

# WHOLE GRAINS ON EVERY PLATE CONFERENCE

October 17-19, 2012, San Antonio, Texas

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## ABOUT 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

### The Whole Grains Council

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

### Creative, Effective Programs Excite Interest in Whole Grains

- Helping Consumers Find and Understand Whole Grains
  - Whole Grain Sampling Day the first Wednesday in April
  - The Whole Grain Hotline, by phone and email
  - Celebrating Whole Grains Month every September
  - Maintaining our comprehensive website, [www.WholeGrainsCouncil.org](http://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



# AN OLDWAYS OVERVIEW

Let the old ways be your guide to good health and well being!

Oldways was founded in 1990 to address health issues (increasing rates of obesity, heart disease, cancer, diabetes and other diseases of excess) and to preserve culinary traditions, helping people make healthy connections to their food (cooking and eating real foods) and their heritage. We learned early on that change happens by motivating individuals and influencers to move in a common direction. Working throughout the world – from Australia to Brazil and from Italy to the U.S. – Oldways has collaborated with hundreds of international experts including scientists, health care professionals, chefs, historians, food producers and food writers to create “mini-movements” that have inspired millions of people to change the way they eat.

A lot has transpired since food enthusiast and advocate K. Dun Gifford started non-profit educational organization 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’ six core programs are:**

**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.

**African Heritage & Health:** A community-based program to motivate Health through Heritage for African-Americans. Now running its first pilot program cooking classes.

**ONE:** An online Oldways resource for supermarket dietitians, providing easy access to comprehensive, relevant information about healthy eating and healthy products.

**Oldways Culinaria:** Extraordinary international culinary tours, planned with Oldways’ firm belief that the heart of any culture can be illuminated by exploring its food, wine, and culinary traditions.

**Custom Programs:** Oldways also organizes custom conferences and events around the world for companies and organizations whose goals are in line with our mission.

# 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 330, including industry leaders

Created a dynamic, ever-growing website at [www.WholeGrainsCouncil.org](http://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, January 2011 and October 2012 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 7,600 products in 36 countries and six languages

In the year ahead, we will continue to create and manage innovative programs that promote increased consumption of whole grains, including three signature programs:

**WG Sampling Day** Trying new whole grain dishes is the best way for people to realize how delicious they are. We worked with foodservice operators and suppliers, supermarkets and restaurants for our inaugural Whole Grain Sampling Day in 2012. Next year’s event (April 3, 2013) will be even bigger – let’s take it international!

**Whole Grains Month** Whole Grains Month is a great time for everyone to get on the whole grains bandwagon. We work with manufacturers, media partners, health care professionals and school administrators to share our resources, putting the spotlight on whole grains.

**2012 WG Challenge** Each October we hold an annual foodservice awards program; this year’s (our 6<sup>th</sup> annual!) will focus on K-12 Schools. With new rules about whole grain-rich foods, schools need help making the switch; our goal is to provide the support they need.

# WHOLE GRAINS COUNCIL TIMELINE OF DEVELOPMENT

- April 2002 Whole Grains Summit in San Diego; committee of K. Dun Gifford, Mike Orlando, and Jeff Dahlberg formed to explore creation of WGC.
- 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 WGC in Chicago at IFT meeting.
- May 2004 Second meeting of the WGC; agreement on a definition of whole grains and initial concept of a Whole Grain Stamp.
- July 2004 WGC completes its first full year; celebrates its Founding Members.
- November 2004 First WGC 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. Little more than a month later, the first products carrying the 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 foodservice campaign initiated.
- May-June 2007 First annual Whole Grains Challenge at foodservice outlets across the U.S.
- September 2007 First annual celebration of Whole Grains Month.
- January 2008 Launch of the first bilingual Stamp created for products in Canada.
- June 2008 Whole Grain Stamp used on chain-restaurant packaging; Creation of Stamp for Spanish-speaking countries; Launch of Stamp in 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.
- October 2009 Whole Grain Stamp appears on more than 3,000 products.
- September 2010 Ground-breaking data proves Whole Grain Stamps influence sales.
- January 2011 WGC hosts fifth conference in Portland, OR.
- April 2011 WGC co-organizes a Whole Grains Conference in Beijing, following the introduction of the Chinese Stamp.
- September 2011 Whole Grain Stampede consumer promotion for Whole Grains Month.
- April 2012 First annual Whole Grain Sampling Day with events held across the U.S.
- June 2012 WGC publishes 2012 Edition of the Foodservice Recipe Collection.

# WHOLE GRAINS COUNCIL FOUNDING MEMBERS

## About our Founding Members

In the 10 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 330 companies headquartered throughout the world, but special thanks and kudos belong to the ground-breaking efforts of the following Founding Members:

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

# 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.

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## Helping Consumers Find and Understand Whole Grains

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

### **Whole Grain Sampling Day**

In April 2012, the Whole Grains Council launched the first-ever Whole Grain Sampling Day. Created as an annual event to be held the first Wednesday in April, Sampling Day offers another opportunity to promote whole grains.

The mission of Whole Grain Sampling Day is three-fold:

- To show consumers how delicious whole grains can be
- To encourage chefs and kitchens everywhere to make whole grains a part of their everyday offerings
- To give manufacturers an opportunity to tout their new whole grain choices

The inaugural program was a tremendous success! We made connections across the board –media, foodservice outlets, manufacturers, health care professionals, retailers, corporate offices– to get the message out. In the end, we learned that all anyone really needs is an opportunity to try whole grains and they'll love them, every time!

*"Tastings are a great way to reduce the fear of the unknown that some customers have when trying a new food. We use this strategy often to introduce new healthful foods. We are excited to participate in the first Whole Grain Sampling Day."*

~Deanne Brandstetter, MBA, RD, VP Nutrition and Wellness at Compass Group

*"Whole Grain Sampling Day is an everyday occurrence for us. As culinary policy, all Morrison healthcare accounts provide at least 2 whole grain offerings each day and our signature concept, Flavors 450, features whole grain tasting on a daily basis."*

~Chef Cary Neff, VP of Corporate Culinary Services for Morrison Management Specialists

### **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?*
- *I am trying to find information on rolled hull-less barley. Is this as nutritious as regular hull-less barley? If so, where can I find it?*
- *How can I be assured the whole wheat bread I buy is actually 100% whole wheat? I believe many breads sold are counterfeit.*
- *I am the dietitian for DC Public schools and use your educational resources to teach nutrition lessons to students - Thank you for providing such wonderful free resources! I am writing with a question: What makes teff/teff flour stand out, nutritionally?*
- *I use whole wheat and grind it myself to make bread at home. I’ve heard commercial wheat flour has much of the bran and germ removed, partially due to the fact that natural oil released when grinding makes wheat flour rancid quickly. Is that true?*

### **September is Whole Grains Month**

The WGC goes all out to celebrate Whole Grains Month every 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.

For Whole Grains Month 2012, we organized three main activities:

1. **Whole Grain Deal of the Day.** We created an interactive online calendar to offer a contest, coupon or giveaway each day throughout September. Every day featured a new WGC Member and details of their promotional Deal of the Day.
2. **Whole Grain Makeover Contest.** The WGC partnered with *EatingWell* magazine to introduce the Whole Grain Makeover Contest. The editors asked readers to submit whole grain versions of well-loved, classic recipes. Two Grand Prize Winners will have their recipe and name featured in *EatingWell* and receive a \$1,000 prize package.
3. **Woman's World Sweepstakes.** For this giveaway, we joined forces with Woman's World magazine to give one winner a \$1,000 gift card. A random winner was drawn from online entries.

### **Our comprehensive website at [WholeGrainsCouncil.org](http://WholeGrainsCouncil.org)**

Our website [www.WholeGrainsCouncil.org](http://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 on our website 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.
- Features spotlighting a different “Whole Grain of the Month” each month, including recipes, grain-specific health studies, and so much more.
- A blog with frequent updates on the incredible momentum of whole grains.

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### Helping Manufacturers Create Delicious Products

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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.** 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. Now we’ve added **Whole Grain Sampling Day**, as another great way for foodservice (and others!) to support whole grains.

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### Helping the Media Craft Accurate, Compelling Stories

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Whole Grains Council staff contributes 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>Reader’s Digest</i>	<i>Cook’s Illustrated</i>
<i>Good Housekeeping</i>	<i>Prevention</i>	<i>EatingWell</i>
<i>Women’s Day</i>	<i>Cooking Light</i>	<i>Fortune</i>
<i>Parade Magazine</i>	<i>Newsweek</i>	<i>Washington Post</i>
<i>USA Weekend</i>	<i>The New York Times</i>	<i>US News</i>

In addition to working with major news providers 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:

*Whether you're casually browsing the supermarket aisles or you're on a pointed mission to get everything on your list, you're probably not going to take the time to read every single label on the packages of food you're throwing in the cart. Packages are littered with labels these days, so it's easy to miss them. But there's one tiny little yellow label that you should know about if you're a fan of eating whole grains. It's called the Whole Grain Stamp.*

Huffington Post (March 8, 2012)