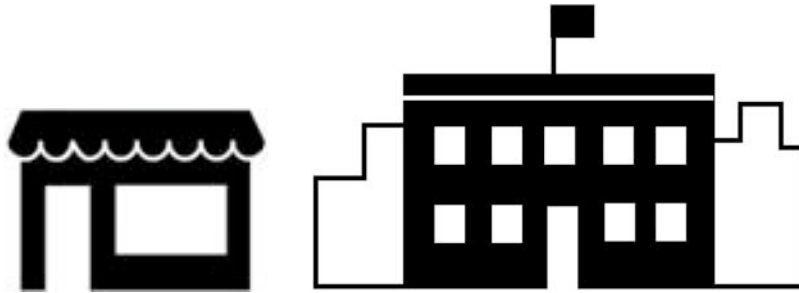


JUST ASK FOR WHOLE GRAINS

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

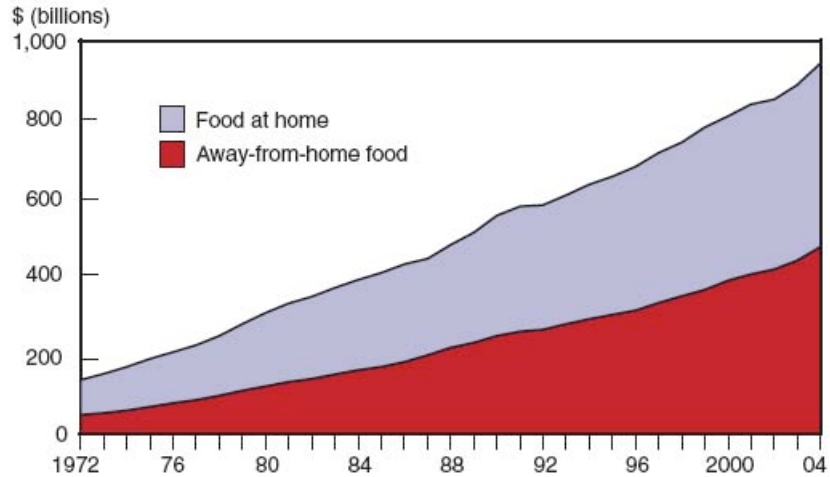
Whole Grains in Schools

- 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.

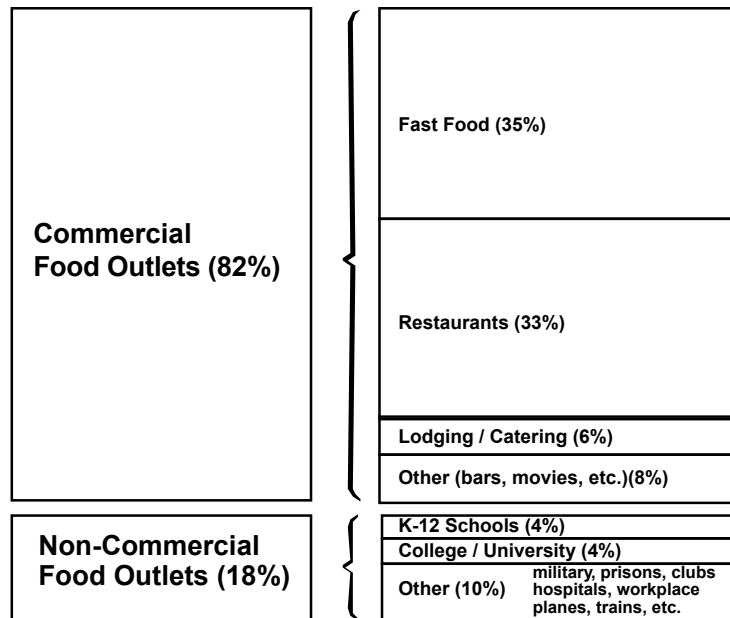
Fig. 4.1 Food dollars spent at home vs. away from home



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.

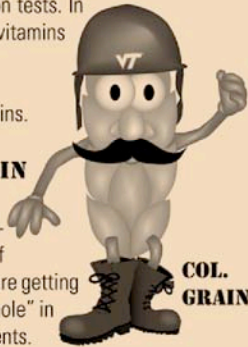


Table cards were created to educate our customers about the benefits of incorporating whole grains into their diets and to explain the Whole Grain Boot Camp program.

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: v@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

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