

WHOLE GRAINS: THE NEW NORM CONFERENCE

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OLDWAYS AND THE WHOLE GRAINS COUNCIL

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 origins of the Whole Grains Council, our parent non-profit organization Oldways, and the exciting growth of the Stamp Program. Then, we'll put it all in context with an overview of the many *other* WGC programs beyond the Whole Grain Stamp.

All About Oldways

- An Overview of Oldways
- About our Founder, K. Dun Gifford

The Whole Grains Council

- Mission, Goals and Programs of the Whole Grains Council
- Saluting our Founding Members
- Timeline of Development of the WGC

Creative, Effective Programs Excite Interest in Whole Grains

- Helping Consumers Find and Understand Whole Grains
 - Celebrating Whole Grains Month every September
 - Maintaining our comprehensive website, www.WholeGrainsCouncil.org
- Helping Manufacturers Create Delicious Products
 - Resources for grain foods companies
 - Incentives for restaurants: The Whole Grains Challenge
- Helping the Media Write Compelling and 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

AN OLDWAYS OVERVIEW

WELCOME TO THE OLDWAYS TABLE

Imagine you are invited to a table alongside some of the smartest scientists, the most creative chefs, the most progressive food suppliers and the most ardent health professionals on earth. The conversation centers on challenging unsavory assumptions about the future of food – about growing, processing, preparing, eating, drinking, and enjoying it. You agree that the “old ways” are sounder than the “new ways” for just about everything to do with our food, and discuss ways to advocate for reviving the healthful pleasures of real food. It is enlivening, making you truly believe, collectively, we can change the way people eat.

And, of course, the food at this gathering is fresh, simple and delicious. This is The Oldways Table.

A lot has transpired since food enthusiast and advocate K. Dun Gifford started a non-profit education organization called Oldways to combat the rising prevalence of "pseudo foods" on the market and the threatening tsunami of chronic diseases propelled in part by our poor eating habits. Time and again, Oldways has transformed a passion for sustained well-being into positive and practical solutions for our daily lives such as:

- Developing consumer-friendly health-promotion tools grounded in science, including the well-known Mediterranean Diet Pyramid and its signature book, *The Oldways Table*.
- Originating the Mediterranean Foods Alliance which improves public health by raising consumer awareness about the health benefits of following the Mediterranean Diet.
- Organizing ground-breaking scientific and culinary International Conferences featuring top scientists, chefs, culinary experts, and health experts.
- Offering regular continuing professional education programs for RDs and other health professionals.
- Helping to change olive oil from an “ethnic product” to a mainstream consumer favorite.
- Serving as a credible, reliable information source for journalists, consumers and others eager to learn more about nutrition breakthroughs and timeless truths.

Today, Oldways core programs include:

- **The Whole Grains Council**, explained on the following pages.
- **The Mediterranean Foods Alliance** and the **Med Mark Program**: A consumer education program guiding consumers and families in how to shop for, how to prepare, and how to enjoy the healthy and delicious foods, drinks and dishes of the gold-standard Mediterranean diet.
- **Traditional Diets**: Helping to return centuries-old healthy food traditions to the modern-day table with largely plant-based diets from every corner of the globe.
- **Healthy Pasta Meal program**: Inspiring consumers to welcome pasta as an ideal partner for healthy foods and ingredients such as vegetables, beans, herbs, fish, and extra virgin olive oil.
- **Oldways Culinaria**: Extraordinary culinary tours, planned with Oldways’ firm belief that the heart of any culture can be illuminated by exploring its food, wine, and culinary traditions.

AN OLDWAYS OVERVIEW

OLDWAYS FOUNDER AND THE OLDWAYS STORY

K. Dun Gifford (1938 – 2010)
Founder and first President of Oldways

K. Dun Gifford founded non-profit Oldways in 1990 to promote healthy eating and drinking, with programs that help consumers improve their food and drink choices, encourage traditional sustainable food choices, and promote enjoyment of the pleasures of the table. As Oldways' Founder and President, Dun guided the organization through its initial two decades with creativity, enthusiasm, and political vision, until his untimely death in May, 2010.

Dun graduated from Harvard College and Harvard Law School, served in the U.S. Navy, was Legislative Assistant to Senator Edward M. Kennedy, and a national campaign coordinator for Robert F. Kennedy. He served as national chair of the American Institute of Wine & Food, owned and managed a number of restaurants in Boston and Cambridge, and founded a food business (Kilvert & Forbes) with John F. Kerry, later a U.S. Senator. With his business partner at Oldways, Sara Baer-Sinnott, Gifford was co-author of *The Oldways Table*, described by one reviewer as a "comprehensible and extensive food reference packed with alluring recipes, helpful instructions, nutritional information and exceptionally amusing stories and essays about food and life."

Oldways' Story by K. Dun Gifford as told in *The Oldways Table*

The idea for Oldways came to me in Qufu, the birthplace of Confucius, during a 1987 visit to China. We'd had a three-hour traditional banquet in the replica of the Confucius family home, during which an astonishing parade of 36 dazzling dishes and drinks expressed the Confucian ideal of harmony among earth, body and spirit. Luckily, each dish was only the size of a half-dollar, and each drink (some alcoholic, some not) was only a thimbleful, so the entire feast wasn't much more than 36 tastes. During the banquet Nina Simonds, the China food expert I'd asked to put this trip together, and Dr. Wan You Kui, a noted Confucian scholar, explained how each of these surprising spoonfuls—some spicy and some mild, some smooth and some crunchy, all of them wondrous—played its individual harmonic role "in the whole, which is beyond words."

I woke up the next morning surprised to see that the banquet had painted in my mind's eye a clear image of what would become Oldways—a new nonprofit advocacy organization to research and promote a harmony of traditional food patterns, sustainable agriculture, and healthy eating and drinking. It would combine "the best of 'the old ways'" with "the best of the new ways," and stand in strong contrast to what I like to call "techno foods" that, oxymoronically, remain "fresh" for months on grocery store and kitchen shelves...

The images in that Qufu morning after the banquet knotted together many of my life's threads, and I returned to Boston determined to organize a new organization to promote the values (if not the literal specifics) of the "foodways of the old ways." Oldways would, like Janus, look back and forward simultaneously for a harmonious balance among good nutrition, pleasurable traditional foods, and respect for the earth, all to help modern humans live healthier and happier lives.

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 Founder and 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 nine members to over 260, including industry leaders
- Created a dynamic, ever-growing 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, November 2007, April 2009, and January 2011 focused on encouraging 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 can now be found on over 4,700 products in 21 countries and five languages

In 2011, we will continue to create and manage innovative programs that promote increased consumption of whole grains. Just a few examples:

WG Sampling Day

Trying new whole grain dishes is the best way for people to realize how delicious they are. We'll work with foodservice operators and suppliers in 2011 to promote a national Whole Grain Sampling Day.

Grain Globetrotting

In April 2011 the WGC will help run a first-ever Whole Grain Forum in Beijing, continuing the work we started in early 2008 when the Whole Grain Stamp crossed outside U.S. borders for the first time. Since then, the Stamp has become available in 20 other countries, with no end in sight!

Whole Grains Dine Out

In our 2010 pilot program, the Whole Grains Dine Out helped Bostonians celebrate Whole Grains Month by showcasing the whole grain options at a different area restaurant every day in September. Using the power of social media, we'll take the Dine Out on the road and help even more hungry diners find whole grain dishes near them.

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 conference in Boston devotes a half-day to whole grain science and health; foundation laid for Scientific Advisory Committee.
- July 2003 First meeting of Whole Grains Council in Chicago at IFT meeting; leadership and initial goals decided.
- 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; celebrates its Founding Members.
- November 2004 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.
- 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 1,000.
- March 2007 "Just Ask for Whole Grains" grassroots campaign begins. Diners nationwide nudge restaurants; RDs spread word.
- May-June 2007 First annual Whole Grains Challenge at restaurants across the U.S.
- September 2007 First annual celebration of Whole Grains Month.
- January 2008 Launch of the first foreign-language Whole Grain Stamp, in bilingual French/English for products sold in Canada.
- June 2008 Whole Grain Stamp used on chain-restaurant packaging for the first time; Launch of Spanish Stamp for Spanish-speaking countries; Launch of Whole Grain Stamp in the UK.
- August 2008 Number of products bearing the Stamp reaches 2,000. Consumers see over one billion impressions of the WG Stamp in 2008.
- November 2008 WGC members donate 129.9 tons of whole grain food to schools, food pantries, homeless shelters and other charities across U.S.
- April 2009 WGC hosts fourth conference in Alexandria, VA; educates government officials and regulations experts in advance of the 2010 Dietary Guidelines.
- October 2009 Whole Grain Stamp appears on more than 3,000 products; winners in the "I Love My Whole Grains" photo contest announced.
- September 2010 Ground-breaking data proves Whole Grain Stamps influence sales.

WHOLE GRAINS COUNCIL FOUNDING MEMBERS

About our Founding Members

In the eight years since Oldways held its first Whole Grains Summit in San Diego, the presence of whole grains in America's food chain has grown exponentially with each passing year. The founding of the Whole Grains Council was a major milestone in the cooperation between non-profit education organizations and food manufacturers everywhere, one which continues to set the standard for incorporating whole grain ingredients into delicious and desirable products.

To date, the WGC is proud to work with over 260 companies headquartered throughout the world, but special thanks and kudos belong to the ground-breaking efforts of the following Founding Members:

<u>Company Name</u>	<u>Joined WGC</u>
American Institute of Baking International	July 2003
Arrowhead Mills	June 2003
Barbara's Bakery	November 2003
Bob's Red Mill	June 2003
Farmer Direct Foods	August 2003
Fleischmann's Yeast / ACH Food	June 2004
Frito-Lay	November 2003
General Mills	March 2004
Hodgson Mill	December 2003
King Arthur Flour Co.	July 2004
Lesaffre Yeast	June 2003
Lotus Foods	November 2003
Montana Flour & Grains / Kamut Association	May 2004
Natural Ovens Bakery	June 2003
Oldways	June 2003
Roman Meal Company	November 2003
Snyder's of Hanover	June 2004
Sunnyland Mills	June 2003
United Sorghum Checkoff Program	June 2003
USA Rice Federation	June 2004

WHOLE GRAINS COUNCIL EXCITES INTEREST

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 and 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” Campaign

In March 2007, the Whole Grains Council launched a grassroots campaign to remind consumers to ask for whole grains wherever they find whole grain choices are unavailable. For the rest of the year, we ran an online contest to reward diners who made consumer demand clear, by “just asking” for whole grains in restaurants and food outlets everywhere.

But a funny thing happened when the year was over. We found that dietitians, nurses, schools, and community health workers had latched onto the Just Ask campaign, too – and demand stayed steady for the Just Ask buttons, stickers, and other materials from this campaign. So we've kept the program going in a new form – as our main support program for health professionals. In 2010 alone, we sent materials to partners as diverse as Air Force Special Operations at Hurlburt Field Air Force Base, the Greater Boston Food Bank, and the Marine Corps base in Okinawa, Japan.

Here's are two of our favorites:

Our after school program is intended to provide an opportunity for physical activity, learning about nutrition and serving a healthy snack for kids from Kindergarten though 2nd grade. However we are actually targeting the parents who buy the groceries as part of our target audience.... I'd like to feature your whole grains stamp as part of our integrated message... and we are planning to serve whole grains as part of our healthy snacks throughout the 6 weeks.

Doug M., Heywood Hospital

I am an Account Executive/Wellness Promotion Coordinator at an Insurance agency in Sioux Falls, SD. My role is to work with large employers in South Dakota to build wellness programs as well as educate and bring awareness on wellness, nutrition, physical activity, risk factors, etc. As we go through the health observances for 2010... Whole Grains Month really jumped and me and it looks like your poster is super cool.

Kandy J., Howalt McDowell Insurance

Whole Grains Central: Phone and Email Support

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 in from a woman who said, “I keep trying to find whole grain flour and all I can find is whole wheat flour. I’m so frustrated – where can I find this whole grain flour so I can use it when I bake?”

We helped her out with some guidelines for finding whole grains, and explained that, much as carrots and broccoli are vegetables, whole wheat is in fact whole grain. 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?*
- *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

The WGC celebrates 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.

Every year, we plan special educational and media programs, and encourage all of our members to schedule special promotions for the month so we can introduce legions of consumers to the delicious taste of whole grains.

Our comprehensive website at WholeGrainsCouncil.org

Our website www.WholeGrainsCouncil.org reaches consumers around the world with in-depth information, resources and educational handouts. Type “whole grains” into a Google search and the WGC website consistently appears in the top three choices – a leadership position earned by links with other active and reputable websites, high visitor traffic, and the constant addition of fresh information content. Popular pages include:

- A “Whole Grain Product Finder” to tell consumers which products use the Stamp, while other lists detail foodservice products and school products.
- A list of well-known chain restaurants offering whole grain options, which has been cited in several media articles.
- Proceedings and handouts from previous conferences, helping to disseminate conference messages long after the event.
- Educational materials page, including lesson plans for teachers, brochures from members, and many of our own WGC handouts in English and in Spanish.
- FAQ pages on hot topics like Gluten-Free Whole Grains and Whole White Wheat, where we respond to interest from media and consumers to address special topics.
- Archives of our 2010 Grain of the Month project, spotlighting a different whole grain every month, including recipes, grain-specific health studies, and so much more.
- A blog with frequent updates on the incredible momentum of whole grains, keeping interest in whole grains lively and fresh.

Helping Manufacturers Create Delicious Products

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

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

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

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

Resources for Grain Foods Companies

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

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

Incentives for Restaurants and Foodservice: the Whole Grains Challenge

In 2007, the WGC started providing incentives and support not only to manufacturers but also to restaurants looking to "do the right thing" with whole grains. Our first major incentive program for restaurants was the Whole Grains Challenge, a national awards program for food outlets serving at least one whole grain at all times. Each year, this program grows even more successful than before. You can learn more about the Whole Grains Challenge and read snapshot summaries from some of our most compelling entries of the past four years in Section 5 – Whole Grains in Foodservice in this program binder.

Helping the Media Craft Accurate, Compelling Stories

Whole Grains Council staff contribute to 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.

Every year, the Whole Grains Council and/or the Stamp is 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. Now, as the first decade of the 21st century comes to a close, our journalistic efforts increasingly involve electronic media, with our work picked up on websites, blogs, and shared with the world via frequent Tweet on Twitter.

Our media outreach campaign touches millions of Americans each year, amplifying our voice in a way that we could not otherwise accomplish. Here are just a few of the major publications and online outlets that have featured stories about the WGC and the Stamp:

<i>Consumer Reports</i>	<i>Parade Magazine</i>	<i>FitSugar</i>	<i>Cooking Light</i>
<i>Good Housekeeping</i>	<i>USA Weekend</i>	<i>Redbook</i>	<i>Newsweek</i>
<i>Women's Day</i>	<i>Reader's Digest</i>	<i>Prevention</i>	<i>The New York Times</i>

In addition to working with major news destinations like those above, we're also contacted regularly by the many different media outlets that help consumers live healthier lives. In an ever increasing online world, resources from the Whole Grains Council have been utilized by bloggers, social media mavens, grocery store newsletters, and a variety of trade publications in both the food industry and the restaurant world. Here's one of our favorites from the past year:

The bread market may be seeing the greatest lift. SPINS noted that sales of "natural" loaves that contain the Whole Grains Council Stamp increased 172% over the past year. Consumers cite whole grains as the second most important factor in purchasing bread, trumped only by price, the report noted.

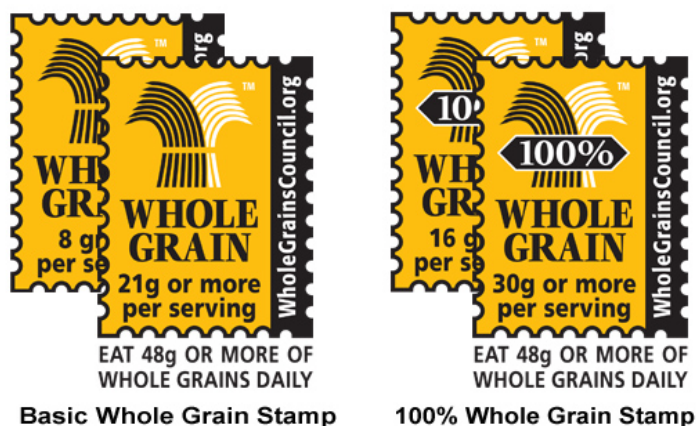
Supermarket News, September 17, 2010

WHOLE GRAINS COUNCIL MISSION, GOALS AND PROGRAMS

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.

That's why consumers in 21 countries 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.

The Stamp comes in two varieties – "Basic" and "100%". The Basic Stamp, used on most products, is for any food that provides at least 8g of whole grain content; it may also contain refined grains. When *all* the grains are whole grains, the "100% banner" can be added to the Stamp – and the minimum content requirement rises to 16g of whole grain ingredients.



As illustrated above, there's a different gram number on each Stamp, depending on the whole grain content of the product; the Stamp is also localized for different languages.

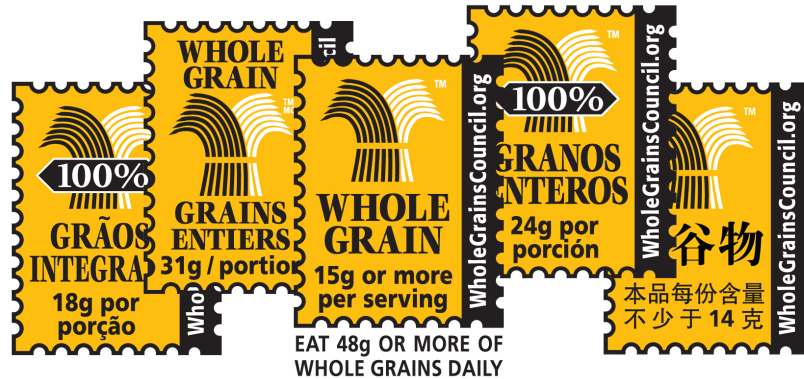
How Do Products Qualify?

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 January 2011, over 260 companies are members of the Whole Grains Council, and are using the Whole Grain Stamp on over 4,700 qualifying products in 21 countries and five languages. You can see samples of some of these foods here at the conference.



These products cover a wide range of foods, almost two-thirds 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 January 2011

	<u>Product Categories</u>	<u>% of Products</u>
Products using the Whole Grain Stamp by Product Category	Breads, rolls and bagels	26.6%
	Cereal: cold	13.8%
	Snacks (pretzels, crackers, etc.)	12.1%
	Cereal: hot	6.6%
	Side dishes (rice, other grains)	6.6%
	Treats (cookies, cakes, muffins)	5.8%
	Pizza and pizza crust	5.6%
	Pasta	4.5%
	Bars: granola and breakfast	3.9%
	Flour	3.2%
	Tortillas, wraps and flatbreads	3.1%
	Baking mixes	3.0%
	Entrées, main dishes	2.3%
	Waffles, pancakes, French toast	1.8%
	Soups	0.9%
	Beverages	0.2%
Products using the Whole Grain Stamp by Stamp Level	<u>Stamp Level</u>	<u># of Products</u>
	100% Stamp, at least 16g	31.4%
	Basic Stamp, at least 16g	32.2%
	Basic Stamp, at least 8g	36.4%