



# The Pace Picks Up

Whole Grain Stamp Helps Consumers Switch

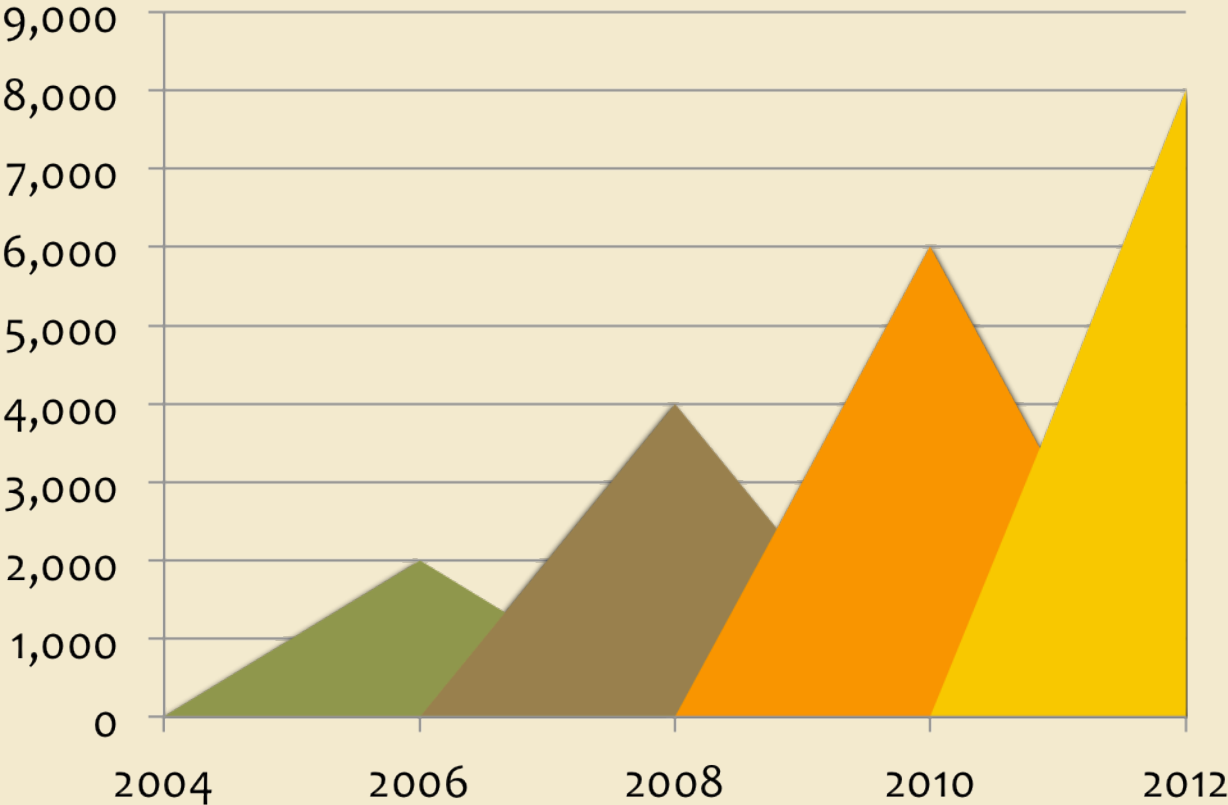


**Karen Mansur**

Program Manager, Oldways / Whole Grains Council

# How We've Grown!

What started as an idea in 2003 – a way to help consumers find whole grain products – has now grown to almost 8,000 Stamped products!



## The Stamp Goes Global

It was a few brave and dedicated manufacturers who signed on to register the first products. Now, there are more than 330 WGC member companies from 18 countries selling Stamped products in 36 countries!

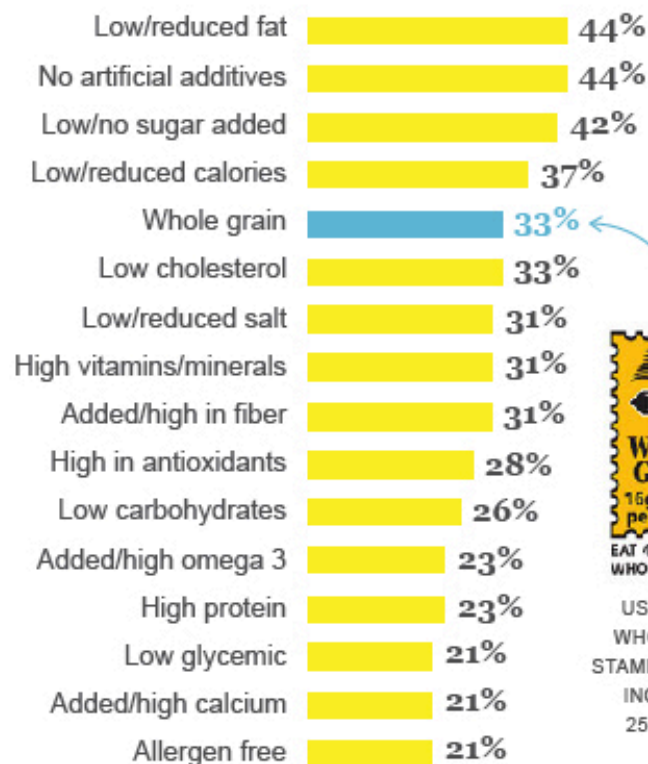
North & South America	Europe & Africa	Asia & Australia/Oceania
Argentina	France	Australia
Barbados	Greece	China
Belize	Ireland	New Zealand
Brazil	Poland	Singapore
Canada	UK	Taiwan
Chile	Mauritius	UAE
Colombia		
Costa Rica		
Dominican Republic		
Ecuador		
El Salvador		
Guatemala		
Honduras		
Jamaica		
Kingdom of the Netherlands		
Mexico		
Nicaragua		
Panama		
Paraguay		
Peru		
Trinidad & Tobago		
United States		
Uruguay		
Venezuela		

## WHOLE GRAIN INFLUENCE ON DECISION MAKING GROWING

Use of the whole grain stamp in the US has increased 25% in the last 9 months and 33% of global respondents stated that whole grain claims on packaging had a "high" or "very high" amount of influence when making food or beverage choices. [Read more.](#)

### *“How much influence do the following claims have when making food or beverage choices?”*

% OF GLOBAL RESPONDENTS WHO STATES "HIGH" OR "VERY HIGH" AMOUNT OF INFLUENCE

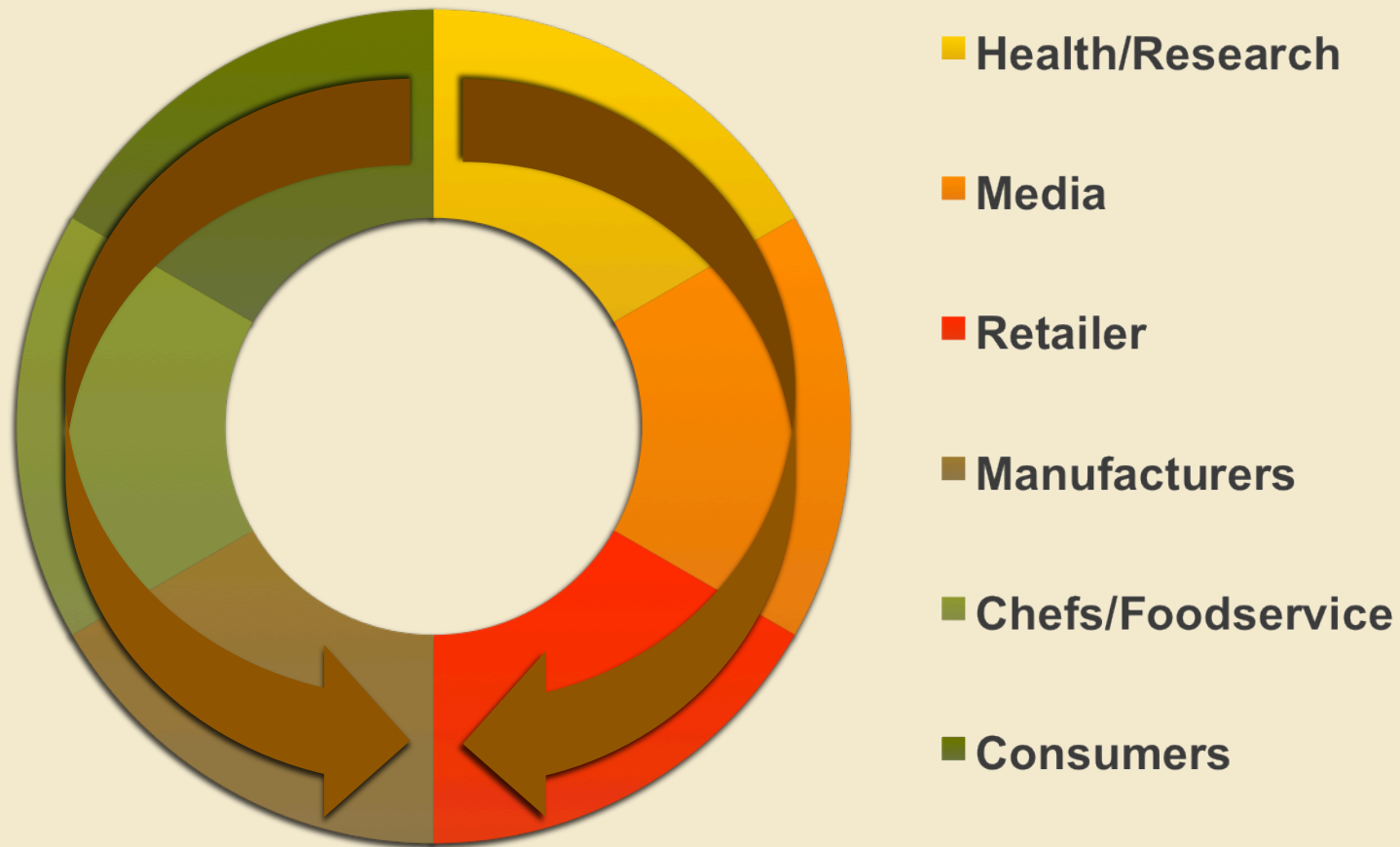


USE OF THE  
WHOLE GRAIN  
STAMP IN THE USA  
INCREASED  
25% IN 2009

SOURCE: DATAMONITOR CONSUMER SURVEY, APRIL/MAY 2009

## How Did We Get Here?

Several motivators are all working together to create this global shift toward acceptance and demand of whole grains.



# #1 Health/Research

Researchers and health professionals conduct studies and publish their findings. We regularly post the studies, as does the media, such as these most recent studies:



- Whole Grain and Fiber Cut Pre-Diabetic Conditions, *European Journal of Clinical Nutrition*
- White Rice Increases Diabetes Risk, *British Medical Journal*
- Whole Grain Bread Associated with Lower Levels of Inflammation, *European Journal of Nutrition*
- Whole Grain Decreases Body Fat, *The Journal of Nutrition*
- Early Infant Feeding and Celiac Prevention, *Alimentary Pharmacology & Therapeutics*

## #2 Media and Journalists

Keeping their ear to the ground, the media report the buzz on whole grains – new research, health benefits, trends and cooking advice.

We constantly receive requests from networks, magazines and newspapers who'd like to use the Whole Grain Stamp as an example of how to find whole grain products.



## #3 Retailers/Supermarket Dietitians

On the front lines, connecting with consumers on a daily basis, this group are our eyes and ears. Supermarket dietitians share what they know about whole grains and proudly point out the Whole Grain Stamp in the aisles, in fact the Academy of Nutrition and Dietetics (formerly known as the ADA) reported that 67.9% of Registered Dietitians counsel their clients to look for the Stamp.

During our inaugural Whole Grain Sampling Day on April 3<sup>rd</sup>, we connected with several retailers, all of whom reported successful events with WGC support materials and member partnering. Just to name a few:

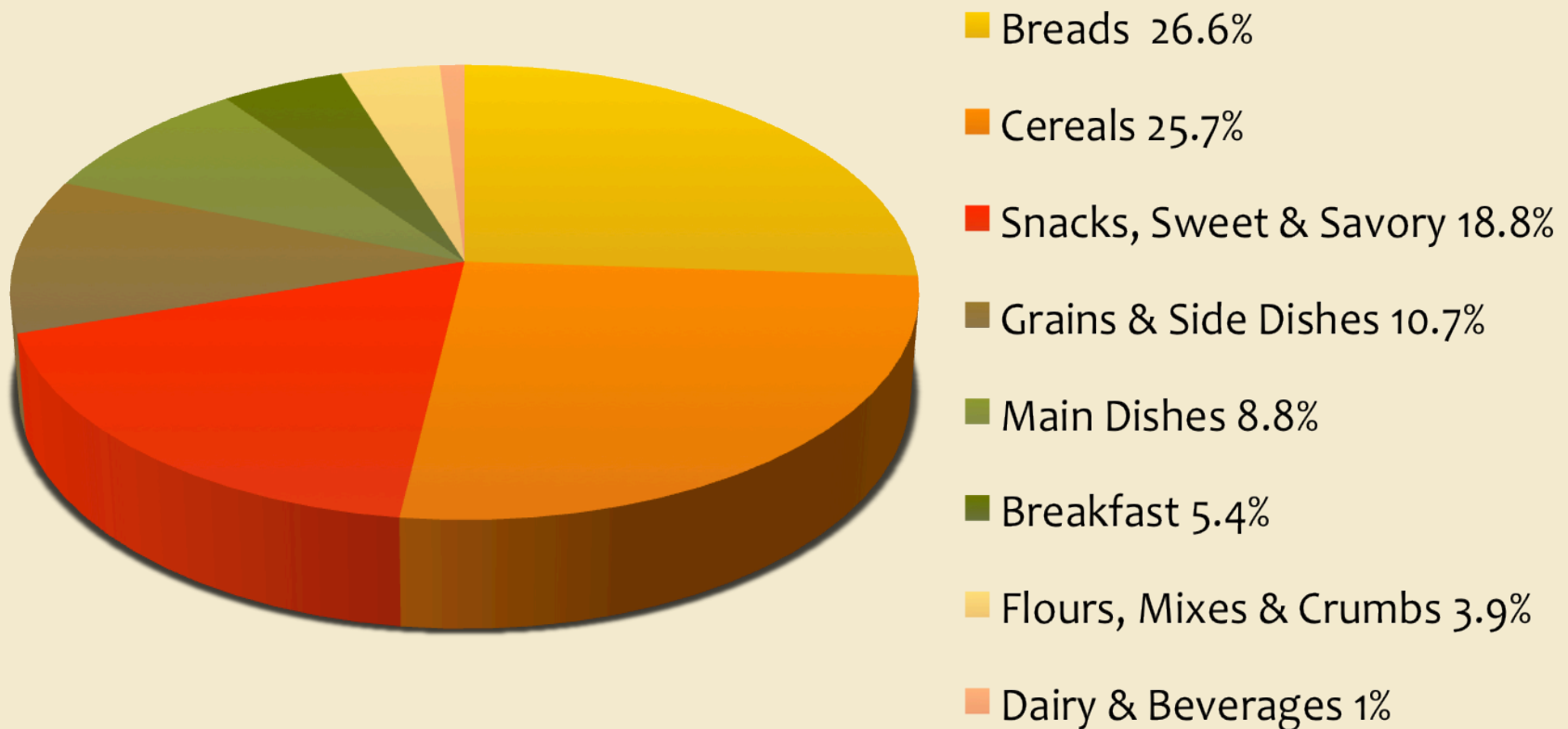


- Hy-Vee
- Giant Eagle
- Mariano's
- Fresh Direct
- Hannaford
- Skogen's Festival Foods



## #4 Manufacturers

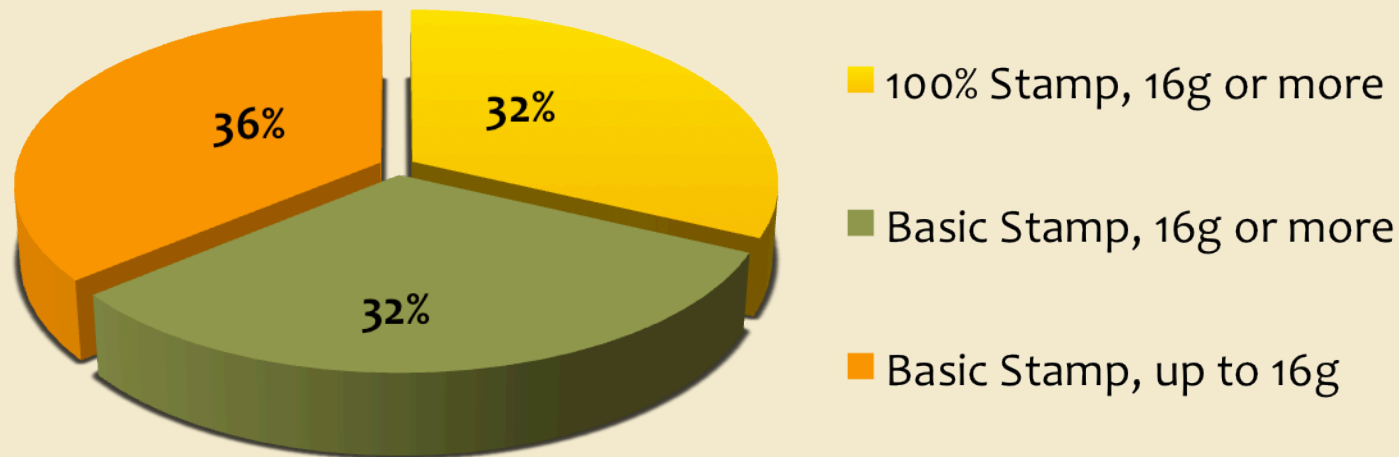
Tuning in to the demand and filling the need, manufacturers find ways to formulate their products with more whole grains. Whether it's a brand new company or a major corporation, they've heard the call for whole grains and are answering with delicious products consumers want in every category.



## Manufacturers Increase Use of Whole Grains

When the Stamp was first designed, it used the “excellent source” and “good source” delegation, but the following year, we upgraded the Stamp to reflect the amount of whole grains in each serving in order to help consumers understand serving sizes.

Since that change, we have witnessed a kind of peer-pressure taking place between manufacturers. It’s a race to the top – a competition to show off whose product has more whole grains!



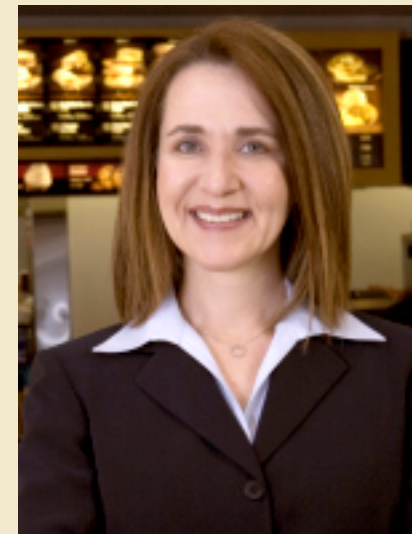
## Whole Grain Stamp Helps McDonald's Communicate



Since the introduction of McDonald's oatmeal line in January 2011, the company has served up more than **427 million servings of whole grain.**

“McDonald's decided to use the Whole Grain Stamp because it educates consumers about the amount of whole grain in a menu item as well as the recommendation to eat 48g or more of whole grains daily. We believe in increasing access to nutrition information and helping customers make informed choices. The Whole Grain Stamp helps McDonald's communicate to its customers.”

*~Cindy Goody, PhD, MBA, RD, Sr. Director-Nutrition*



## #5 Chefs and Foodservice Operators

It's up to the chefs to turn naysayers into whole grain believers and they know that to taste whole grains is to love whole grains!

Invigorated by a trend with real staying power, these culinary masters have heard the call for more whole grains and then deliver, with dishes that are delicious and nutritious. Patrons taste, fall in love and then look for similar items on other menus or find themselves re-creating that dish at home. Then they tell their friends and the cycle continues.



## Restaurants Show Off Whole Grains.

National Restaurant Association's Top Trends for 2012 includes "whole grain items in kids' meals" as #10 of 223. With 70% of chefs calling it a "Hot Trend" and 12% a "perennial favorite."

*~March 2012*

Nation's Restaurant News reports, "More consumers are seeking healthful options; an increasing number of menus are sporting *whole grain* foods".

*~September 2011*



## #6 Consumers

The consumer is the ultimate driver in the cycle. If consumers aren't hearing about whole grains in the news or reading about them or finding them on menus, they won't look for them in the store. It's the delicate balance of supply and demand.



The Whole Grain Stamp helps to demystify the world of whole grains. Giving consumers a symbol that is easy to find, quickly helps them determine if a food contains whole grain and how much.

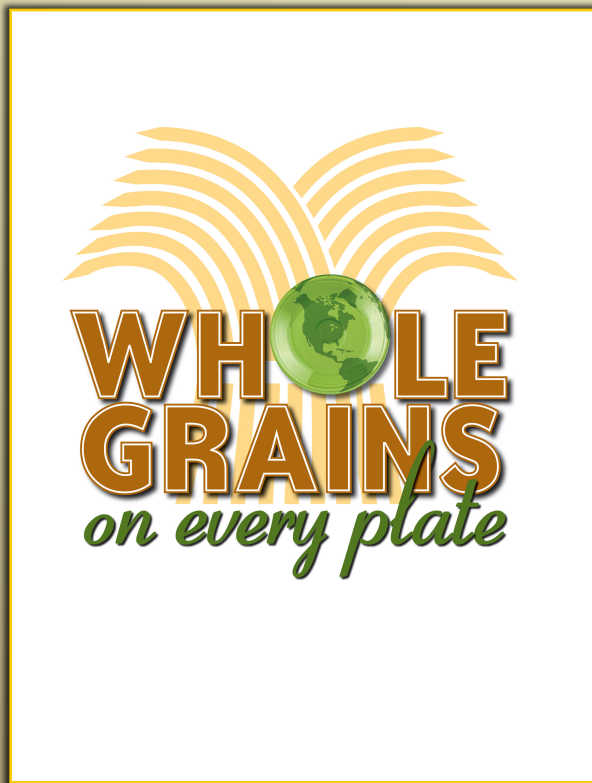
## Consumers trust and rely on the Stamp.

*“How can I be assured (non-member brand) whole wheat bread is actually 100% whole wheat? I believe many breads are counterfeit.” ~Dan*

*“I try hard to get my full serving of whole grains each day! Just curious on one of the best known crackers, (member brand). I’m surprised that they do not have the (whole grain) stamp of approval. Is there a reason that they do not get the stamp?” ~Randy*



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