

# How and why to celebrate a Whole Day for Whole Grain



**Today, most people only need to try a new whole grain to realize they like it. This means that the best way to increase whole grain consumption is to find ways to help everyone –kids included–try more whole grains.**

That's why Oldways and the Whole Grains Council created a Whole Day for Whole Grain. Held every year on the last Wednesday in March, a Whole Day for Whole Grain is a creative, open-ended celebration unfolding in different ways in thousands of locations at the same time. Our goal is to have people everywhere saying, "That was great! Where have whole grains been all my life?"

We invite you to join us for the next Whole Day for Whole Grain. The benefits to kids are obvious: they'll learn how delicious *and* nutritious whole grains are, and they'll reap the many health benefits of whole grain foods.

## Participation is Easy

All we ask is that you tell us you're in, and we'll help you do the rest. There are no fees and almost no rules—virtually anything goes, as long as it celebrates whole grains.

We'll brainstorm with you, provide you with support materials, and help you get local and national publicity for your creative promotion of whole grains.

Read on for ideas, next steps, and highlights of previous years' events.

## Celebration Ideas for K-12 Schools

- **Highlight existing whole grain menu items**

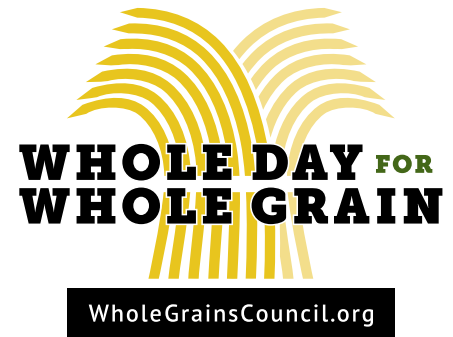
There's no need to create new menu items for the cafeteria—unless you want to. If you've already got delicious dishes on your menu, feature those!

- **Sample new whole grain items**

A Whole Day for Whole Grain is a great time to let kids taste new whole grain items you may be planning to introduce. Especially for elementary kids: provide whole grain stickers to everyone who tries your new whole grain item.

- **Create educational games**

Take a pointer from other schools, and get creative with nutrition games and races that get kids excited about whole grains. We can also supply you with stickers, posters, handouts, and more!



Join the fun and contact  
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***No contracts to sign,  
no fees to pay!***

# How and why to celebrate a Whole Day for Whole Grain

- **Invite parents to a tasting event**

Kids will get more whole grains at home if you make sure their parents know about the whole grain foods kids love. Plan a tasting event for them at morning drop-off time, after school, or in the evening.

- **Get kids singing about whole grains!**

The Whole Grains Council commissioned Emmy winners Cathy Fink and Marcy Marxer to write “All Aboard the Whole Grain Train,” a special song to get younger elementary and preschool kids excited about whole grains. The lyrics and music files (full version, or accompaniment alone) are available to any school interested in celebrating a Whole Day for Whole Grain in song.



## Past Event Ideas

- **Whole grains relay race**

“A fun race created as a joint project with the PhysEd teacher. The school dietitian led a discussion on whole grain foods, then kids ran across the gym to pick photos of whole grain choices, then ran back.”

- **High school health fair**

“Foodservice staff created a nutrition game, which included questions about whole grains. Everyone completing the game received a small whole grain snack.”

- **Food demo and sampling**

“We did a super food demo which gave both students and teachers a chance to sample some great tastes. Our offerings included Wild Rice Salad with Celery & Walnuts, and a Barley Salad with Herbs, Diced Apples & Fresh Blueberries.”

- **Graphics, fun facts, and contests**

“We feature whole grains year round. I had posters made for each Grain of the Month, with samples showing the grain, and fun facts about it. Each month we run a contest. For corn in October, for instance, I challenged students to list products made with corn. The winner named 217 – and won a healthy popcorn trail mix.”

- **Crowdsource recipes**

“We gather recipes from staff, students, and parents. If they meet our nutrition and pricing tests, we make a small batch, and test it at schools with students. If it’s a hit, we collect feedback the first three days we serve it, to decide if we should add it to our regular menu.”

# Take inspiration from past ideas from every segment of the market!

## Food Service



**Guess the Grains Sampling Bar**  
Compass NA cafeteria

## QSR



**Buy One, Get One Free offer**  
Auntie Anne's

## Healthcare



**Chef Demo and RD Talk**  
Rex Healthcare



**Duck Boat Sample Giveaway**  
Whole Grains Council

## Food Mfr.



**Facebook Sweepstakes**  
Better4U Foods

## QSR



**Twitter Giveaway**  
McDonald's

## Supermarkets

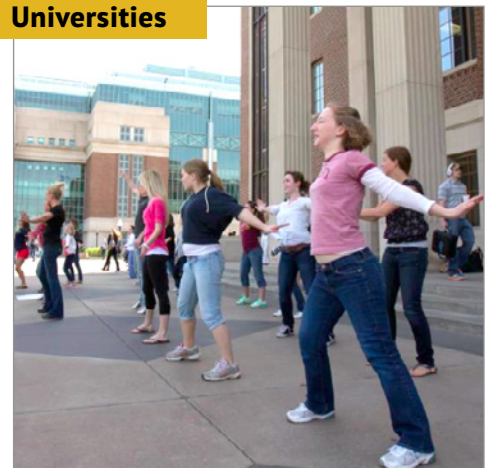


**Quiz Game, Whole Grain Prizes**  
Giant Eagle Supermarkets



**Mayoral Proclamation**  
City of Boston

## Universities



**UMN Campus Flash Mob**  
Grains for Health Foundation