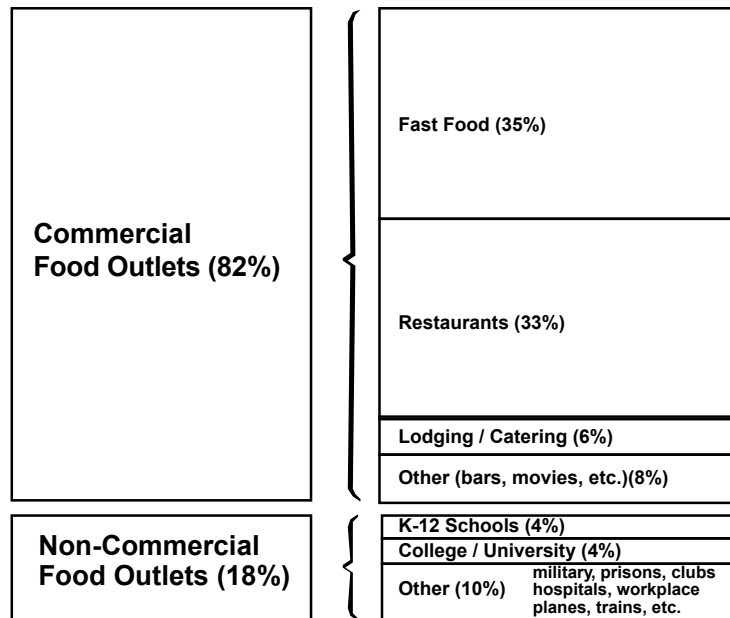
Fig. 4.1 Food dollars spent at home vs. away from home



Source: USDA Economic Research Service, Food Expenditure Series.
www.ers.usda.gov/Briefing/CPIFoodAndExpenditures/Data/

Schools, workplace cafeterias, and other work-based food outlets make up a very small percentage of our out-of-home meals, compared to commercial food outlets – which is where an increase in whole grains can make the most difference.

Fig. 4.2 Dollars spent on meals away from home



Source: USDA Economic Research Service, U.S. Food Marketing System, 2002. AER-811

RESTAURANTS OFFER WHOLE GRAIN CHOICES

The goal of the Whole Grains Council is to encourage every restaurant and food outlet in the entire country to offer at least one whole grain option at every meal. The following chain restaurants meet this goal – in about 18,000 locations around the country.

Chain / Locations	Whole Grain options
Atlanta Bread Company 160 locations in 24 states	A variety of whole grain breads available for sandwiches
Bruegger's Bagels 250 in 17 states	Whole wheat bagel and whole wheat wrap can be used on any sandwich
Buca di Beppo 90 in 25 states & DC	100% whole wheat penne available as an option in any pasta dish
Cereality 4 in 4 states	Homemade granola and General Mills' whole grain cereals
Corner Bakery Café 94 in 8 states	Oatmeal by the bowl, and a variety of whole grain breads
Cosi 74 in 17 states	Spring wheat salad and Etruscan whole grain bagel
CBW (Crazy Bowls & Wraps) 10 locations, St. Louis, MO	Brown rice an option in all bowls; whole wheat tortillas on all wraps. Barley lentil soup.
Fazoli's 371 in 31 states	100% whole wheat penne available as an option in any pasta dish
Genghis Grill 17 in 5 states	Brown rice available with all Mongolian Stir Fry bowls
Great Harvest Bread Co. 200 nationwide	Wide variety of whole grain breads, plus whole grain soups
Hobee's 8, South SF Bay area	Whole grain bread, whole wheat buns & tortillas, brown rice pilaf, breakfast oatmeal bar
Jersey Mike's 400 nationwide	Wheat Bread has 16g of whole grain in a regular (half roll) and 32g of whole grain in a giant (whole)
McDonald's 13,673 nationwide in US 1,362 in Canada 1,072 UK / 729 Australia	US: Premium Chicken Sandwiches have a bun containing 8g of whole grain. Canada: Deli Choices Sandwiches available on whole wheat bun as option (10g of whole grain). Australia and UK: Quaker oatmeal available as a breakfast choice.
Noodles & Co 100 in 11 states	100% whole grain fettuccine is available as an option in any pasta dish
Olive Garden 556 in US & Canada	Whole grain linguini available as an option in any pasta dish
Organic To Go 25 in CA, OR, WA	Whole grain breads and wraps offered through kiosks and cafés in office buildings and college campuses
Panera 773 nationwide	Now selling a whole grain baguette, a whole grain loaf and a whole grain miche
Pasta Pomodoro 43 in CA and AZ	Multigrain penne may be substituted in most pasta dishes
Pei Wei Asian Diner 136 in 20 states	Offers brown rice as an option with all meals
PF Chang's China Bistro 125 in 32 states	Offers brown rice as an option with all meals

Restaurant list continued on the next page

Chain / Locations	Whole Grain options
Romano's Macaroni Grill 235 in 41 states	Whole wheat penne available on request in any pasta dish or as a substitute for orzo or potatoes
Rubio's Fresh Mexican Grill 150 in 5 SW states	HealthMex grilled chicken or grilled veggie burrito on whole wheat tortilla
Rumbi Island Grill 22 in UT, AZ and CO	Brown rice offered with all island rice bowls, and other entrees
Ruby Tuesday 800 nationwide	"Smart Eating Menu" includes Brown Rice Pilaf, Quesadillas in Whole Grain Tortillas, and three whole grain wraps: the Veggie Burger, Turkey Burger and Grilled Chicken Wraps.
Samurai Sam's 75 in 13 states	Brown rice can be substituted in any dish. Whole wheat wraps and soba noodles featured.
Taco Time 170 in US & Canada	Veggie burrito is available in a whole wheat tortilla
Whole Foods Market 184 in US & UK	It's a store, not a restaurant – but Whole Foods' deli take-out department offers a range of whole grain choices for lunch or dinner.

A WHOLE GRAIN “STAMP” FOR DINERS

Consumers are now accustomed to looking for the Whole Grain Stamp, to find good whole grain choices in their favorite grocery. In 2008, an equally-helpful tool will be available at restaurants and other food outlets: the Whole Grain Menu Symbol. Here’s what restaurants need to know:

Who is Eligible?

Any restaurant that continually offers at least one whole grain dish* or whole grain breadbasket option* is welcome to join the WGC. It’s all about choice: it’s not tough to make sure you have at least one whole grain option!

What You Get with Your Membership

Your WGC membership is a valuable tool for publicizing the fact that you believe delicious food can also be healthy – in the hands of a talented chef. Your WGC membership gets you:

1. Listing on the Restaurant List in our “Whole Grains Product Finder” on the WGC website, with a link to your website.
2. Free media opportunities, when journalists contact us to learn who’s taking a leadership position with whole grains in restaurants.
3. The right to use the Whole Grain Symbol on menus, ads, etc. to promote any dishes or breads containing at least 8g of whole grains per serving.
4. Access to our scientific and culinary advisors, for help with your whole grain questions.
5. A decal for your window, reminding customers to Look for Whole Grains at your restaurant.

How to Join

Starting January 15, 2008, restaurants can apply for membership online at www.WholeGrainsCouncil.org.

Examples of Whole Grain Options

- A side dish made with any whole grain, such as brown rice, exotic colored rices, wild rice, quinoa, or barley
- Whole grain pasta
- Oatmeal, Cheerios® or other whole grain breakfast cereals
- Whole grain breads, crackers, and flatbreads in the breadbasket
- Whole grain cakes, cookies, brownies for dessert
- Ethnic dishes like whole corn tortillas, buckwheat soba noodles, or kasha

Mark the Whole Grain Choices on your Menu with our Symbol!



Sunday Brunch Menu



Barley risotto with asparagus



Buckwheat soba with shrimp

Melon with prosciutto



Multigrain blueberry waffles

Poached eggs Florentine



Ginger salmon over quinoa

Grain Trust: Grains on the Menu

As consumers gravitate to healthful options, whole grains are stealing onto restaurant menus, adding flavor, texture and nutrition.

By Allison Perlik, Senior Editor

Urged on by consumers' efforts to choose—at least some of the time—foods that truly are better for them, chefs are creating deliciously diverse recipes with whole grains. Such offerings as whole-wheat pastas, breads and dishes based on unusual grains no longer are shunned by diners. Instead, smacking of healthfulness and the touch of a creative hand, they stir hungry interest. The deceptively simple seeds work subtle magic on menus, with varieties such as bulgur, wheat, quinoa, amaranth and farro, injecting dishes with flavor and texture as well as sought-after health benefits. And they do it all without straining time and labor resources—or the bottom line.

Rich in protein, fiber and vitamins, whole grains can enhance salads, sides, bakery products and even main dishes. They're cropping up at Richmond Heights, Mo.-based Panera Bread Co. as whole-grain bread with triticale, barley, millet and spelt flour; at Swedish Medical Center in Seattle in Vegetarian Quinoa Chili; and at upscale New York City-based chain Rosa Mexicano in puffed-amaranth pancakes.

"There is definitely a raised awareness and more demand for whole grains among consumers," says Executive Chef Michel Nischan, who currently menus scallops with risotto-style farro at Dressing Room, a Westport, Conn., restaurant emphasizing local, natural and organic ingredients. "Grains differ so much in size, texture and taste; they're a great way to add variety and at the same time, rise up a couple of plateaus in the minds of folks who are looking for healthier alternatives."

Advance the Cause

Not only are many whole grains simple to prepare, they also hold well when cooked in advance, adding to the favor they find in kitchens. A sturdy composition makes grains a natural fit for high-volume operations such as Avera Heart Hospital in Sioux Falls, S.D., where Food and Nutrition Services Leader Joanne Shearer menus Mediterranean Barley-Stuffed Red Peppers and quinoa salad with black beans, corn and balsamic vinaigrette.



Peruvian restaurant Andina uses quinoa, a South American staple, for items such as prawn chicharrones.



Azura prepares lamb chops with a dusting of seasoned amaranth flour for added crispness.

Get 'Em Grains

When Chappaqua Central School District in Westchester County, N.Y., mandated that schools offer whole-wheat alternatives, student interest was lukewarm at best.

To coax the students toward open-mindedness, Foodservice Director Cathy Ashe developed "twisted" products—white rice mixed with brown, whole-wheat spaghetti intertwined with standard noodles, and sandwiches made from one slice white bread, one slice whole-wheat—to greater success. "The purpose isn't just to have those options there but to encourage the children to eat them," Ashe says.

Here's further inspiration on how to incorporate whole grains into menus.

- Fairfax County Public Schools in Virginia serve whole-wheat hamburger and hot-dog buns, pretzels, pizzas and tortilla chips.
- Ricenroll, a small Seattle-based chain, offers maki rolls with brown rice at select locations.
- Students can lunch on whole-grain corn dogs at Davidson County Schools and Alamance County Schools in North Carolina.
- Oakville, Ontario-based Tim Hortons introduced a 12-grain bagel with 7 grams of fiber, more than twice that found in most of its bagel varieties.
- White rice has been exchanged for brown in all menu applications at Saint Luke's Hospital in Kansas City, Mo.



Grains have garnered kudos in smaller kitchens as well.

When they're in season, Nischan pairs sweet Nantucket bay scallops with Italian farro, first cooked in winter-squash stock until it's almost tender. At service, the grains are heated in pure squash juice, which adds more concentrated flavor and contains enough starch to thicken the mixture without adding cheese or cream.

Bruce Sherman, chef-partner at North Pond in Chicago, cooks farro risotto-style before shaping it into cakes to pair with a meatless mushroom-based entrée. He slowly stirs vegetable stock into the wheat-like grains, slightly overcooking them to achieve a stickiness that binds the cakes. They are crisped in oil to serve.

"I like the body of farro; it lends the texture and mouthfeel I'm looking for on the plate," he says of the grain that is a close kin to wheat and spelt.

Less well-known among Sherman's whole-grain options is the Middle Eastern frikeh, a green wheat that is scorched after harvesting. Cooked in chicken stock at North Pond, the smoky grain is garnished with braised pork belly and served in apple-vinegar broth alongside prosciutto-wrapped wild striped bass.

Pairing Off

Risotto and pilaf-style recipes provide easy blueprints for working whole grains onto menus, but many chefs take choices a step further with stuffings, stir-fries and other less-common compositions. At Aix Brasserie in New York City, millet pancakes accompany Atlantic salmon.

"Whole grains can be so aromatic; they're a great way to play on the balance between the nose and the palate," says Aix Chef de Cuisine Daniel Levy.

To make the pancakes, cooked millet seeds are mixed into a batter of butter and eggs that is cooked in a hot cast-iron pan. The little, perfectly round nuggets remain crunchy, lending texture and a pleasantly nutty flavor. For another seasonal dish, buckwheat flour contributes earthy flavor and aroma to crêpes that are wrapped around asparagus; the bundles are served with roasted chicken. Levy cuts the buckwheat flour with all-purpose flour to quiet its assertive taste and lend a softer texture.

Chefs are on to the idea that grains are quite companionable, combining multiple types in their preparations. It's not always a simple proposition though as cooking times and liquid requirements can complicate recipes. Executive Chef Brian Lewis at Saint Luke's Hospital in Kansas City, Mo., solves the dilemma by purchasing a par-cooked, re-dried blend for 8-Grain Mushroom Stuffing that accompanies Cornish game hens on patient menus. Along with prepared stuffing mix and whole-wheat bread, the cooked grains (wheat and rye berries, spelt, barley, brown rice, bulgur and buckwheat groats) are combined with sautéed mushrooms and onions for baking.

At most Asian restaurants, "all you see is rice, rice, rice," says Mason Citarello, managing partner at Azura Asian Bistro and Sushi Bar in Seattle. "There are so many other opportunities to introduce different textures and flavor profiles."

Because his restaurant is more inspired than authentic, Citarello confidently goes beyond rice. Among choices at Azura are squid stuffed with quinoa and brown rice; stir-fry of corn, toasted barley and quinoa with chanterelles and bacon; and buttermilk-dipped chicken cutlets fried with a dusting of seasoned amaranth flour, which Citarello says imparts greater crispness—as well as more protein and less gluten—than standard breadings.

Most whole grains are cooked in water or stock, but Citarello experiments. "Whatever flavor you're putting in the dish, make a stock from it," he says, noting that quinoa for Azura's stir-fry is cooked in corn stock. "You can use everything from rice-wine vinegar to balsamic to add some acid. Depending on the application, throw in a little fruit juice to color the grains. For sweet recipes, add simple syrups."



Make It Whole

Any menu can utilize whole grains using these easy ideas from chefs and the Whole Grains Council.

- Incorporate half whole-wheat flour into cookies, muffins, quick breads and pancakes; add up to 20% of other whole-grain flours such as sorghum;
- Add cooked bulgur, wild rice or barley to bread-based stuffings;
- Prepare millet as you would polenta or grits, adding herbs and aromatics;
- Include quinoa and millet in house-made veggie burger recipes;
- Build whole grains into casseroles, gratins and other layered dishes;
- Add cooked wheat or rye berries, wild rice, brown rice, sorghum or barley to soup;
- Use whole corn meal for corn cakes, corn breads and corn muffins;
- Coat fried items in cooked grains such as quinoa or grain flours such as amaranth for extra-crispy finishes;
- Make risotto, pilaf and other rice-like dishes with farro, barley, brown rice, bulgur, millet, quinoa or sorghum;
- Use whole-grain flours to thicken sauces instead of standard roux;
- Build sandwiches and burritos from whole-grain bread, pita and tortillas.

Form and Function

Built into recipes rather than added as accessories, grains bring unexpected dimensions to straightforward fare.

Peruvian restaurant Andina in Portland, Ore., uses high-protein quinoa, a South American staple, for nontraditional applications such as Chicharrones de Langostinos. Prawns marinated in soy sauce, garlic and yellow chile paste are coated in flour, egg wash and cooked quinoa for deep frying. A similar coating also lends extra crispness to fried chicken and potato croquettes, says owner Doris Platt Rodriguez, who advises rinsing the grains repeatedly in cold water before cooking to ease natural bitterness.

For more-striking presentations, Andina also sources rarer red and black quinoa. All three types are featured in canutos, a cannoli-style dessert in which dough made from flour, sugar, butter, grape brandy and cooked quinoa is formed into cylindrical shapes that then are filled with passion-fruit mousse.

At Pera Mediterranean Brasserie in New York City, Co-Executive Chef Jason Avery prepares beef-and-bulgur tartare inspired by çig köfte, raw Turkish meatballs similar to Middle Eastern kibbeh.

Ground bulgur mixed with red-pepper paste, tomato paste, grated tomato, Turkish red chile powder, cumin, paprika and dried mint is worked by hand to a dough-like consistency. Ground sirloin is folded into the mixture with fresh parsley, mint and pomegranate molasses; formed into quenelles and served with lettuce leaves and lemon wedges.

"I love whole grains' versatility. They're a good replacement for rice or potatoes, and they can be worked into so many dishes for texture," Avery says. "You could also use them inside ravioli or dumplings, or even stuff them inside whole fish cooked on the grill."

THE WHOLE GRAINS CHALLENGE

As already mentioned, one of the goals of the Whole Grains Council is to encourage every food outlet in the United States to offer at least one whole grain choice at all times.

From May to July 2007, we set out to find shining examples of this philosophy, and give them a well-deserved pat on the back. We sought out winners in ten categories, and announced our winners in September, as part of our celebration of Whole Grains Month. Now, at our “Just Ask for Whole Grains” conference, we will make the actual physical presentation of awards to those winners who are present.

Winners of the Whole Grains Challenge

Our Grand National Winner was **Virginia Tech Dining Services D2** of Blacksburg, VA for running “Whole Grain Boot Camp” in June and July, with two dozen daily whole grains choices, special table cards and posters promoting whole grains, and a bicycle raffled off to one of the many students who submitted whole grain feedback cards. Student demand extended their original one-month program to two months, and most of the 30 new recipes and 25 new ingredients were scheduled to stay on the menu this fall.

Category	Winners
Quick Serve Restaurant	Jersey Mike’s for submarine sandwich rolls containing a full serving or more of whole grain.
Casual / Family Restaurant	P.F. Chang’s China Bistro and Pei Wei Asian Diner , for serving 10,000,000 pounds of brown rice this year. In fact, about 45% of their diners choose brown rice!
Fine Dining	Café Modern , at Ft. Worth’s Modern Art Museum, for offering great choices like tabbouleh and wheatberry bread.
Lodging / Catering	FireLake Grill House and Cocktail Bar, Radisson Plaza , Minneapolis, for putting whole grains at the menu’s center.
K-12 Public Schools	Colorado Springs (CO) School District 11 and The Energy Zone, Fairfax County (VA) Public Schools, for switching kids to whole wheat pizza crusts, hamburger rolls and PBJs on whole grain bread – and even using whole grain breading on chicken nuggets!
K-12 Private Schools	Flik Independent Schools at Milton Academy (MA) and Ross School (East Hampton NY) for everything from wheatberry salad to whole wheat phyllo.
College / University	Virginia Tech Dining Services D2 (Blacksburg, VA) for its integrated campaign promoting whole grains for health.
Workplace	Flik/Compass Group at Merck for daily whole grain salads at the deli and grill, as an alternative to fries or chips.
Healthcare	HSC Cafeteria at West Virginia University Hospitals , for using whole grains in everything from paella to chocolate pecan biscotti.
Other	University Village Center , a retirement village in Tampa that regularly offers dishes like Seafood Amaranth and Buckwheat Soba Noodle Salad.

WHOLE GRAINS CHALLENGE RUNNERS-UP

QSR: McDonald's, for using a bun with half a serving of whole grain on its Chicken Premium sandwiches

Fast Casual: Buca di Bepo (whole wheat penne pasta available on request); Romano's Macaroni Grill (whole wheat penne pasta available on request); and Farelli's Pizza (100% Honey Whole Wheat dough)

Fine Dining: Cherry Valley Country Club (Skillman, NJ); COCO500 (San Francisco CA); and Rialto (Boston MA) (changing menu options, all three restaurants)

K-12 Public: **South Seneca (NY) CSD** (whole grain rolls, brown rice, pizza with whole grain crust...); **Clymer (NY) Central School Cafeteria** (whole wheat pancakes, brown rice, whole grain white bread, pizza with whole grain crust...)

K-12 Private: **Flik Independent Schools at Brewster Academy** (Wolfeboro, NH) (barley risotto, multigrain pilaf, red rice, Brewster Bread...); and **Flik Independent Schools at Westchester (NY) Day School** (Thai quinoa, whole wheat bread, brown rice, whole wheat tortillas...)

University: **The Ohio State University's Courtside Café and Juice 2** (brown rice, nine-grain salad, tabbouleh, whole grain pasta, muesli, wheatberry bread...); and **Cornell Dining** (wild rice salad, multigrain wraps, oatmeal, bulgur lentil pilaf, granola...)

Healthcare: **Holy Spirit Healthcare Center** (Putnam, CT) (brown rice pudding, shredded wheat, grapenut pudding, oatmeal...)

Comments from Whole Grains Challenge Winners and Runners-Up

"Our restaurant is a part of Bon Appetit (www.BAMCO.com). The company strives to prepare healthy, whole grain and trans-fat free meals. We also promote local farmers and developing menus that are "low-carbon" choices." **Café Modern, Fort Worth, TX**

"We [offer] whole wheat dough as an option for all locations. There will also be three signature pizza recipes, and one appetizer with whole wheat on the menu for all five stores." **Farrelli's Pizza, Tacoma, WA**

"We serve whole grains daily and with our banquets for our members....We even use grain sprouts as garnish!" **Cherry Valley Country Club, Skillman, NJ**

"We prepare and serve our own Brewster Bread made with Buckwheat, Organic Barley Flakes and Whole Wheat Flour." **Brewster Academy, Wolfeboro, NH**

"I have whole grains on the menu all the time. We have small wheat muffins for breakfast. Whole grain salads are on the salad bar and on the deli line. Hot sides include whole grains. We use brown rice for our rice dishes. Our homemade desserts are frequently made with whole wheat flour. 100% whole grain bread is a popular deli bread, as are whole wheat Kaiser rolls. Oatmeal, Cheerios, Total, & Shredded Wheat are popular breakfast cereals." **HSC Cafeteria, West Virginia University Healthcare**

NACUFS

Whole Grains Council and Oldways Whole Grains Challenge

Virginia Tech Dining Services
Entries for June 1–June 30 and July 1–July 31

Virginia Tech's Dining Services took on the Whole Grains Challenge with its usual gusto and gave 110 percent to each and every aspect of the promotion. It began with meetings between our chefs, bakers, dietitian, managers, administration, and marketing staff. Prior to the challenge, several students had been asking where they could find more whole grain selections. This contest gave us an opportunity to not only offer more whole grains for a month or two, but to take it a step further. Feedback cards were provided that asked guests—students, faculty, staff members, and summer conference guests—their opinions on the various items that they sampled, whether or not they would choose that item again, and what items they would like to see on the menu permanently this fall.

As an added incentive to let us know their thoughts, current students were entered for a chance to win a bicycle when they submitted their feedback cards for the month of June. The whole grains fit right in with our already diverse menus, including vegetarian, vegan, and low-fat selections. We continued serving whole grain items that were already on our menu, altered some existing recipes to incorporate whole grains, and created more than 30 completely new and original recipes such as Spaghetti Bolognese and Buckwheat pancakes. Twenty-five new ingredients were brought in for the challenge, including bulgar, quinoa, amaranth flour, and spelt berries. Most of the new ingredients and recipes will continue to be used in our regular menu cycle. Special action stations were also integrated, including a “make your own” granola station and another featuring whole grain crepes with various fillings and toppings.

While we had originally planned to enter the contest for June only, the promotion and whole grain selections were so popular and had so many students asking for more that we decided to extend it and enter for July as well.

D2 features eight international shops, each of which featured whole grain selections according to its specialty. Mangia!, which serves Italian favorites, offered up whole wheat pizza and pasta. Salsas, the Mexican shop, offered a variety of whole grain taco bowls, rice and burritos. La Pâtisserie, which features desserts, offered a variety of fruit cobblers with whole grain topping. At each shop, guests could find new and exciting whole grain dishes to satisfy even the pickiest eaters.

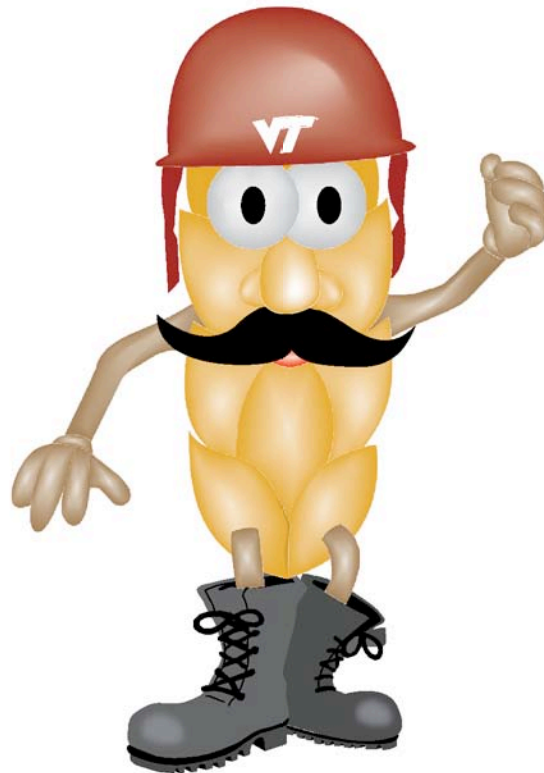





PROMOTIONAL ITEMS



WHOLE GRAIN BOOT CAMP



COLONEL GRAIN WANTS YOU!

Look for foods with the whole grain logo in D2  from June 1 – June 30. Try them out and tell us what you think to help us decide what stays on the menu for this fall. Submit your feedback for a chance to win a Virginia Tech T-shirt or the grand prize—a Diamondback Wildwood Citi bicycle.*



**ENLIST WITH COLONEL GRAIN AND FIND OUT WHY WHOLE
GRAINS ARE NOT ONLY HEALTHY, BUT TASTY TOO!**



*We welcome feedback from all of our conference guests, however, the contest is open to current Virginia Tech students only.

Posters, fliers, table cards, and menu item cards featuring Colonel Grain were created to promote the new menu items.



PROMOTIONAL ITEMS

★ **WHOLE GRAIN BOOT CAMP**

Take a look at the type of carbs you normally eat. How many are whole grains? If you're not eating very many, you may want to think about making some changes to include more whole grains. Not only do whole grains contain good sources of dietary fiber, but they also provide significant phytochemicals and antioxidants that help the body fight disease. In addition, research supports that whole grains reduce the risk of heart disease and certain cancers.

The foundation of a nutritious diet begins with grain products—cereal, rice, bread, and pasta. These foods are typically low in fat, saturated fat, and cholesterol. Whole grains are a good source of energy for vital functions, including your ability to recall information on tests. In addition, whole grains provide essential vitamins and minerals.

Now you have the whole story on whole grains.

HOW DO YOU GET WHOLE GRAIN GOODNESS?

MyPyramid (www.mypyramid.gov) recommends that adults eat at least 3 ounces of whole grain foods every day. To be sure you are getting whole grain goodness, look for the word "whole" in front of the grain name in the list of ingredients.

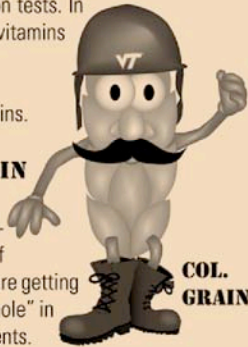


Table cards were created to educate our customers about the benefits of incorporating whole grains into their diets and to explain the Whole Grain Boot Camp program.

TIPS TO HELP YOU GET MORE WHOLE GRAINS EACH DAY:

- Look for foods that list a whole grain as the first ingredient. Some whole grain ingredients to look for include: whole wheat, whole barley, whole oats, cracked wheat, graham flour, and whole cornmeal.
- Make a habit of requesting whole wheat bread or rolls and brown rice as meal accompaniments when you eat out.
- Have a whole grain cereal, such as oatmeal, for breakfast.
- Stock your pantry with whole grain staples: brown rice, low-fat whole-wheat crackers, cereal, breads, and rolls.

Look for the whole grain logo in D2 throughout the month and on restaurant menus to identify whole grain selections.



Look for these stamps printed on packages to find whole grain products in stores.



yes@vt.edu
www.studentprograms.vt.edu/yes





MENU ITEMS



Whole Grain Offerings Today Thursday, June 18, 2007

- Nature Valley Low-Fat Fruit Granola Cereal
- Lucky Charms Cereal
- Honey Nut Toasted Oats Cereal
- Raisin Bran Cereal
- Corn Flakes Cereal
- Crispy Rice Cereal
- Oatmeal
- Kamut Cereal
- Homemade Sliced Whole Wheat Bread
- Whole Grain Sliced Bread
- Spanish Brown Rice
- Steamed Brown Rice (Olives)
- Whole Wheat White Pizza (Olives)
- Whole Wheat Pita Bread
- Polenta
- Vegan Oatmeal Raisin Cookies
- Whole Wheat Pepperoni Pizza
- Whole Wheat Cheese Pizza
- Whole Wheat Cheese sticks
- Preacher Cookies
- Fruit Cobbler of the Day
- Whole Wheat Cinnamon Raisin Bread
- Sunflower Bread
- 8 Whole Grain Rolls
- Sunshine Granola



Whole Grain Offerings Today Thursday, July 19, 2007

- Nature Valley Low-Fat Fruit Granola Cereal
- Lucky Charms Cereal
- Honey Nut Toasted Oats Cereal
- Raisin Bran Cereal
- Corn Flakes Cereal
- Crispy Rice Cereal
- Oatmeal
- Kamut Cereal
- Homemade Sliced Whole Wheat Bread
- Whole Grain Sliced Bread
- Spanish Brown Rice
- Steamed Brown Rice (Olives)
- Whole Wheat White Pizza (Olives)
- Whole Wheat Spaghetti Bolognese (Olives)
- Whole Wheat Pita Bread
- Quinoa Berry Salad (Olives)
- Fried Brown Rice with Tofu (Olives)
- Polenta
- Whole Wheat Pepperoni Pizza
- Preacher Cookies
- Fruit Cobbler of the Day
- Whole Wheat Crepes
- Whole Wheat Cinnamon Raisin Bread
- Sunflower Bread
- 8 Whole Grain Rolls
- Sunshine Granola

A full list of whole grain menu options was displayed daily.



WHITE PIZZA WITH WHOLE WHEAT CRUST

Whole grains included: **Wheat**

Whole grains are an important source of selenium, which protects cells from oxidation and is also important for a healthy immune system.

Nutrition information: Serving size 1 slice
 Calories 257
 Fat 11 grams
 Protein 12 grams
 Carbs 28 grams
 Fiber 3 grams



HOMEMADE WHOLE WHEAT BREAD

Whole grains included: **Wheat**

Eating at least three servings a day of whole grains may help with weight management.

Nutrition information: Serving size 1 slice
 Calories 114
 Fat 2 grams
 Protein 4 grams
 Carbs 22 grams
 Fiber 2 grams



Menu item cards noting the benefits of eating whole grains, including nutrition information, were placed on the serving lines.



FEEDBACK CARDS

Feedback cards were provided that asked guests—students, faculty, staff members, and summer conference guests—their opinions on the various items that they sampled.

WHOLE GRAIN BOOT CAMP FEEDBACK

Please use a separate card to rate each whole grain item sampled.

Which whole grain option did you choose? All I Love Colonel Grain

Rate each category on a scale of 1–10, with 1 being poor and 10 being excellent.

Taste	1	2	3	4	5	6	7	8	9	10
Visual appeal	1	2	3	4	5	6	7	8	9	10
Aroma	1	2	3	4	5	6	7	8	9	10
Nutritional content	1	2	3	4	5	6	7	8	9	10
Overall	1	2	3	4	5	6	7	8	9	10



Colonel Grain

Would you choose this option again? yes no

What whole grain items would you like to see on future menus?

Whole grain pasta
whole grain rolls/breads
whole grain desserts

Additional Comments

This is a great idea!
Please keep doing it!

Submit this completed card for a chance to win a Diamondback Wildwood Citi bike!
We welcome feedback from all of our conference guests, however, the contest is open to current Virginia Tech students only.

Name: Caressa
Phone Number: 703
E-mail address: cvt.edu



WHOLE GRAIN BOOT CAMP FEEDBACK

Please use a separate card to rate each whole grain item sampled.

Which whole grain option did you choose? (Fruit Cobbler)
Cherry Cobbler

Rate each category on a scale of 1–10, with 1 being poor and 10 being excellent.

Taste	1	2	3	4	5	6	7	8	9	10
Visual appeal	1	2	3	4	5	6	7	8	9	10
Aroma	1	2	3	4	5	6	7	8	9	10
Nutritional content	1	2	3	4	5	6	7	8	9	10
Overall	1	2	3	4	5	6	7	8	9	10



Colonel Grain

Would you choose this option again? yes no

What whole grain items would you like to see on future menus?

- pastas

Additional Comments

- effective campaign!
- Col. Grain is the man.

Submit this completed card for a chance to win a Diamondback Wildwood Citi bike!
We welcome feedback from all of our conference guests, however, the contest is open to current Virginia Tech students only.

Name: bobby
Phone Number: 540
E-mail address: bob@vt.edu



WHOLE GRAIN BOOT CAMP FEEDBACK

Please use a separate card to rate each whole grain item sampled.

Which whole grain option did you choose? brown rice (spanish)

Rate each category on a scale of 1–10, with 1 being poor and 10 being excellent.

Taste	1	2	3	4	5	6	7	8	9	10
Visual appeal	1	2	3	4	5	6	7	8	9	10
Aroma	1	2	3	4	5	6	7	8	9	10
Nutritional content	1	2	3	4	5	6	7	8	9	10
Overall	1	2	3	4	5	6	7	8	9	10



Colonel Grain

Would you choose this option again? yes no

What whole grain items would you like to see on future menus?

I really, really like the
pizza. Keep it on the menu.

Additional Comments

Submit this completed card for a chance to win a Diamondback Wildwood Citi bike!
We welcome feedback from all of our conference guests, however, the contest is open to current Virginia Tech students only.

Name: Kristin
Phone Number: 540
E-mail address: k @vt.edu





What is HealthyDiningFinder.com?

HealthyDiningFinder.com is a new, free online resource that enables consumers to:

1. easily find restaurants that offer at least four "healthier" menu items, and
2. view the nutrition information (fat, calories, sodium, fiber, fruit/vegetable servings, and more) for the featured dishes.

Entrées/full meals featured on HealthyDiningFinder.com must include lean proteins, fruits/vegetables, or 100% whole grains. Nutrition criteria for calories, fat, and saturated fat must also be attained.

Consumers "search" for restaurants based on location (zip code, city and state, or complete address) and other optional criteria such as price range and take-out availability. Participating restaurants range from fast food to fine dining and represent dozens of cuisine types. HealthyDiningFinder.com launched in March 2007, and already nearly 50,000 restaurant locations participate in the HEALTHY DINING PROGRAM.

How is HealthyDiningFinder.com Unique and Valuable?

A few other websites post nutrition information about restaurant meals, but these sites pull data from the websites of national and sometimes regional restaurant chains. HealthyDiningFinder.com goes much farther. HEALTHY DINING dietitians work with each participating restaurant to identify the healthiest choices served at that restaurant and approve every menu item featured on this site. In the case of many restaurants, HealthyDiningFinder.com is the only place to find nutrition information.

Additionally, HealthyDiningFinder.com:

- Is free to consumers
- Includes restaurants ranging from one-unit independents to the nation's large chains
- Provides information for ten nutrient categories: calories, total fat, saturated fat, cholesterol, sodium, fiber, sugar, carbohydrates, protein, and fruit/vegetable servings
- Features "Special Request" information, guiding consumers on ordering certain items so that they are more healthful
- Includes descriptive information about each restaurant and a link to its website
- Allows search capabilities (for location, price range, take-out, delivery, and catering, as well as an alphabetical search)
- Is staffed by a team of health professionals, including dietitians and health educators
- Provides additional content about adopting a healthy lifestyle
- Received funding from the Centers for Disease Control and Prevention (CDC) for its development
- Was developed in cooperation with the National Restaurant Association, which recommends the program to its member restaurants

(over)



Please Help HEALTHY DINING Grow

Health Professionals:

If you want to introduce HealthyDiningFinder.com to others (patients, clients, employees, members, etc.), please contact HEALTHY DINING and we will provide content and other materials, including:

1. A one-page flier (PDF) describing HealthyDiningFinder.com:
 - To print and distribute to patients, clients, employees, etc.
2. A one-page Word document with a variety of “blurbs” explaining HealthyDiningFinder.com:
 - From one-liners to 100-word paragraphs
 - For easy copying-and-pasting into newsletters and websites
3. Two versions of the HealthyDiningFinder.com logo:
 - To add graphic appeal to your newsletters/website, we suggest including one of these logos along with the written description of the site.
 - Let us know if you prefer a different format.

To introduce the HEALTHY DINING PROGRAM and HealthyDiningFinder.com to restaurants, feel free to print and distribute the “Refer-A-Restaurant” sheet to inform restaurant owners about the HEALTHY DINING PROGRAM and HealthyDiningFinder.com. It’s in the “Health Promotion Materials” section of “Get More” on the site.

Media:

Please contact HEALTHY DINING:

- To discuss story ideas
- To request a press kit

HEALTHY DINING Contact Information:

Erica Bohm, M.S.
VP & Director of Strategic Partnerships
Healthy Dining & HealthyDiningFinder.com
858.541.2049 or 800.953.3463, ext. 7112
Erica@HealthyDiningFinder.com

We welcome your questions, suggestions, and feedback about the site/program and very much look forward to working with you to help support the health of the community.

SCHOOL MEALS AND WHOLE GRAINS – PROGRESS, WITH ROOM FOR MORE

The School Nutrition Association's (SNA) 2007 Trends Report, released October 16, 2007, found that "increased availability of whole grain products is the most commonly reported policy/effort in place in school districts across the nation."

Districts Implementing Specific Food and Nutrition Policies, 2007

85.1%	Increase availability of whole grain products
81.3%	Increase availability of healthier beverages in vending machines
73.6%	Reduce / limit trans fats
73.1%	Limit fat content
68.8%	Increase availability of fresh fruits / vegetables
68.3%	Limit vending hours
47.1%	Limit availability of foods sold outside the cafeteria
42.8%	Remove carbonated beverages from vending machines

Interestingly, the SNA found that smaller districts were more committed to whole grains. Though no reason was given in the report, it may be that smaller districts can move more nimbly, with fewer layers of approvals and bureaucracy.

Districts Increasing Whole Grains, by District Size

91.7%	under 2,500 students
91.4%	2,500-4,999 students
83.7%	5,000-9,999 students
79.2%	10,000-24,999 students
83.7%	25,000 students or more

What's Next, In The 07-08 School Year?

School districts plan to continue incorporating more whole grains into school meals. When asked "How will school lunch ... in your district be different in the upcoming (07-08) school year?" here are some of the answers they gave:

"Wider variety of whole grains."

"Less fried foods. More whole wheat products. More fruits and veggies."

"We've reformulated all our inhouse baked goods to be at least 50% whole grain."

"Additional whole grain products will be made available through the lunch lines."

"All bread offered will be only wheat or whole grain."

"Desserts will be whole grain or fresh variety of fruits."

"More beans on menu, more whole grains."

"More whole grains throughout the district."

"We stand true on offering fresh fruits and vegetables, whole grains every day."

"We will implement more whole grains and reduce the sugar content."

"We will be offering more whole grain products in the form of whole white wheat."

The full SNA 2007 School Trends Report is available on the School Nutrition Association website at <https://my.schoolnutrition.org/ebusiness/productcatalog/product.aspx?ID=3905>.

U.S. SCHOOL MEAL STANDARDS

Here are U.S. Government standards for whole grains in school meals as of late 2007:

1. For the National School Lunch Program (NSLP)

It's a little-known fact that, as of October 2007, schools are not actually required to serve any whole grains. Outdated regulations (CFR 210.10) say only that grains must be "enriched or whole grain" – as if the two were equal.

USDA is to be commended for encouraging whole grains (as in the 2004 memo below), but it is disappointing that nothing yet *mandates* whole grains.

*To Child Nutrition Programs, All States,
We encourage school food authorities to inquire about the availability of whole grain products when developing product specifications and making their procurement plans next year. We would also like for schools participating in the school meals programs to consider purchasing and offering whole grains whenever possible as part of their efforts to promote healthy eating and improving nutritional well-being.*

*Stanley C. Garnett, Director, Child Nutrition Division
October 22, 2004*

Although U.S. law requires all government nutrition programs to be consistent with the Dietary Guidelines¹, NSLP regulations currently lag almost three years behind the release of the most recent Guidelines. Soon, regulations are expected to be updated to align NSLP with the 2005 Dietary Guidelines, which state that at least half of the grains we consume should be whole grains.

2. For the Healthier U.S. Schools Challenge

The Healthier U.S. Schools Challenge² is a voluntary USDA program offering recognition to schools that improve overall nutrition. **Foods qualifying as "whole grain" must be formulated with at least 51% of their grain as whole grain.**

HUSSC grants "Silver Award" status to schools that **serve whole grains three times a week**, and "Gold Award" status to schools that serve **whole grains all five days**. (Other requirements aside from whole grains must be met.)

3. New IOM guidelines for competitive foods

The Institute of Medicine issued a report in May 2007³ recommending that all snacks and à la carte foods served in elementary schools – and all those served in high schools during the school day – **should include at least one serving of fruits, vegetables, whole grains or low fat/no fat dairy**. These foods must also meet various criteria per serving related to fats, sugars, sodium and calories. Neither "serving" nor "whole grain" are clearly defined in this report.

¹ 7 USC Section 5341(a)1 states: "At least every five years the Secretaries shall publish a report entitled "Dietary Guidelines for Americans". Each such report shall contain nutritional and dietary information and guidelines for the general public, and shall be promoted by each Federal agency in carrying out any Federal food, nutrition, or health program." Available at <http://uscode.house.gov/download/pls/07C84.txt>

² <http://www.fns.usda.gov/tn/HealthierUS/index.html>

³ The full report can be viewed at <http://www.iom.edu/CMS/3788/30181/42502.aspx>

WHOLE GRAINS FOR SCHOOLS FOODSERVICE RECIPES



While an increasing number of school districts do little more onsite than warm and serve pre-cooked food – or simply serve food prepared at a central district kitchen – a study published in the August 2005 issue of the *Journal of the American Dietetic Association* found that 45.3% of schools still have onsite production systems.

Wherever whole grains are being prepared, whether onsite or centrally, many school foodservice staff feel challenged working with new and unfamiliar ingredients. It is for them that we have created this collection of recipes suitable for school foodservice – a collection that is also posted on the Whole Grains Council website where it can be freely downloaded.

Recipes in this collection include:

- Whole Wheat Veggie Pizzas
- Multi-Grain Pumpkin Muffins
- Carrot Lentil Brown Rice Casserole
- Tamari-Almond Kamut Berry Salad
- Pasta Salad with Zucchini
- Italian Pasta Salad
- Cinnamon Rolls
- Spelt Pita
- Quinoa Pilaf
- “Jackson Square” Pasta Salad
- Vegan Preacher Cookies
- Whole Wheat White Pizza
- Whole Grain Spaghetti with Fresh Vegetables
- Whole Grain Penne with Zucchini and Parmesan
- Bulgur and Brown Rice Pilaf
- P.F. Chang’s Combo Fried Brown Rice
- Wild Mushroom-Walnut Bulgur Pilaf
- Warm Rice Salad, with Roasted Chicken, Bacon, and Cheddar
- Sonoma Rice Pilaf with Almonds and Figs
- Sweet Coconut-Curry Brown Rice
- Chicken, Brown Rice, and Edamame Salad
- Autumn-Inspired Wheatberry Salad

WHOLE WHEAT VEGGIE PIZZAS

Courtesy of HSC Cafeterias, WVUH
"Whole Grains Challenge" Winner

9 (7-inch) Pizzas:

2 c.	Whole wheat flour
2 c.	All purpose flour
1/2 c.	Dry oats
1 Tbsp. + 1 1/2 tsp.	Active dry yeast
1/4 tsp.	Salt
2 tsp.	Honey
1 1/2 c.	Warm water

- Mix 1 cup each of white and whole wheat flour, oats, yeast and salt. Heat water to 125°, then add honey.
- Gradually add water to dry mixture. Mix for 2 minutes. Add remaining flour, mixing well after each addition.
- Knead dough for 10 minutes. Spray with Pam. Cover. Let rise in warm place until double. Punch down.
- Divide into equal parts. Roll and place in 7-inch pizza pans. Cover; let rise in warm place approximately 45 minutes.

Sauce and Toppings:

1 c. + 2 Tbsp.	Pizza sauce
2 tsp.	Minced garlic
1/4 c.	Fresh basil leaves, trimmed and chopped
1 1/2 c.	Spinach leaves, stems trimmed
1 c. + 2 Tbsp.	Broccoli flowerets
1/2 c. + 1 Tbsp.	Carrots, grated
1 c. + 2 Tbsp.	Green peppers, diced
1 c. + 2 Tbsp.	Diced fresh tomatoes
2 1/4 c.	Part-skim mozzarella cheese

- Mix pizza sauce with minced garlic and fresh basil.
- Top each dough with:
 - 2 Tbsp. Pizza sauce
 - Spinach leaves
 - 2 Tbsp. Broccoli flowerets
 - 1 Tbsp. Grated carrots
 - 2 Tbsp. Green peppers
 - 2 Tbsp. Diced fresh tomatoes
 - 1/4 c. Mozzarella (part-skim) cheese
- Bake in hot oven (375° convection oven; 425° home oven) approximately 10 minutes.

Nutrition Facts per pizza: Calories 340, Total Fat 6g, Saturated Fat 3g, Trans Fat 0g, Cholesterol 20 mg, Sodium 350 mg, Total Carbohydrate 55g, Dietary Fiber 8g, Sugars 3g, Protein 15g, Vitamin A 40%, Vitamin C 50%, Calcium 25%, Iron 20%.

MULTI-GRAIN PUMPKIN MUFFINS

Courtesy of HSC Cafeterias, WVUH
 “Whole Grains Challenge” Winner

12 Cupcake Size Muffins	Ingredients	36 Cupcake Size Muffins
1/2 c.	Whole Wheat Flour	1 1/2 c.
1 c.	All Purpose Flour	3 c.
3/4 c.	Ground Flax	2 1/4 c.
3/4 c.	Oatmeal	2 1/4 c.
1/2 c.	Brown Sugar	1 1/2 c.
2 tsp.	Baking Soda	2 Tbsp.
1 tsp.	Baking Powder	1 Tbsp.
1/4 tsp.	Salt	3/4 tsp
2 tsp.	Cinnamon	2 Tbsp.
1 c.	Pumpkin, canned	3 c.
1/2 c.	Raisins	1 1/2 c.
1/3 c. + 1 Tbsp.	Egg Substitute	1 1/4 c.
2 Tbsp.	Unsweetened Applesauce	1/3 c.
1 tsp.	Vanilla	1 Tbsp.
1 c.	Skim Milk	3 c.
1 Tbsp.	Lemon Juice	3 Tbsp.

- Mix dry ingredients. Stir in raisins.
- Combine eggs, pumpkin, milk, applesauce and vanilla in separate bowl.
- Add liquids to dry ingredients; stir until moist (batter will be lumpy).
- Bake at 350° (300° convection oven) for 15-20 minutes. Take out of pan as soon as possible to cool.

Nutrition Facts per muffin: Calories 170, Total Fat 3g, Saturated Fat 0g, Trans Fat 0g, Cholesterol 0mg, Sodium 320mg, Total Carbohydrate 31g, Dietary Fiber 4g, Sugars 12g, Protein 6g, Vitamin A 70%, Vitamin C 2%, Calcium 6%, Iron 10%.

CARROT LENTIL BROWN RICE CASSEROLE

Courtesy of HSC Cafeterias, WVUH
"Whole Grains Challenge" Winner

1 1/2 c. Onion, chopped
2 1/2 c. Carrots, diced frozen
2 c. Dry lentils, rinsed
2 c. Uncooked brown rice
2 1/2 c. Green pepper, chopped
1 tsp. Dried thyme
1 tsp. Dried basil
1 tsp. Oregano
1/2 tsp. Salt
1/2 tsp. Rubbed sage
1 Tbsp. Minced garlic
5 c. Water
3/4 oz. Low sodium vegetable base
5 c. Canned tomato strips in puree

- In steam table pans sprayed with Pam, combine all ingredients.
- Cover and bake at 300° (convection oven) until the liquid is absorbed and lentils and rice are tender (about 1 1/2 hours).
- Keep hot (155° or higher) for service.

Makes: 30 servings

Serving Size: 1/2 cup

Nutrition Facts per serving: Calories 110, Total Fat 0.5g, Saturated Fat 0g, Trans Fat 0g, Cholesterol 0mg, Sodium 80mg, Total Carbohydrate 22g, Dietary Fiber 5g, Sugars 4g, Protein 5g, Vitamin A 15% DV, Vitamin C 20% DV, Calcium 0% DV, Iron 8%DV.

TAMARI-ALMOND KAMUT BERRY SALAD

Courtesy of Robin Asbell
Whole Grains Council Culinary Advisor

Kamut Berries:

8 c. Kamut berries
20 c. Purified water

Tamari Almonds:

5 1/2 c. Almonds, whole
1/4 c. Tamari

Dressing:

1/2 lb. Red onion, small dice
1 bunch Celery, chopped
2 bunches Parsley, washed, dried and minced
2 Tbsp. Ginger
1/4 c. Almond butter
1 c. Apple juice
1 c. Lemon juice
1/4 c. Tamari
1/2 c. Canola oil
3 Tbsp. Toasted sesame oil
1/4 c. Honey
1 Tbsp. Cracked black pepper
1 Tbsp. Salt

- Boil the water in a large pot, rinse kamut and add to the boiling water, return to a boil. Lower heat to a simmer, cover tightly and cook until the kamut is soft but a little crunchy, about 45 minutes. Drain excess water but don't rinse. Chill the grain.
- In a large bowl, mix 1/4 c. tamari with almonds. Spread on a parchment lined sheet pan and toast in a convection oven at 375° for 15 minutes. Cool.
- Chop the onions and celery and add to the chilled grain. In a food processor, mince the parsley and ginger. Add the almond butter and apple juice and process until smooth. Add the remaining ingredients and process to blend.
- Pour the dressing over the kamut and veggies and toss to mix. Chill. Add the tamari almonds just before serving.

Makes: 15 lbs

PASTA SALAD WITH ZUCCHINI

Courtesy of Colorado Springs School District
"Whole Grains Challenge" Winner

1 lb. + 9 oz.	Multi grain penne pasta, cooked
1 lb + 5 1/8 oz.	Italian salad dressing
3 1/8 oz.	Green peppers
4 3/4 oz.	Celery
4 3/4 oz.	Zucchini, unpeeled
6 1/4 oz.	Onions, chopped fine
6 1/4 oz.	Carrots, peeled & sliced

- Cook pasta in boiling water until just tender. Drain well. Rinse in cold water. Drain very well.
- Combine all remaining ingredients and add to rinsed pasta. Mix well.
- Refrigerate overnight.

Makes: 50 servings

Serving Size: 1/4 cup

*Nutrition Facts per serving: Calories 85, Iron 0.29mg, Protein 1.36g, Cholesterol 0mg, Calcium 7mg, Carbohydrates 6.50g, Sodium 102mg, Vitamin A 629*IU, Total Fat 6.31g, Dietary Fiber 0.76g, Vitamin C 2.4mg, Saturated Fat 0.91g, Protein 6.38%, Carbohydrates. 30.45%, Total Fat 66.46%, Saturated Fat. 9.54%*

** - Denotes Missing Nutrient Values*

ITALIAN PASTA SALAD

Courtesy of Colorado Springs School District
"Whole Grains Challenge" Winner

2 lbs + 8 oz. Multi grain penne pasta, cooked
1 3/4 c. + 2 Tbsp. Canned olives, sliced and drained
12 1/2 oz. Pepperoni, sliced
3/4 c. + 1 Tbsp. Italian salad dressing

- Cook pasta according to package directions and drain well.
- Add sliced olives, sliced pepperoni (quartered), and Italian dressing to cooked pasta and toss to combine.
- Chill and serve.

Makes: 50 servings

Serving Size: 2 oz.

*Nutrition Facts per serving: Calories 93, Iron 0.56mg, Protein 3.27g, Cholesterol 7mg, Calcium 4mg, Carbohydrates 7.78g, Sodium 236mg, Vitamin A 1*IU, Total Fat 5.78g, Dietary Fiber 0.82g, Vitamin C 0mg, Saturated Fat 1.46g, Saturated Fat 14.09%, Protein 14.04%, Carbohydrates. 33.42%, Total Fat 55.88%*
** - Denotes Missing Nutrient Values*

CINNAMON ROLLS

Courtesy of Colorado Springs School District
"Whole Grains Challenge" Winner

Dough:

7 oz.	Active yeast
16 lbs	All-purpose bleached wheat flour
16 lbs	Whole-grain wheat flour
2 lbs + 3 oz.	Non-fat milk
2 lbs + 12 oz.	Granulated sugar
14 oz.	Salt
2 qts + 3/4 c.	Soybean oil
2 1/4 gals + 1 c.	Water
6 lbs + 1 oz.	Non-hydrogenated margarine

Cinnamon Spread:

5 lbs + 6 oz.	Brown sugar (light)
9 lbs	Granulated sugar
1 1/2 c.	Ground cinnamon
2 13 oz. cans + 2 oz.	Condensed evaporated milk

For best results, have all ingredients and utensils at room temperature

- Mix yeast, flours, milk powder, white sugar and salt on setting for 4 minutes.
- Slowly add oil and water, then mix on setting for 14 minutes.
- Let rise in warm area (about 90°F) for 45-60 minutes.
- Place on lightly floured surface and weigh out balls at 3 lbs 6 oz each.
- Measure margarine, brown sugar, sugar, cinnamon and evaporated milk. Mix until spreadable paste is formed. Set aside.
- Roll each ball of dough into a rectangle 25"x10"x1/4".
- Spread cinnamon mixture over rectangle, about 1/2 cup per rectangle.
- Roll each rectangle into long slender roll with cinnamon spread on the inside. Cut each roll into uniform one-inch pieces.
- Place on lightly floured sheet pan and cover with bag.
- Place in a warm area (about 90°) until double in size (25-30 minutes).
- Bake until lightly browned (400° conventional oven for 18-20 minutes; 325° convection oven for 12-14 minutes).
- Optional: Frost with white glaze frosting.

Makes: 500 servings

Serving Size: 2 oz.

Nutrition Facts per serving: Calories 246, Iron 1.54mg, Protein 4.53g, Cholesterol 1mg, Calcium 47mg, Carbohydrates 38.67g, Sodium 376mg, Vitamin A 203IU, Total Fat 8.82g, Dietary Fiber 2.43g, Vitamin C 0.3mg, Saturated Fat 1.47g, Protein 7.35%, Carbohydrates 62.80%, Total Fat 32.23%, Saturated Fat. 5.39%

SPELT PITA

Courtesy of King Arthur Flour
Just Ask for Whole Grains Conference Sponsor

2.833 kg	Whole spelt flour
2.833 kg	Sir Galahad Artisan flour
3.853 kg	Water
0.283 kg	Extra Virgin olive oil
0.113 kg	Salt
0.085 kg	Yeast

- Add all the ingredients to the mixer. Mix on first speed for 3 minutes to incorporate the ingredients.
- Check the hydration and correct as necessary. Mix on second speed for an additional 3 to 4 minutes.
- Gluten development should be moderate. Desired dough temperature: 75°F-78°F.
- Cover the dough with plastic and bulk ferment 1.5-2 hours, with a fold halfway through.
- Divide the dough into 70g pieces and round them.
- When relaxed, pin each dough piece into a disc about 1/4" thick.
- Bake at 250°C directly on the sole of the oven. When they have ballooned and the bottoms are speckled, turn them over and finish the bake.

Makes: About 140 pitas

QUINOA PILAF

Courtesy of University Village Center
“Whole Grains Challenge” Winner

1 oz.	Shallots, minced
1/2 oz.	Garlic, peeled, minced
24 oz.	Chicken stock, prepared, hot
12 oz.	Quinoa
1/2 tsp.	Salt
1 each	Bay leaf
1/4 tsp.	White pepper
1 sprig	Thyme, whole

- Sweat shallots and garlic for one minute in one ounce of chicken stock.
- Add quinoa, remaining stock, salt, bay leaf, pepper, and thyme. Bring to a simmer.
- Cover pot tightly and place in 350°F oven. Cook for 15 minutes until grains are tender.
- Remove bay leaf and fluff grains with a fork. Fold in desired garnish. Serve.
- Garnish ideas: Red and yellow roasted peppers, diced; Almonds, toasted and slivered; Sautéed mushrooms; Fresh chopped parsley.

Makes: 12 servings

“JACKSON SQUARE” PASTA SALAD

Courtesy of Virginia Tech's D2 Dining Service
“Whole Grains Challenge” Winner

4 lbs	Whole wheat spaghetti
8 oz.	Broccoli buds
8 oz.	Shoestring carrots
8 oz.	Green pepper strips
8 oz.	Red pepper strips
6 oz.	Fresh sliced mushrooms
8 oz.	Cherry tomatoes
1/3 c.	Pepperoncini
1 1/2 tsp.	Granulated sugar
1/2 c.	Red wine vinegar
1 tsp.	Iodized salt
1/2 tsp.	Ground black pepper
1/3 c.	Fresh basil
2 tsp.	Whole oregano, dried
2 tsp.	Whole rosemary, dried
2 tsp.	Thyme leaves, dried
1 1/2 c.	Pure olive oil

- Ensure that all preparation equipment needed for this recipe is clean and sanitized. Wash hands prior to beginning preparation.
- Cook pasta until al dente. Drain and rinse in an ice bath to cool. Drain again.
- Slightly steam broccoli and carrots until just tender. Drain and cool in an ice bath and drain again.
- Add all of the vegetables and the pasta in bowl to mix.
- In a separate bowl, dissolve sugar in vinegar. Add seasonings.
- Slowly drizzle oil into vinegar mixture, mixing until dressing is emulsified.
- Pour dressing over pasta and vegetable mixture and mix well.
- Maintain temperature at 40°F or less for holding and serving.

Makes: 200 oz.

Serving Size: 4 oz.

VEGAN PREACHER COOKIES

Courtesy of Virginia Tech's D2 Dining Service
"Whole Grains Challenge" Winner

13 oz. Granulated sugar
1/2 c. Soy milk
1/2 c. Non-hydrogenated margarine
4 Tbsp. Cocoa
1 tsp. Vanilla flavoring
5 1/2 oz. Rolled oats cereal
4 1/4 oz. Peanut butter

- Ensure that all preparation equipment needed for this recipe is clean and sanitized. Wash hands prior to beginning preparation.
- Place sugar, soy milk, margarine, and cocoa in small sauce pot and bring to a boil for one minute.
- Turn off heat and add remaining three ingredients to sauce pot.
- Portion cookies into 2-ounce scoops and place onto parchment paper.
- Allow mixture to cool and harden before serving.

Makes: 50 cookies

Serving Size: 1 cookie

WHOLE WHEAT WHITE PIZZA

Courtesy of Virginia Tech's D2 Dining Service
"Whole Grains Challenge" Winner

1 c.	Olive oil
6 oz.	Garlic
2 Tbsp.	Whole oregano, dried
4 - 23 oz.	Whole wheat pizza dough balls
4 oz.	Washed spinach
2 lbs	Diced mozzarella and provolone blended cheese
2 lbs	Sliced tomatoes
2 lbs	Salad cut artichoke hearts
8 oz.	Sliced black olives
2 lbs	Feta cheese

- Ensure that all preparation equipment needed for this recipe is clean and sanitized. Wash hands prior to beginning preparation.
- Heat oil in a skillet. Add garlic and oregano. Cook until soft. Set aside to cool.
- Using pizza press, roll out dough to 17 inches. Generously spray a pizza screen with pan spray. Place the crust on the screen.
- Brush crust with oil mix. Lay spinach flat on crust. Top with the mozzarella and provolone blend.
- Top cheese with sliced tomatoes, then artichokes, olives, and Feta cheese.
- Bake at 450°F for 10-15 minutes. Ensure that the final temperature is 145°F or above. Cut into twelve slices and serve.
- Maintain temperature at 140°F or greater during holding and service.

Makes: 4 pizzas

Serving Size: 1 slice

WHOLE GRAIN SPAGHETTI WITH FRESH VEGETABLES

Courtesy of Barilla
Just Ask for Whole Grains Conference Sponsor

20 boxes	BARILLA Whole Grain Spaghetti
2 c.	Extra virgin olive oil
10 cloves	Garlic
10 small	White onion, finely chopped
10 small	Zucchini, diced small
10 small	Yellow squash, diced small
10 bunch	Asparagus, cut into 1-inch pieces
10 medium	Yellow bell peppers, julienne
10 pints	Cherry tomatoes, halved
to taste	Salt
to taste	Freshly ground black pepper
20 leaves	Fresh basil, torn

- Cook pasta according to package directions.
- Meanwhile, heat olive oil in a large skillet. Using the side of a knife, gently press and peel the garlic and sauté in skillet for 1 minute, until slightly brown. _
- Add onion and sauté for 5 minutes, until translucent.
- Add bell pepper, zucchini, yellow squash and asparagus and sauté until heated but not completely cooked.
- Add tomatoes, season with salt and pepper and sauté for 2 additional minutes.
- Drain pasta, add to skillet and toss with basil before serving.

Makes: 100 servings

WHOLE GRAIN PENNE WITH ZUCCHINI AND PARMESAN

Courtesy of Barilla
Just Ask for Whole Grains Conference Sponsor

20 boxes	BARILLA Whole Grain Penne
2 c.	Extra virgin olive oil
10 cloves	Garlic, chopped
40 small	Zucchini, thinly sliced
20 c.	Cherry tomatoes
40	Basil leaves, torn in small pieces
10 c.	Parmesan cheese, shaved
Sea salt (to taste)	

- Cook pasta according to package directions.
- Meanwhile, season zucchini with a little sea salt.
- Heat olive oil in medium-sized skillet, add garlic and sauté for 2 minutes.
- Add zucchini and sauté for additional two minutes.
- Add cherry tomatoes and sauté until skins are slightly blistered and the tomatoes are heated all the way through. Add basil to skillet.
- Drain pasta, add to skillet and toss with cheese before serving.

Makes: 100 servings

BULGUR AND BROWN RICE PILAF

Courtesy of Sunnyland Mills
Just Ask for Whole Grains Conference Sponsor

1 1/2 lb. Butter or margarine
20 cloves Garlic, fresh and finely chopped
3 3/4 lb. Onion (white or yellow), small diced
5 c. Brown rice
15 c. Bulgur #3 coarse
2 1/2 lb. Vermicelli fine, broken into half-inch lengths
2 1/2 gal. Chicken stock or broth
10 tsp. Marjoram (to taste)
Green onion, finely chopped (for garnish)
Salt and pepper to taste

- Sauté vermicelli, onion in butter or margarine until lightly browned. Use of rondeau in batches may be preferable.
- Add rice and bulgur and sauté.
- Add chicken stock or broth and marjoram.
- Bring to boil, cover and simmer over low heat for approximately 30-35 minutes or until liquid is absorbed.
- Salt and pepper to taste.

Makes: 100 servings
Serving Size: 4 oz.

P.F. CHANG'S COMBO FRIED BROWN RICE

Courtesy of P.F. Chang's China Bistro
"Whole Grains Challenge" Winner

2 oz. Shrimp
2 oz. Beef (cut into strips)
2 oz. Chicken (cut into strips)
1/2 Tbsp. Vegetable oil
1 Egg
3 1/2 c. Cooked brown rice (follow directions on package)
1.5 oz. Bean sprouts (approximately 1 cup)
1.5 oz. Carrots (cut into strips, approximately 1/2 cup)
1/2 c. Green onions (fine chop)

Fried Rice Sauce:

1/4 c. Kikkoman soy sauce
2 Tbsp. Cooking sherry
2 tsp. Oyster sauce

- In a mixing bowl, mix all Fried Rice Sauce ingredients well; set aside.
- Add 1/2 Tbsp. of vegetable oil to hot pan.
- Add chicken, beef and shrimp and stir-fry until done; set aside.
- Add remaining 1/2 Tbsp. of vegetable oil to hot pan.
- Add egg in and scramble.
- Add Fried Rice sauce, stir-fry until all rice is coated evenly.
- Add shrimp, beef, and chicken and quickly stir-fry.
- Add rice and vegetable and stir-fry.

WILD MUSHROOM-WALNUT BULGUR PILAF

Courtesy of Kathryn Conrad
Whole Grains Council Culinary Advisor

8 c.	Low-sodium vegetable broth, divided
1 oz.	Dried porcini mushrooms
1/4 c.	Extra virgin olive oil
2 c.	Chopped shallots
1 lb.	Mixed mushrooms (portabella, shiitake, oyster, etc.), thinly sliced
6 cloves	garlic, minced
3 Tbsp.	Butter
1 c.	Dry white wine
2 tsp.	Salt
1/2 tsp.	Freshly ground black pepper
4 c.	Whole grain bulgur
1 c.	Chopped, toasted walnuts
1/2 c.	Chopped fresh flat-leaf parsley

- Preheat oven to 350°F.
- Bring 2 cups vegetable broth to a boil over medium-high heat. Remove from heat and stir in dried porcinis. Cover and steep 20 minutes. Drain over a bowl, reserving soaking liquid. Chop porcinis and reserve.
- Heat olive oil in a large skillet over medium-high heat. Add shallots. Sauté 5 minutes or until softened. Add mushrooms, garlic and butter. Cook 8 minutes or until the mushrooms have given off their liquid and are beginning to brown, stirring often.
- Stir in wine and cook 2 minutes. Stir in reserved chopped porcinis, salt and pepper and cook 2 minutes.
- Transfer mushroom mixture to a hotel pan. Add bulgur and walnuts.
- Combine reserved porcini soaking liquid and the remaining 6 cups vegetable broth in a large saucepan over medium-high heat. Bring to a boil. Pour evenly over bulgur mixture in hotel pan. Stir well to combine. Cover tightly with foil and bake for 20 minutes at 350°F. Stir well, cover and bake for an additional 20 minutes. Remove from oven and stir in chopped parsley.

Makes: 16 servings

Serving Size: 1 cup

WARM RICE SALAD WITH ROASTED CHICKEN, BACON, AND CHEDDAR

Courtesy of Mars Food US / Uncle Ben's
Just Ask for Whole Grains Conference Sponsor

12 c. Uncle Ben's Infused Chicken & Wild Rice Pilaf, cooked
12 oz. Mixed greens, fresh
2 1/2 lbs. Roasted chicken breast, sliced
1 1/2 c. Applewood-smoked bacon, diced, cooked crisp
72 Grape tomatoes, fresh
6 oz. Cheddar cheese, sharp, shaved into one-inch pieces

For one portion:

- Combine 1 c. rice and 1 oz. mixed greens in bowl; toss gently to blend and arrange on plate.
- Arrange 3 oz. chicken over salad.
- Top with 2 Tbsp. bacon and 6 tomatoes.
- Arrange 1/2 oz. cheese over salad.
- Serve warm.

Makes: 12 servings

SONOMA RICE PILAF WITH ALMONDS AND FIGS

Courtesy of Mars Food US / Uncle Ben's
Just Ask for Whole Grains Conference Sponsor

12 c. Uncle Ben's Infused Chicken & Wild Rice Pilaf, cooked, hot
3 1/2 c. Roasted vegetables (asparagus, red and orange bell pepper, red onions) warm,
diced small
1/2 c. California mission figs, fine-chopped
1/2 c. Almonds, sliced, toasted
6 Tbsp. Balsamic glaze, commercially prepared
3/4 c. Goat cheese, crumbled
12 Salmon fillets, grilled

- Combine rice, vegetables, figs, and almonds; toss to blend. Keep warm.

For one portion:

- Spoon 1 cup rice pilaf onto plate
- Drizzle 1/2 Tbsp. glaze over rice
- Top with 1 Tbsp. cheese
- Serve with 1 salmon fillet

Makes: 12 servings

SWEET COCONUT-CURRY BROWN RICE

Courtesy of Mars Food US / Uncle Ben's
Just Ask for Whole Grains Conference Sponsor

8 c. Uncle Ben's Whole Grain Brown Rice, prepared
1 Tbsp. Butter, unsalted
2 c. Green bell pepper, chunks
1 c. Red onion chunks
1 c. Carrot, small diced
2 Tbsp. Madras curry powder
2 c. Pineapple, fresh, small dice
3 Tbsp. Green chiles, canned, small dice
6 c. Thai coconut milk, real
2 c. Pineapple juice
1 1/2 c. Coconut, sweet, shredded
2 Tbsp. Cilantro, fresh, rough-chopped

- Cook rice according to package directions. Hold warm.
- Heat butter in sauce pot over medium-high heat to melt
- Add bell pepper, onion, and carrots. Sauté for 5 minutes.
- Add curry powder, stirring constantly. Cook for 1 minute to bring out flavor of spice.
- Add pineapple and chiles. Cook for 2 minutes.
- Add Thai coconut milk and pineapple juice. Bring to a boil, then reduce heat to simmer. Simmer for 12 minutes.
- Add coconut and cilantro to finish sauce and immediately remove sauce pot from heat. Reserve hot.

To plate:

- Place 1 c. rice into center of large dinner bowl. Use soup cup to mold rice into domed shape. Ladle 8 oz. coconut-curry sauce around rice.
- Garnish with sprinkles of toasted coconut, chopped cilantro, and toasted black and white sesame seeds. Place a scallion fan across side of bowl.

Makes: 8 servings

CHICKEN, BROWN RICE, AND EDAMAME SALAD

Courtesy of Mars Food US / Uncle Ben's
Just Ask for Whole Grains Conference Sponsor

4 c. Uncle Ben's Whole Grain Brown Rice, prepared
6 1/4 c. Chicken, roasted, pulled, white and dark meat
1 c. Celery, bias-sliced
1 c. Scallion, fresh, sliced (green and white parts)
3/4 c. Walnut halves, toasted
3 c. Edamame, shelled, blanched
1 c. Red onion, fine julienne
3 1/2 c. Citrus dressing, commercially prepared
Mesclun lettuce leaves (as needed)

- Cook rice according to package directions. Hold chilled.
- Add remaining ingredients. Gently fold together to evenly blend.
- Chill salad for at least 2 hours to allow rice to absorb all flavors and flavor of salad to develop.

To plate:

- Serve 2 c. chilled rice salad over mesclun lettuce leaves.

Makes: 16 servings

Serving Size: 2 cups

AUTUMN-INSPIRED WHEATBERRY SALAD

Courtesy of Flik Independent Schools at Milton Academy
"Whole Grains Challenge" Winner

3 Pks Wheatberries
3 Sweet potatoes, peeled and chopped
1 Tbsp. Extra virgin olive oil
2 Tbsp. Cinnamon
1/2 c. + 1 Tbsp. Brown sugar
1 Pinch Nutmeg
1 1/2 c. Craisins or Dried Cranberries
Sliced Almonds to Top
Salt & Pepper

- Cook wheatberries according to package.
- Allow to cool and sprinkle with salt and pepper.
- Toss sweet potatoes in olive oil, cinnamon, brown sugar and nutmeg.
- Roast in a 350° oven until tender and caramelized; allow to cool.
- Toss sliced almonds with olive oil, salt & pepper. Spread on a baking sheet and roast in a 350° oven until golden brown. Allow to cool.
- Assemble on a platter or bowl, starting with wheatberries on the bottom and top with Craisins, sweet potatoes, and almonds.

Makes: 9-12 servings

CULINARY ADVISORS TO THE WHOLE GRAINS COUNCIL

Our Culinary Advisors help us throughout the year, answering questions from members and consumers, supplying recipes for our website, and otherwise spreading the word about the most delicious ways to enjoy whole grains. This wonderful group of culinary experts includes:

ROBIN ASBELL, AUTHOR

THE NEW WHOLE GRAINS COOKBOOK
MINNEAPOLIS, MINNESOTA

KATHRYN CONRAD, CHEF/TEST KITCHEN ASSOCIATE

COOKING LIGHT MAGAZINE
BIRMINGHAM, AL

JESSE COOL, CHEF/OWNER

FLEA STREET CAFÉ, JZ COOL, THE COOL CAFÉ AT CANTOR ART GALLERY
MENLO PARK, CA

PAUL LYNCH, EXECUTIVE CHEF

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MEDITERRANEAN GRAINS AND GREENS
SAN FRANCISCO, CA

Whole Grains and Health



JUST ASK FOR WHOLE GRAINS

November 5-7, 2007, Kansas City

WHOLE GRAINS AND HEALTH



Whole grain research continues to show that the phytonutrients, vitamins, minerals, antioxidants and fiber in whole grains reduce risk of heart disease, strokes, certain cancers and obesity. Because of this compelling evidence, the 2005 Dietary Guidelines recommend that all adults increase their consumption of whole grains, on average, threefold.

This section contains several references on whole grains and health, along with information about the U.S. government's policies on whole grain health claims and labeling.

Fact Sheet: Whole Grains Made Easy

- This at-a-glance reference on whole grains and health was created by the Whole Grains Council in early 2007, in conjunction with the American Dietetic Association and the Wheat Foods Council. It now serves as the ADA's primary reference on whole grains.

Recent Health Studies on Whole Grains

- A sampling of recent research studies, adding to the weight of evidence supporting the health benefits of whole grains

Government Regulation and Policy

- Summary of Health Claims allowed in the U.S., UK and Sweden
- Review of the confusing patchwork of government policies

Scientific Advisors to the Whole Grains Council

- Thumbnail biographies of the nationally-known experts who support and advise the Whole Grains Council on scientific matters

NUTRITION

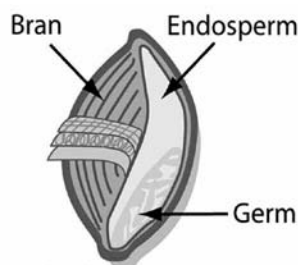
FACT SHEET

Whole Grains Made Easy

In the past, whole grains were thought to provide nothing more than fiber. However, new research reveals that whole grains offer vitamins and minerals, plus high levels of antioxidants and other healthy plant-based nutrients.

Whole grains contain protective antioxidants in amounts near or exceeding those in fruits and vegetables. They also provide some unique antioxidants not found in other foods. Corn, for example, has almost twice the antioxidant activity of apples. Wheat and oats almost equal broccoli and spinach in antioxidant activity.

Research continues to turn up new evidence on the benefits of whole grains. We've known for years that the fiber in whole grain helps promote digestive health. More recently, studies have shown that eating more whole grains may help reduce the risk of heart disease, cancer and diabetes. New studies published in 2005 and 2006 show that whole grains may lower triglycerides, improve insulin control, help with weight management, and slow the buildup of arterial plaque.



What Is a Whole Grain?

All grains start out as whole grains. If, after milling, they keep all three parts of the original grain—the starchy endosperm, the fiber-rich bran, and the germ—in their original proportions, they still qualify as whole grains.

DAILY RECOMMENDED GRAIN SERVINGS FOR INACTIVE AMERICANS

Age	Minimum Whole Grains		Total Grains Per Day	
	Females	Males	Females	Males
2-3	1.5	1.5	3	3
4-8	2	2.5	4	5
9-13	3	3	5	6
14-18	3	3.5	6	7
19-30	3	4	6	8
31-50	3	3.5	6	7
51+	3	3	5	6

Source: MyPyramid.gov

Make Half—or More—of Your Grains Whole

The 2005 Dietary Guidelines recommend that Americans “make half their grains whole.” This means most people should consume three or more servings of whole grains each day. This is a minimum—the Dietary Guidelines say that “more whole grains up to all the grains recommended may be selected.” The chart above shows recommendations for typically inactive Americans. Active people would need even more whole grains. Four, five, even six servings of whole grains daily are not unreasonable.

The contents of this fact sheet have been reviewed by the American Dietetic Association's Fact Sheet Review Board. The appearance of this information does not constitute an endorsement by ADA of the sponsor's products or services. This fact sheet was prepared for the general public. Questions regarding its content and use should be directed to a registered dietitian.

Whole Grains are Healthy, Convenient and Delicious

Consumers may still worry that finding and preparing whole grains could be difficult. However, new whole grain foods introduced in the past two years provide plenty of options to appeal to everyone's taste, budget and busy schedule.

Americans today can enjoy a broad range of whole grain ready-to-eat cereals, white whole wheat bread, 90-second brown rice, instant oatmeal, popcorn, whole grain crackers, whole grain chips, and many more 21st century choices.

Family-Friendly Whole Grain Ideas for Every Meal

	BREAKFAST	LUNCH	SNACK	DINNER
MONDAY	Whole grain bagel	Stuffed whole grain pita	Popcorn	Brown rice with a stir fry
TUESDAY	Whole grain raisin toast	Sandwich on rye bread	Whole grain crackers	Whole grain pasta with your favorite sauce
WEDNESDAY	Whole grain ready-to-eat cereal	Whole grain wrap	Oatmeal cookie	Tacos in corn tortillas
THURSDAY	Oatmeal	Sub sandwich on whole grain roll	Whole grain chips	Wild rice
FRIDAY	Whole grain English muffin	Whole grain veggie burger	Whole grain granola bar	Bulgur pilaf
SATURDAY	Whole grain waffles	Hamburger on whole grain bun	Whole grain graham crackers	Homemade pizza on whole grain pita crust
SUNDAY	Whole grain pancakes	Barley mushroom soup	Whole grain pretzels	Whole grain cornbread

What is a Serving of Whole Grain?

The Dietary Guidelines define a serving (or "ounce-equivalent") of grain as 1 slice of 100% whole grain bread, a cup of 100% whole grain cereal, or 1/2 cup of 100% whole grain hot cereal, cooked pasta, rice or other grain. As Americans begin to appreciate the nuttier, fuller taste of whole grains, many start with products made with a mix of whole and enriched grains. In these foods, servings are counted differently: 16 grams or more

of whole grain ingredients counts as a full serving. This means most Americans need 48 grams or more of whole grains daily. A growing number of foods are being labeled with information about whole grain content (often in grams), making it easier for consumers to identify whole grain products. Foods made only with bran are not whole grain products. High fiber is not always equivalent to whole grain. Check the ingredient list for whole grains among the first ingredients.

For a referral to a registered dietitian and for additional food and nutrition information visit
WWW.EATRIGHT.ORG

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WHOLE GRAINS REDUCE HEALTH RISKS



The pace of research linking whole grains to reduced risk of chronic diseases has accelerated over the past year and a half, further confirming the benefits for risks like heart disease, and expanding into new areas from gum disease to asthma.

Below and on the following pages we've listed just some of the recent research, organized by health issues.

Asthma

- A team from the Dutch National Institute of Public Health and the Environment found that children who ate whole grains were 54% less likely to develop asthma and 45% less likely to develop wheezing than children who did not eat whole grains.
Thorax, December 2006; 61(12):1048-53

Diabetes

- Dr. Rob van Dam and colleagues at the Harvard School of Public Health studied over 40,000 African-American women over eight years, and found that eating more whole-grains and low-fat dairy foods reduced the likelihood of developing type 2 diabetes.
Diabetes Care. July 2007;30(7):1753-7
- Also at the Harvard School of Public Health, researchers led by JS de Munter pooled data from six cohort studies including 286,125 participants, and found that a two-servings a day increment in whole grain consumption was associated with a 21% decrease in risk of type 2 diabetes.
PLoS Medicine, August 2007; 28;4(8):e261
- Swedish researchers at Lund University have determined that certain whole grain products can help control blood sugar for up to ten hours. A team led by Anne Nilsson tested four types of grain, and found that barley had the strongest effect, but that wholegrains in bread controlled blood sugar better than grains in boiled porridge.
European Journal of Clinical Nutrition. May 23, 2007
- A team of German researchers led by Matthias Schulze followed over 16,000 adults for a period of seven years and found that those who ate the most cereal fiber had a 27% lower risk of developing diabetes than those who ate the least. No link was noted with total fiber – just with *cereal* fiber.
Archives of Internal Medicine. May 2007; 14;167(9):956-65

Blood Pressure

- USDA researcher Kay Behall and colleagues studied a small group of men and women as they followed a 10-week diet where all the grains were whole grains. The subjects, all of whom had slightly elevated cholesterol, showed significant reductions in both systolic and diastolic blood pressure when whole grains were added. They also lost about 1kg during the course of the study— although the whole grain diet was higher in calories than a control low-fat diet with refined grains used at the start of the study.
Journal of the American Dietetic Assn., Sept. 2006; vol 106(9):1445-9
- Researchers at Harvard studied nearly 30,000 people enrolled in the Women's Health Study. Lu Wang's team found that, over ten years, those who ate the most whole grains had an 11% lower chance of developing high blood pressure.
Am. Journal of Clinical Nutrition, Aug 2007; vol 86(2):472-9

Gum Disease

- The risk of periodontitis, a serious inflammation of the gums that is the major cause of tooth loss in adults, may be reduced by eating more whole grains. Anwar Merchant and colleagues at McMaster University in Ontario studied more than 34,000 men over a 14-year period, and concluded that three to four servings of whole grains daily "may be optimal to reduce periodontitis risk."
Am. Journal of Clinical Nutrition, June 2006; vol 83(6):1395-1400

Weight Management

- Researchers at the University of Rhode Island, in a six-month study headed up by Kathleen Melanson, found that whole grain cereals helped 180 overweight adults lose weight while increasing their consumption of fiber, magnesium and vitamin B-6.
Journal of the American Dietetic Assn. Sept. 2006;106(9):1380-8
- A study of 150 college students found that higher whole grain intake was associated with lower BMI (Body Mass Index). Overall, students averaged only 0.7 servings per day of whole grain, and authors, led by Nick Rose, noted that low availability of whole grains on and around campus could be responsible for low intake.
Journal of Nutrition and Education Behavior March 2007; Vol. 39 (2); 90-94

Cancer

- A team of researchers led by Arthur Schatzkin studied data for almost half a million middle-aged men and women enrolled in the NIH-AARP Diet and Healthy Study, to learn whether fiber intake and/or whole grains might reduce the risk of colorectal cancer. In this analysis, total dietary fiber intake was not associated with a reduced risk of colorectal cancer, but both grain fiber and whole grains were shown likely to reduce the risk of colorectal cancer.
Am. Journal of Clinical Nutrition, May 2007; vol 85(5):1353-1360
- A UK study suggests that women who eat large amounts of fiber could cut breast cancer risk in half. The effect was greatest on pre-menopausal women, which Janet Cade and her team at Leeds University say may be because fiber affects the way the body processes and regulates the female hormone estrogen.
International Journal of Epidemiology, April 2007; 36(2):431-8.

Heart / Cardiovascular Disease

- Eating an average of 2.5 servings of whole grain foods each day can lower your risk of cardiovascular disease by almost one-quarter. That's the finding of a seven-study meta-analysis of 285,000 men and women led by Philip Mellen of Wake Forest University. In light of this evidence, Mellen said, policy-makers, scientists and clinicians should "redouble efforts" to get people to eat more whole grains.
Nutrition, Metabolism & Cardiovascular Diseases, April 2007 online
- Another study by Philip Mellen at Wake Forest University and colleagues measured atherosclerosis of the common carotid artery, and its progression over five years. Mellen's team found that, among the 1178 men and women in the study, those who ate more whole grains had less unhealthy arteriosclerotic thickening of the common carotid artery.
Am. Journal of Clinical Nutrition, June 2007; vol 85(6):1495-1502
- After following 21,376 male physicians for almost 20 years, Luc Djoussé and J. Michael Gaziano at Harvard found that those eating two to six servings of whole grain cereal a week reduced their risk of heart failure 22%, while those eating whole grains daily reduced risk by 28%. For this study, cereals with at least 25% whole grain or bran by weight were classified as whole grain.
Archives of Internal Medicine, October 2007; 167: 2080-2085.

Inflammation

- That habitual whole grain consumption reduces the risk of both cardiovascular disease and diabetes has been well documented. Now, a recent study by the University of Minnesota's David Jacobs (Chairman of the WGC Scientific Advisory Committee) shows that eating whole grains confers an even greater risk-reduction in mortality from inflammatory diseases. Jacobs and his colleagues followed more than 27,000 post-menopausal women for 17 years and concluded that "oxidative stress reduction by constituents of whole grain is a likely mechanism for the protective effect."
Am. Journal of Clinical Nutrition, June 2007; vol 85(6):1606-1614
- C-reactive protein (CRP), a known marker for inflammation, is increasingly accepted as a good predictor of both type 2 diabetes and cardiovascular disease. A high-fiber diet – whether from foods like whole grains, fruits and vegetables or from fiber supplements – can cut CRP levels up to 40%. Ironically, the effect was more pronounced in healthy lean people than in obese ones, according to lead researcher Dana King at the Medical University of South Carolina.
Archives of Internal Medicine, March 2007; 12;167(5):502-6



WHOLE GRAIN HEALTH CLAIMS, WORLDWIDE

Country	Wording	Qualifying products
USA	Whole Grain, low fat "Diets rich in whole grain foods and other plant foods and low in total fat, saturated fat, and cholesterol may reduce the risk of heart disease and some cancers." (1999)	Whole grain contains bran, germ and endosperm in the same relative proportion as the naturally occurring grain. 51 % whole grain by total weight. *
USA	Whole Grain, moderate fat "Diets rich in whole grain foods and other plant foods, and low in saturated fat and cholesterol, may help reduce the risk of heart disease." (2003)	Whole grain contains bran, germ and endosperm in the same relative proportion as the naturally occurring grain. 51 % whole grain by total weight. *
USA	Cereal Fiber / Beta Glucan "Soluble fiber from foods such as <i>[name of soluble fiber source, and, if desired, name of food product]</i> , as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of <i>[name of food product]</i> supplies ___ grams of the <i>[necessary daily dietary intake for the benefit]</i> soluble fiber from <i>[name of soluble fiber source]</i> necessary per day to have this effect."	Beta (Beta) glucan soluble fiber from oat bran, rolled oats (or oatmeal), and whole oat flour. Oat bran must provide at least 5.5% Beta-glucan soluble fiber, rolled oats must provide at least 4% Beta-glucan soluble fiber, and whole oat flour must provide at least 4% Beta-glucan soluble fiber or Psyllium husk with purity of no less than 95%. Later amended to include oatrim and barley as eligible sources of beta-glucan soluble fiber.

Country	Wording	Qualifying products
UK	"People with a healthy heart tend to eat more whole grain foods as part of a healthy lifestyle." (2002)	Whole grain contains bran, germ and endosperm in same relative proportion as the naturally occurring grain. 51% whole grain by total weight
Sweden	"A healthy lifestyle and a balanced diet rich in whole grain products reduce the risk for (coronary) heart disease. Product X is rich in whole grains (contains Y % of whole grain)." (2003)	Whole grain refers to intact or ground whole seed kernels of wheat, oats, barley and rye. Product must contain at least 50% whole grain by total weight. *

* both the U.S. and Sweden require that products also meet additional requirements such as low sodium, low fat, etc.

Source for U.S. claims: <http://www.cfsan.fda.gov/~dms/flg-6c.html>

Source for UK and Swedish claims: <http://www.healthgrain.org/pub/chapter-seven.php>

WHOLE GRAINS: A PATCHWORK OF POLICIES

The Whole Grains Council strongly supports any efforts of the US government to work toward harmonizing the many conflicting government policies and regulations on the labeling and description of whole grains.

Following are some potential sources of confusion to consumers which could be addressed:

The FDA Whole Grain Health Claim

Overall, the FDA Whole Grain Health Claim is a positive force for whole grains and health. But it has two main limitations that should be addressed:

1) Some foods qualify more easily than others

To qualify for this claim, foods must contain **at least 51% whole grain by total weight** of ingredients, so products with high moisture levels and a variety of heavy nongrain ingredients have difficulty qualifying.

A whole grain raisin bread, for instance, may have 40% of its weight made up of moisture, with additional weight from raisins, and a small amount of oil or honey. The whole grain flour could easily be less than 51% of the total weight – even when the bread is made with NO refined grains whatsoever.

A cracker, pasta, or dry cereal, in contrast, could include a high proportion of refined flour and still qualify as having 51% or more of its weight as whole grains.

2) Some grains qualify more easily than others

To qualify for this claim, whole grain ingredients must also contain 11% or more fiber. Whole grains vary widely in fiber content, and many have less than this level of fiber. Since qualifying foods must contain at least 51% whole grain, this means that each product overall must contain at least 5.6% (51%x11%) fiber. This level can be difficult for lower-fiber grains to reach, even when more than 51% of a product is whole grain.

Brown rice (3.5% fiber) does not qualify for this claim even when 100% of the product is whole grain – so a bag of brown rice cannot currently use the Whole Grain Health Claim. Products made with whole grain cornmeal (7.3% fiber) won't qualify unless they contain a lot more than 51% whole grain: for whole cornmeal, about 77% of the weight of the product must be whole grain to qualify.

51% of WHAT?

Another potential point of confusion stems from the fact that FDA and USDA both say products should be “51% whole grain” – but each agency defines this differently.

FDA: 51% of the **total weight of all ingredients** must be whole grain for the FDA Whole Grain Health Claim

USDA: 51% of the **weight of all grain ingredients** must be whole grain for various USDA programs

Example: A slice of bread weighing 35g contains 20 grams of grain ingredients. Moisture weight and a few other ingredients make up the remaining 15g. If three-quarters of the grain used to make this bread is whole grain, the product will qualify as “whole grain bread” in USDA’s eyes, but will not qualify for the FDA’s whole grain health claim.

Serving Sizes Vary

The Dietary Guidelines, a joint project of USDA and HHS, use a different definition of a grain serving than does FDA, the agency under HHS which regulates most packaging. Here are some examples of official serving sizes for both agencies:

Product	FDA serving (RACC)	USDA serving (DG)
Bread	50 grams (~2 slices)	1 slice (~28g)
Cereal (cold, RTE)	15g-55g	1 cup
Cereal (hot, such as oatmeal)	1 cup prepared	1/2 cup prepared
Pasta (uncooked)	2 ounces	1 ounce
Rice or other cooked grains	45g dry (~1 cup cooked)	28g dry (~1/2 cup cooked)

As the table above shows, FDA servings, used on packaging, generally run about twice the size of USDA servings used in recommendations in the Dietary Guidelines.

What’s an “Ounce-Equivalent?”

Recognizing that the word “serving” has many meanings, USDA sought to avoid it in the 2005 Dietary Guidelines, instead using the term “ounce-equivalent” as in “Eat three or more ounce-equivalents of whole grain daily.” This approach, while well-intentioned, has two major drawbacks:

1) Consumers don’t understand what it means. It’s not a catchy term: No mother will ever say to her child, “Have you had your ounce-equivalents of whole grain today?”

2) It applies *only to 100% whole grain foods*. Although foods with a mix of whole grains and refined grains are making a great contribution to increasing whole grain consumption, the Dietary Guidelines give no guidance on how to measure adequate consumption of these foods. A gram amount, as used in the Whole Grain Stamp, solves the problem.

The Whole Grains Council stands ready to work constructively with both USDA and FDA to harmonize these points of difference and potential confusion, so that consumers will receive clearer guidance on whole grain consumption. Recognizing that budget limitations and standard regulatory procedures make quick action difficult, the WGC will continue its own work to eliminate confusion, by guiding consumers with the universal standard of the Whole Grain Stamp.

SCIENTIFIC ADVISORS TO THE WHOLE GRAINS COUNCIL

Scientific Advisors to the Whole Grains Council support the work of the WGC through their ongoing research into the health benefits and the scientific properties of whole grains. They also assist the WGC and its members by answering questions from WGC staff and members, as well as from journalists.

Contact Courtney Davis, Director of Communications for Oldways and the Whole Grains Council, at 617-896-4888 or Courtney@oldwayspt.org to arrange an interview with any of our Scientific Advisors.

DAVID R. JACOBS, PHD, CHAIR OF THE WGC SCIENTIFIC ADVISORY COMMITTEE;
PROFESSOR OF EPIDEMIOLOGY, UNIVERSITY OF MINNESOTA SCHOOL OF PUBLIC
HEALTH (MINNEAPOLIS, MN)

David received his BS in Mathematics from Hofstra and his PhD in Mathematical Statistics from Johns Hopkins. His research interests include cardiovascular disease epidemiology, biometry, diet, physical activity, low serum cholesterol and noncardiovascular disease, nutritional epidemiology and whole grains.

JAMES ANDERSON, MD, PROFESSOR OF MEDICINE AND CLINICAL NUTRITION,
UNIVERSITY OF KENTUCKY (LEXINGTON, KY)

Jim directs the Health Management Resources (HMR®) program (a weight loss program) and is director of the University of Kentucky's Metabolic Research Group. He founded the HCF Nutrition Research Foundation in 1979 to disseminate educational material and formed an exclusive network of physicians, the Obesity Research Network, which performs clinical research in the area of obesity. Jim divides his time between research, teaching, private practice and administration.

R. GARY FULCHER, PHD, HEAD OF THE DEPARTMENT OF FOOD SCIENCE, UNIVERSITY
OF MANITOBA (WINNIPEG)

Gary received his BA and MSc in biology from Carleton University in Ottawa, and his PhD in botany from Monash University in Australia. Gary was a Senior Research Scientist with Agriculture Canada and an adjunct professor at the School of Medicine at the University of Ottawa, before joining the faculty of the University of Minnesota in 1989. Gary was awarded the Lifetime Achievement Award: Food Structure and Function Division, by the American Oil Chemists Society, in 2002 and filled the General Mills Chair in Cereal Chemistry and Technology, Department of Food Science and Nutrition, at the University of Minnesota from 1989-2004. Gary is a fellow of the American College of Nutrition.

VICTOR FULGONI III, PHD, PRESIDENT, NUTRITION IMPACT (BATTLE CREEK, MI)

Prior to joining Nutrition Impact, Dr. Fulgoni worked for the Kellogg Company as Vice President of Food and Nutrition Research. At Kellogg he helped develop their long-term research program and was intimately involved in the company's research and regulatory efforts to gain health claim approval from the US FDA regarding soluble fiber from psyllium and the risk of heart disease. Dr. Fulgoni completed his Bachelors degree at Rutgers University and his Ph.D. at the University of Tennessee with a major in animal nutrition and a minor in statistics.

JUDITH HALLFRISCH, PHD, NUTRITION CONSULTANT (BALTIMORE, MD)

Judy received her MS and PhD in Nutritional Sciences from the University of Maryland. She was principal investigator of the Gerontology Nutrition Study of the Baltimore Longitudinal Study of Aging at the National Institute on Aging. Judy also spent many years at USDA's Beltsville Human Nutrition Research Center, where she studied the beneficial and detrimental effects of recent changes in the US diet on health and performance in humans and animals; examined interactions among macro nutrients, antioxidant vitamins, and minerals on bioavailability of nutrients and tested ARS-developed fat replacers in humans for acceptability and potential for reduction of risk for disease. Now retired from the USDA, Judy works as a private nutrition consultant.

JULIE MILLER JONES, PHD, CNS, LN, ENDOWED CHAIR IN SCIENCE, COLLEGE OF ST. CATHERINE (ST. PAUL, MN)

Julie received her BS from Iowa State and her PhD from the University of Minnesota. A gifted speaker and teacher, Julie has received St. Catherine's "outstanding faculty award" three times. Her research interests include women's issues (body image and osteoporosis), food safety, and whole grains and health.

PAMELA KEAGY, PHD, NUTRITION CONSULTANT (LAFAYETTE, CA)

Pam has recently retired from USDA's Western Regional Research Center in Berkeley California. While with USDA-WRCC she worked on many research projects including a study of total folate in cereal products. Since her retirement from USDA, she has been working as a private nutrition consultant and as chair of AACC's Approved Methods Committee, which is responsible for maintaining an active, appropriate and scientifically sound program for developing analytical methodology for use in cereal-related laboratories.

PAULINE KOH-BANERJEE, ScD

Pauline was most recently an Assistant Professor in the Department of Preventive Medicine, University of Tennessee Health Science Center. She received her ScD in nutritional epidemiology from the Harvard School of Public Health. Her research is focused on the role of dietary and lifestyle factors in the development of obesity and Type 2 diabetes, including the effects of carbohydrate quality. In her work at HSPH, she collaborated on the development of the first comprehensive whole grain database that quantifies whole grain, bran, and germ intakes in grams of consumption.

RUI HAI LIU, PHD, MD, ASSOCIATE PROFESSOR, DEPT. OF FOOD SCIENCE, CORNELL UNIVERSITY (ITHACA, NY)

Rui Hai Liu received his Ph.D. in Toxicology from Cornell University. He also holds a M.D. in Medicine and a M.S. in Nutrition and Food Toxicology from Harbin Medical School in China. His recent publications include an analysis of phytochemicals and antioxidant activity in different wheat varieties. His research program focuses on diet and cancer, effects of functional foods/ nutraceuticals on chronic disease risks and aging, active agents in herbal remedies for cancer and hepatitis and the health benefits of phytochemicals in fruits, vegetables and whole grains.

SIMIN LIU, MD, ScD, PROFESSOR AND DIRECTOR, PROGRAM ON GENOMICS AND NUTRITION, DEPARTMENT OF EPIDEMIOLOGY, UCLA (LOS ANGELES, CA)

In addition to his position at UCLA (above), Simin holds adjunct appointments as Professor of Epidemiology at Harvard and Professor of Public Health at Sun Yat-Sen University in China. Simin received his MD at the Jinan University School of Medicine, then earned his MPH and ScD degrees from Harvard's School of Public Health. Before joining the UCLA faculty, he worked at Harvard Medical School and the Harvard School of Public Health. His research in nutrition and health has been translated into public policy such as the Healthy People 2010 and the 2005 Dietary Guidelines. His seminal work in carbohydrate nutrition ultimately served as the scientific evidence in establishing regulatory and labeling guidelines for the FDA's whole grains and heart disease health claims.

LEN MARQUART, PHD, RD, ASSISTANT PROFESSOR OF NUTRITION AND FOOD SCIENCE, UNIVERSITY OF MINNESOTA (MINNEAPOLIS)

Len has a BS in nutrition from Syracuse Univ., and an MS and PhD from the University of North Carolina in Human Nutrition/Exercise Physiology. Before coming to UMN, he was Senior Scientist at General Mills' Bell Institute. His research interests and published papers are in the areas of whole grains and health; factors influencing barriers, motivations and consumption of whole grain foods; the effects of processing on taste, nutritional content and efficacy of whole grains.

LLOYD W. ROONEY, PHD, PROFESSOR OF AGRONOMY AND OF FOOD SCIENCE & TECHNOLOGY, TEXAS A&M UNIVERSITY (COLLEGE STATION, TX)

Lloyd has a BS and PhD from Kansas State University. The technology, nutrition, and processing of cereal-based food products is the main research focus of Lloyd's laboratory. He investigates processes to reduce fat content of snacks and other foods while maintaining desirable flavor and texture for consumer consumption, as well as genetic manipulation to develop new cereal varieties with improved processing quality and nutritional value. He also studies the interaction of starches and other components in foods and the effect of processing on the nutritional value of foods and feeds.

JOANNE SLAVIN, PHD, PROFESSOR OF NUTRITION AND FOOD SCIENCE, UNIVERSITY OF MINNESOTA (MINNEAPOLIS)

Joanne received her BS, MS and PhD from the University of Wisconsin-Madison, in dietetics and nutrition. She specializes in nutrition across the lifecycle, human nutrition, sports nutrition, dietary fiber, the role of diet in disease prevention, phytoestrogens from flax and soy, and whole grains. She continues to conduct human feeding studies that measure relevant biomarkers for chronic disease prevention.

Whole Grains Council



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.

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%

Attendee Roster



Sponsors & Acknowledgments



– ACKNOWLEDGMENTS –



THE WHOLE GRAINS COUNCIL and OLDWAYS are grateful to all of the many individuals and organizations who have contributed their support, time, and efforts to help make this Conference a success.

Many thanks to the Founding Members who were among the first to make a commitment to the Whole Grains Council and its mission. We have been fortunate to be joined by other individuals and companies since 2003, and we also thank them for their support (all WGC members are listed on the next page, with Founding Members in bold).

Special thanks go to the Board of the Whole Grains Council: Chairman, **Bob Brown**, Frito-Lay; Past Chair, **Jeff Dahlberg**, National Sorghum Producers; Vice Chair, **Michael Bittel**, King Arthur Flour; **Linh Bui**, Masterfoods USA; **Mike Holleman**, Indian Harvest Specialtfoods; and **Karen Wilder**, The Schwan Food Company.

Oldways and the Whole Grains Council also wish to express special thanks to the sponsors of the "Just Ask For Whole Grains" Conference: Charter Sponsor: Frito-Lay; Event Sponsors: King Arthur Flour; and Barilla USA; Benefactors: Bob's Red Mill; ConAgra; Harvest Time Bread, General Mills Bell Institute of Health and Nutrition; Mars Food US/Uncle Ben's; Nature's Path Foods; Roman Meal Company, The Schwan Food Company; Snyder's of Hanover; Sunnyland Mills; and USA Rice Federation. Many thanks also to Indian Harvest Specialtfoods and Lucini Italia.

Thanks also to the Council's two Advisory Committees — Scientific and Culinary. On the scientific front special thanks go to Chairman **David Jacobs**, University of Minnesota, for his leadership role, and to the members of the Scientific Advisory Committee, who are listed in the Health section of this program book. Our Culinary Advisory Committee helps us throughout the year, answering questions from members and consumers about the most delicious ways to enjoy whole grains. Special thanks go to these Culinary Advisors, listed in the Restaurants and Schools section of this program book

For their generous contributions of time and their special knowledge, the Whole Grains Council and Oldways are very appreciative of the speakers, chefs and other conference participants.

Many thanks to Executive Chef **Keith Quatrano** at the InterContinental Kansas City at the Plaza, and to all the chefs and cooks who have contributed their time, efforts and talents to making the conference meals a real feast for the senses. Thanks also to the events team at the InterContinental Kansas City at the Plaza, especially **Tyler Adkins**, Special Events Sales Manager; **Chris Deere**, Conference Service Manager, and **Pam Henuber**, Group Reservations Coordinator. Thank you also to **Rachelle Kloppe**, Helms Briscoe, for her help throughout the past year.

Finally, we wish to warmly thank the staff of Oldways who have been instrumental to the success of this educational program. Special thanks to **Kara Berrini**, Whole Grains Program Manager; **Birthe Creutz**, Director of Finance; **Courtney Davis**, Director of Communications; and **Sara Talcott**, Project and Events Manager.

K. Dun Gifford, *President*

Sara Baer-Sinnott, *Executive Vice President*

Cynthia Harriman, *Director of Food & Nutrition Strategies*



Many thanks to the
WHOLE GRAINS COUNCIL MEMBERS



Founding Members in Bold

Abel & Schäfer
ACE Bakery
AIB International
Alpine Valley Bread
Alvarado Street Bakery
Ambrosial Granola
American Italian Pasta Company
American Rice
Anderson Trail
Annie's Homegrown
Arrowhead Mills
Aunt Gussie's Cookies & Crackers
Aunt Millie's
Backerhaus Veit
Bake 'n Joy
Barbara's Bakery
Barilla
Barrel O' Fun Snacks
Bay Valley Foods
Betty Lou's
BG Barley
Bimbo Bakeries USA
Biscotti Brothers Bakery
Bob's Red Mill
Bruegger's Bagels
Calise & Sons Bakery
Caravan Ingredients
Cargill / Horizon Milling
Chabaso Bakery
Colorado Baking / Peak Bar
ConAgra Mills
Costanzo's Bakery
Costco
Creative Research Management
Daily Bread Bakery
Damascus Bakery
De Wafelbakkers
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Grain Millers / Country Choice Organic
Grateful Ed's
Great Harvest Bread Company
Guttenplan
Harbar / Maria & Riccardo's Tortilla Factory
Harlan Bakeries
Harvest Time Bread
Health Valley / Hain-Celestial
Heartland
Hodgson Mill
Holly's Oatmeal
Ian's Natural Foods
Indian Harvest Specialtifooods
Inn Maid
Interstate Bakeries
J&J Snack Foods / Country Home Bakers
Kashi
Kavli
Key Mix
KidSmart Food Service
King Arthur Flour
Kitchen Resource



Many thanks to the
WHOLE GRAINS COUNCIL MEMBERS



Founding Members in Bold

La Bonita Olé
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Maple Leaf Bakery / Canada Bread
Mars Food US / Uncle Ben's
Martin's Super Markets
Mary's Gone Crackers
McCann's / Odlum Group
MCI / Los Cabos Mexican Foods
Melaleuca
Mestemacher Bread
Michael's Cookies
Mission Foods
Mom's Bakery
Montana Flour & Grains / Kamut Assoc.
Muffin Town
National Barley Foods Council
National Rice Company
National Sorghum Producers
Natura Bread Company
Natural Ovens Bakery
Natural Quick Foods
Natural Snacks / Mexi-Snax
NatureBake / Dave's Killer Bread
Nature's Hand
Nature's Path
Nestlé
New French Bakery
New World Pasta
Nu-World Foods
Oldways
Oven Fresh Bakery
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Ozery's Pita Break
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Shepherd's Grain
Shiloh Farms
Snyder's of Hanover
Something Sweet
Specialty Rice
Sturm Foods
Summer Fresh Salads
Sunnyland Mills
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