

Current & Future Research for Whole Grains

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A Freak of Nature!!

How is it possible for “Normal” people to meet dietary guidance in the prevention of chronic disease?

How do “Normal” people cope with rehabilitation?

Goals

- Recognize the importance of Collaboration
- Bring all sectors together to make decisions about the research to be conducted
- Drive the food supply to offering more Practical, Healthy, Affordable and Desirable food products

2012 Whole Grains Summit

Outcomes

- Unified leadership within the grains community
 - We must all work together as a grains community throughout the grains supply chain toward a unified vision and prioritized goals.
- Building the rationale for whole grains and health
 - As we move forward research must be targeted at specific gaps of understanding in the supply chain to demonstrate the rationale for providing more whole grain foods in the marketplace. This includes research on efficacy, technology, marketing, and consumer preference. The changing food environment will improve consumer options & opportunities for choosing whole grain foods.

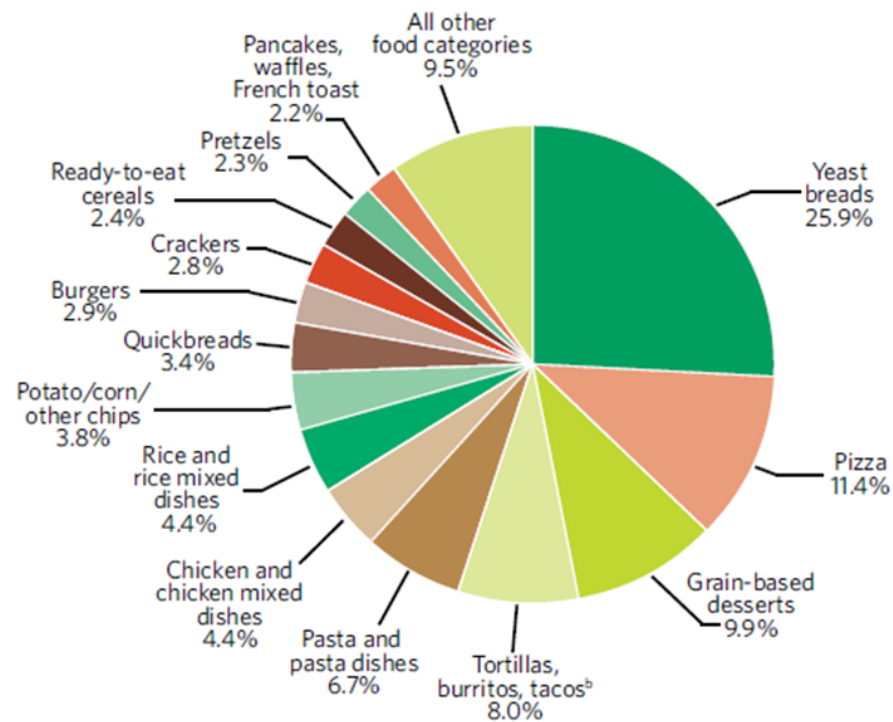
2012 Whole Grains Summit

Outcomes

- Communication to consumers made simple & clear
 - Educators, health practitioners, governmental agencies and parents should convey a consistent message of whole grains as a part of a healthy dietary pattern. To accomplish this definitions and guidelines must be clearly defined & communicated.
- Commitment of every individual to promote health
 - The grains & health communities must make a commitment to do whatever is required to improve consumption of healthy whole grains & continue to dialog and implement action steps for priority goals and objectives.

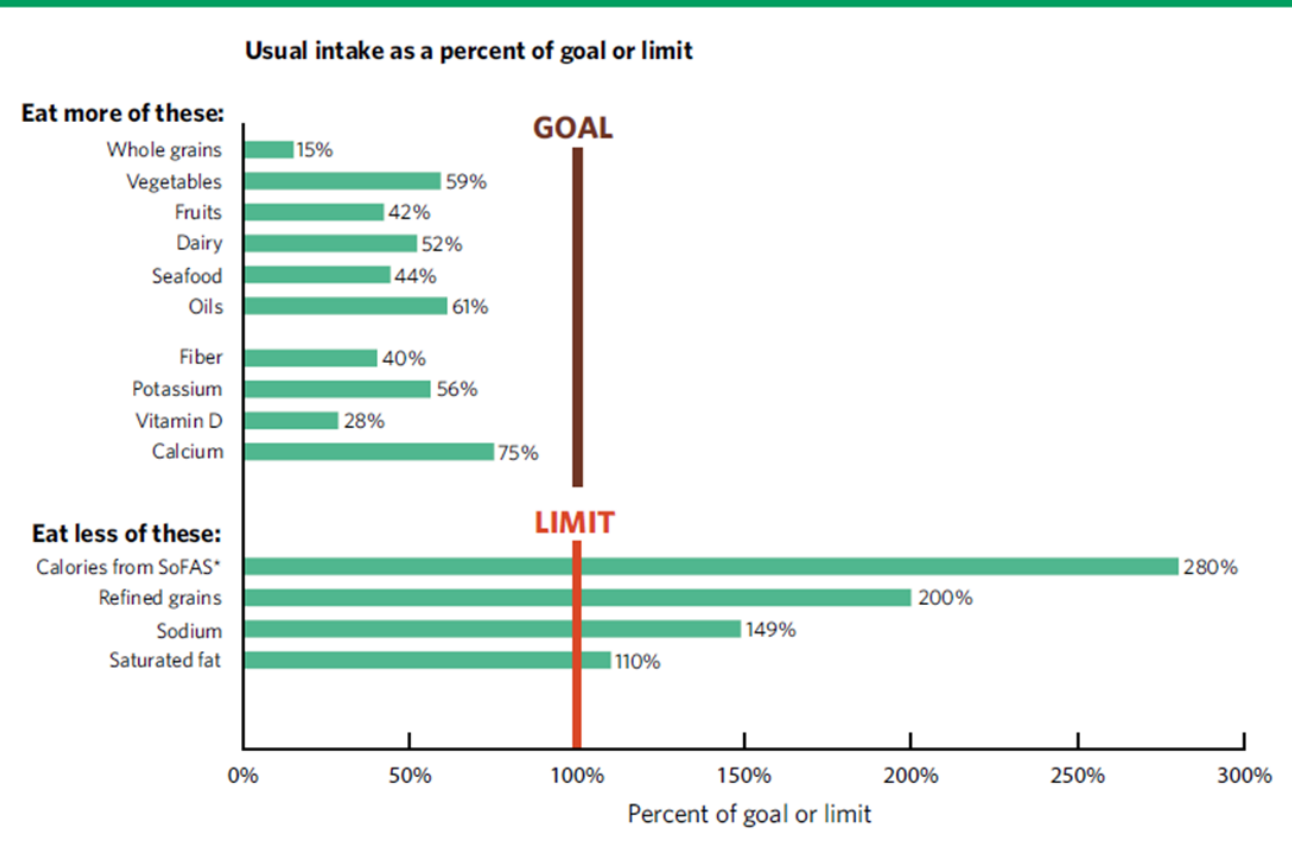
Why Whole Grains?

FIGURE 3-7. Sources of Refined Grains in the Diets of the U.S. Population Ages 2 Years and Older, NHANES 2003–2004^a



Can consumers meet Dietary Guidance by making healthy eating the easy choice.

FIGURE 5-1. How Do Typical American Diets Compare to Recommended Intake Levels or Limits?



U.S. Department of Agriculture
Center for Nutrition Policy and Promotion

Grains as a Vehicle to Health

Small changes in grain ingredients equals big opportunity to meet dietary guidance

- Whole grain & fiber
- Fruit & vegetable add-ons
- Reduction in sugar, salt, and fats
- Portion size / caloric density

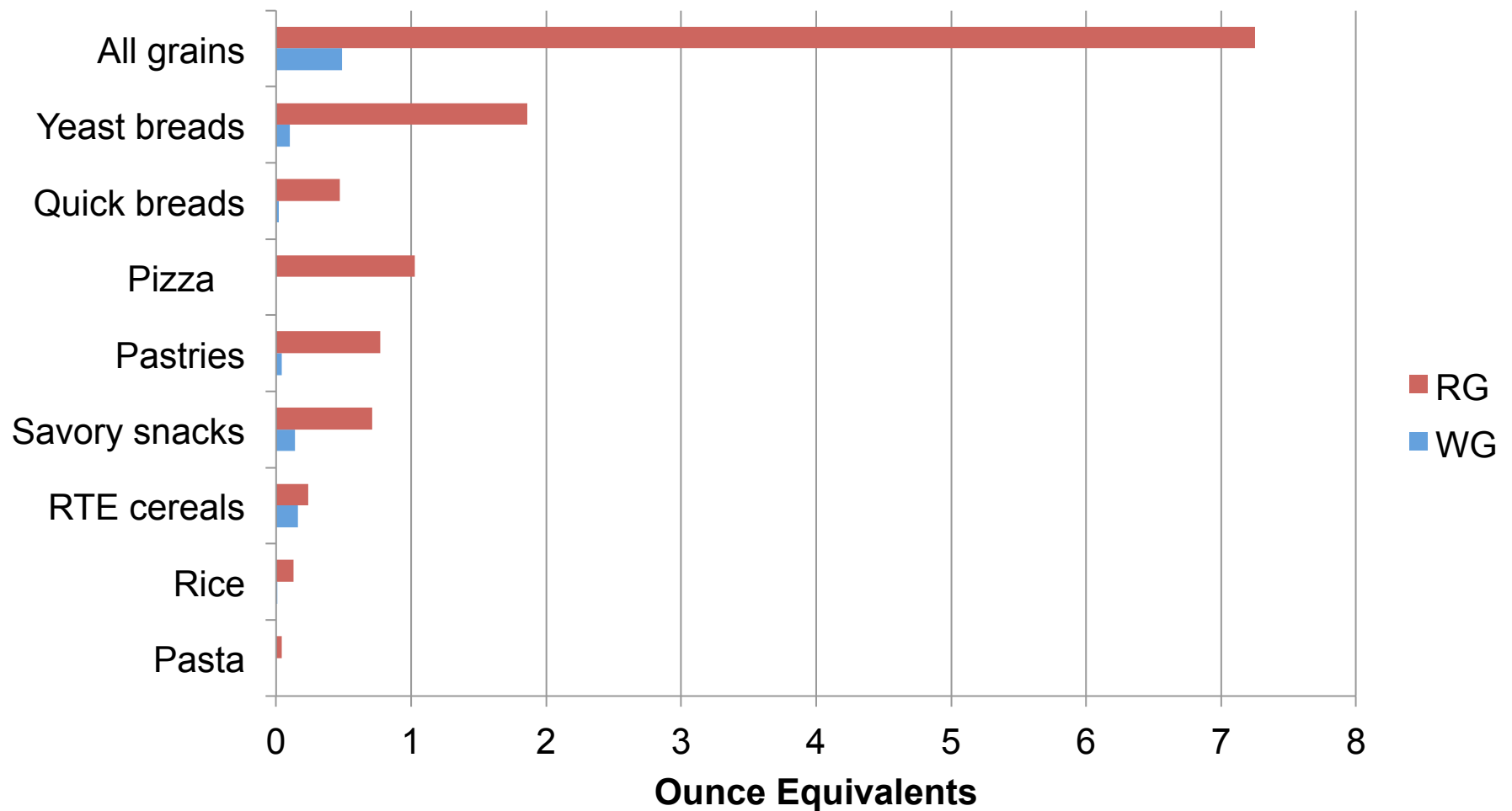


Whole Grain Modeling

- 24-hr dietary recall based on NHANES 2003-04
- 2,349 children 9-18 years
- Substituted whole grain for enriched refined grain ingredients in foods already consumed by children
- Whole grain flour replaced based on acceptability of whole grain foods tested among children in elementary schools
- Replacement levels ranged from 15-50%; most less than or equal to 25%

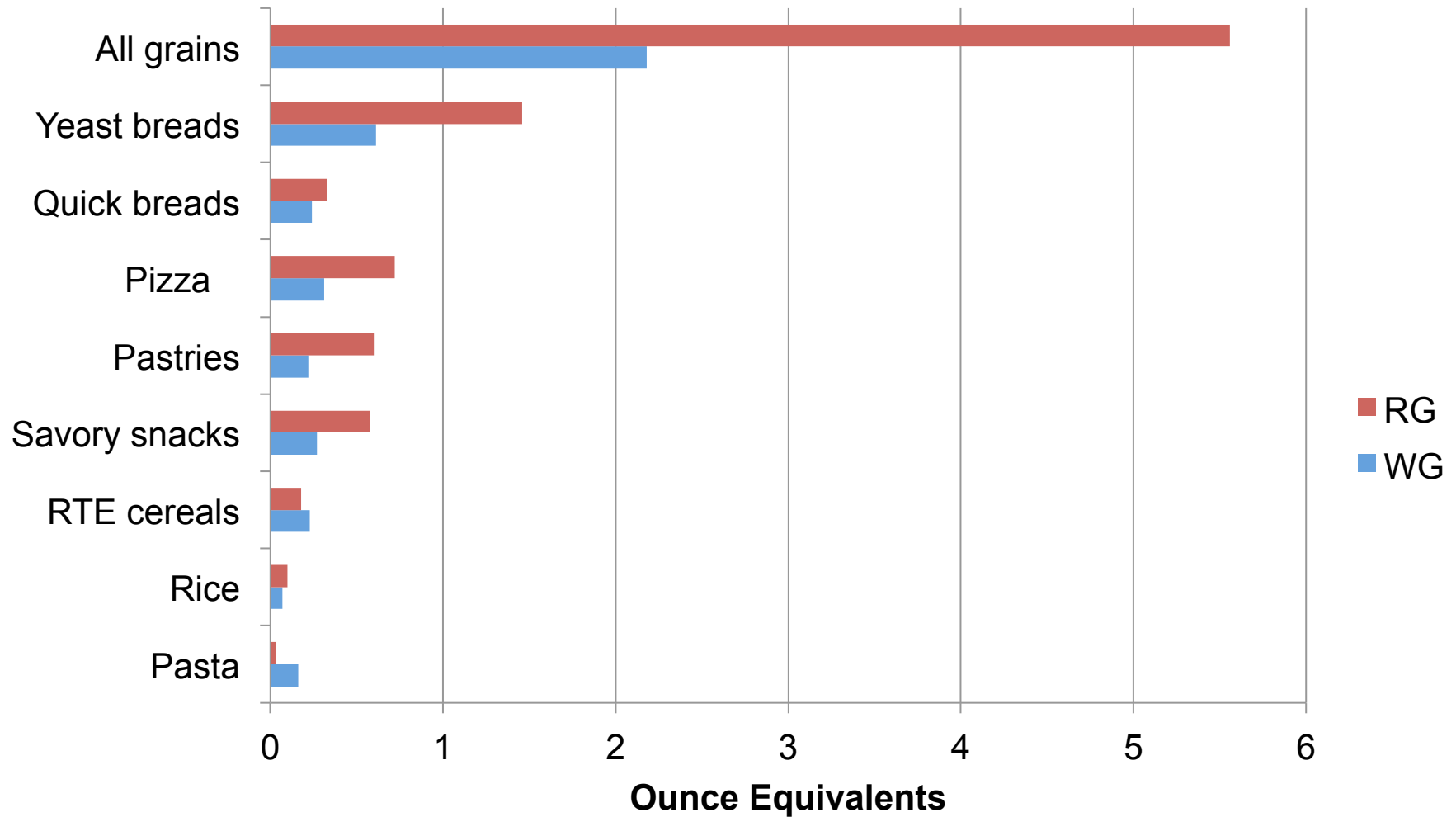
Keast, et. al, 2011

Pre-Modeled Whole vs. Refined Grain Intake



Keast et al. JADA 2011

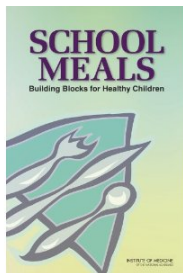
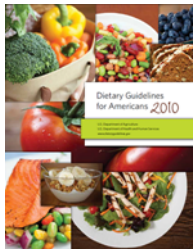
Post-Modeled Whole vs. Refined Grain Intake



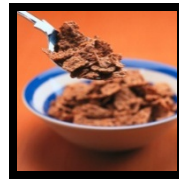
Keast et al. JADA 2011

Vision for Grain Foods

Policy



Supply Chain



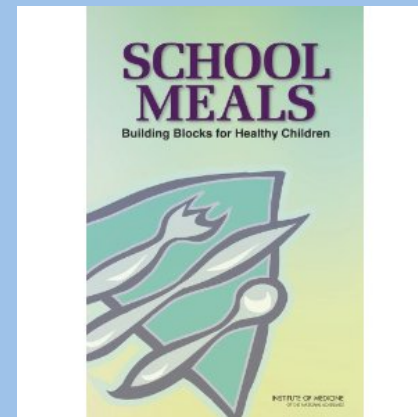
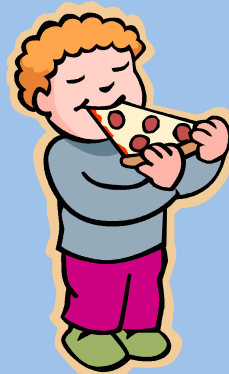
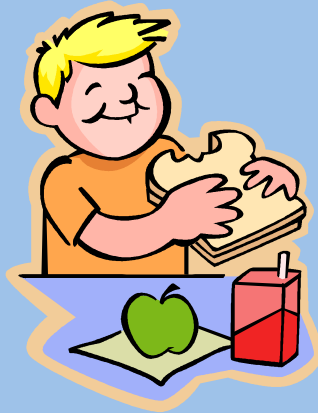
Bridge Gap

Children's Intake

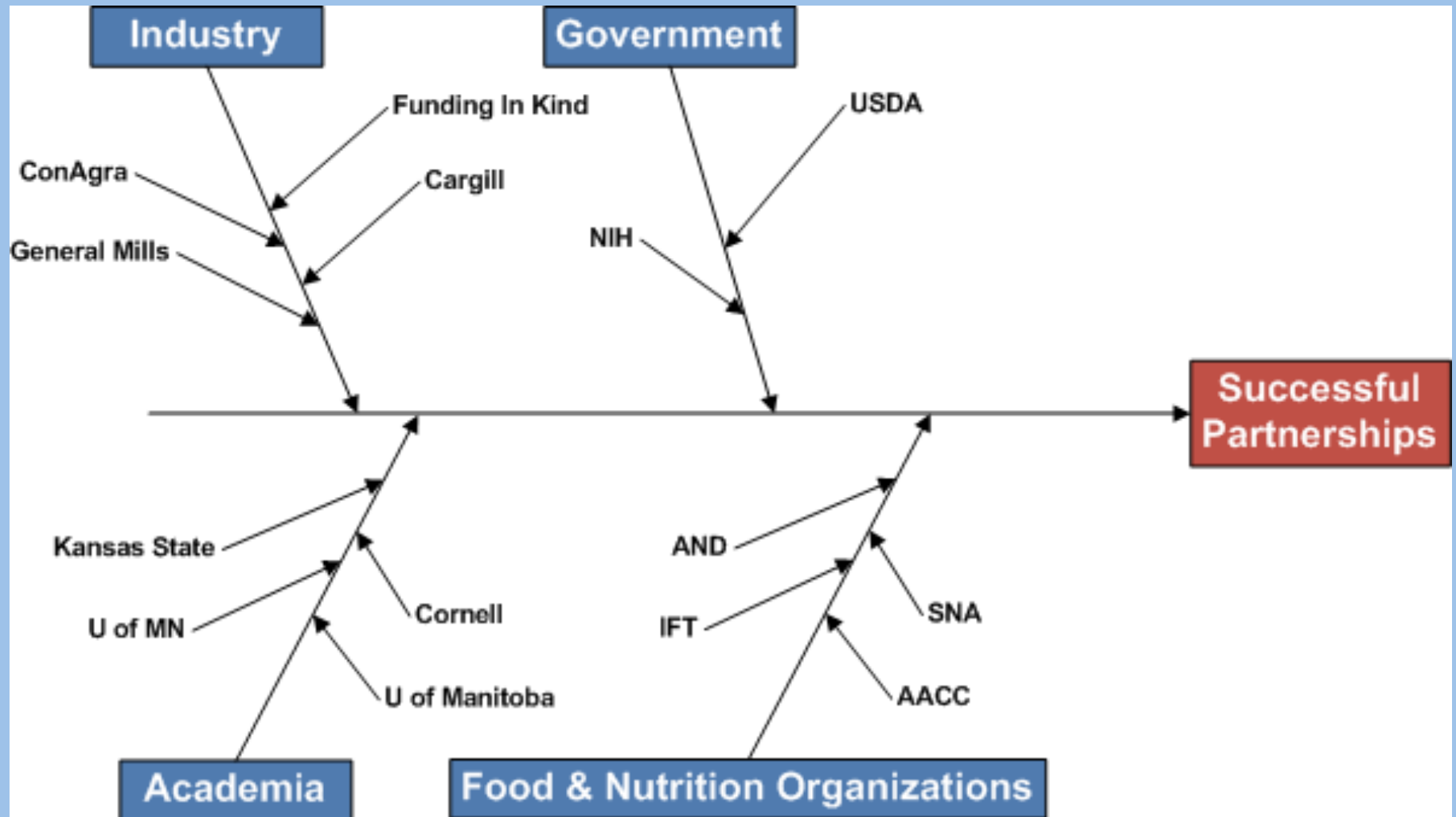


Introducing Whole Grains in Schools

1. Targeted Whole grain levels/ Feasibility
2. School Foodservice Directors vs. Product Developers
3. Setting School Nutrition Requirements
4. Implementation



Partnerships



How We Operate

Convene

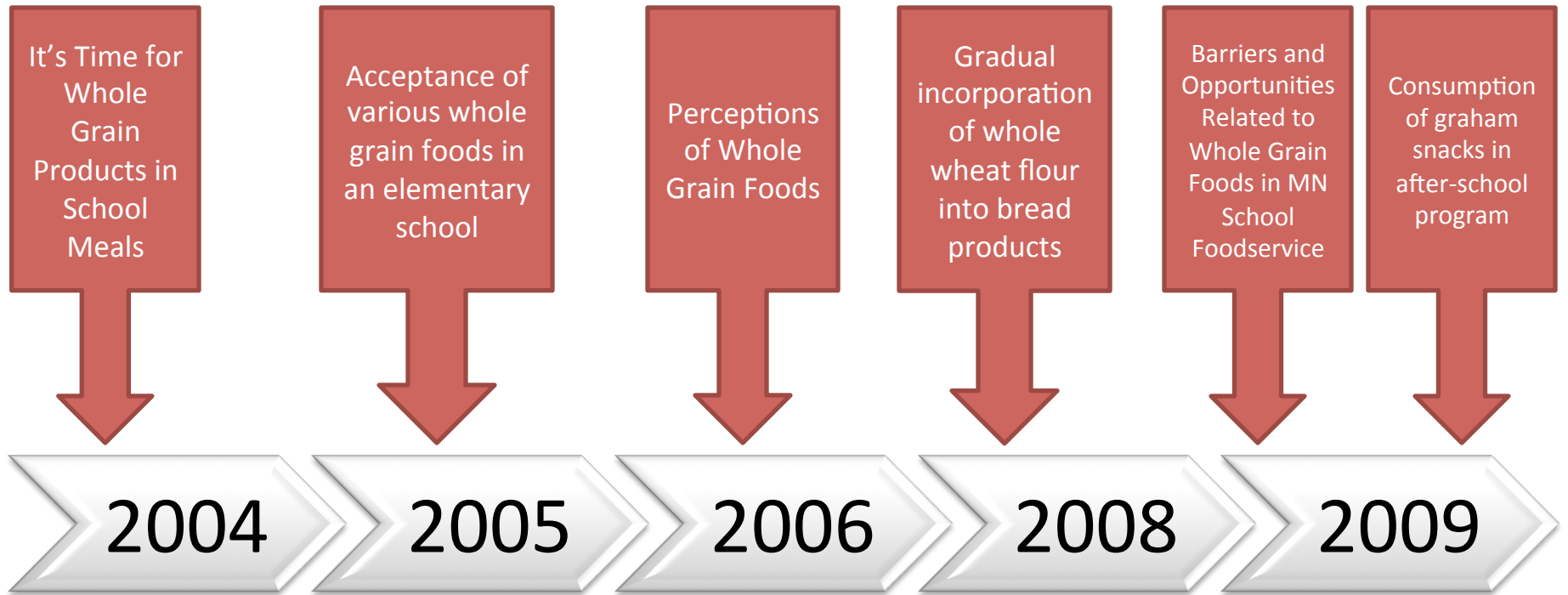
- Alignment, bringing stakeholders together

Collaborate

- Systemic view of complex problems
- Research

Collective Solutions

- Teamwork, yielding measurable, sustainable results



Perspectives
on the
Incorporation
of Whole
Grain Foods
into School
Meals

Acceptance
of two
USDA
commodity
whole-grain
products

Exploring
the Use of
Whole
Grain Pasta
in School
Lunches

Small
substitutions
of flour
increases
whole grain
intake in
children

2010

2011

2012

It's Time for Whole Grain Products in School Meals

Acceptance of various whole grain foods in an elementary school

Perceptions of Whole Grain Foods

Gradual incorporation of whole wheat flour into bread products

Barriers and Opportunities Related to Whole Grain Foods in MN School Foodservice

Consumption of graham snacks in after-school program

2004

2005

2006

2008

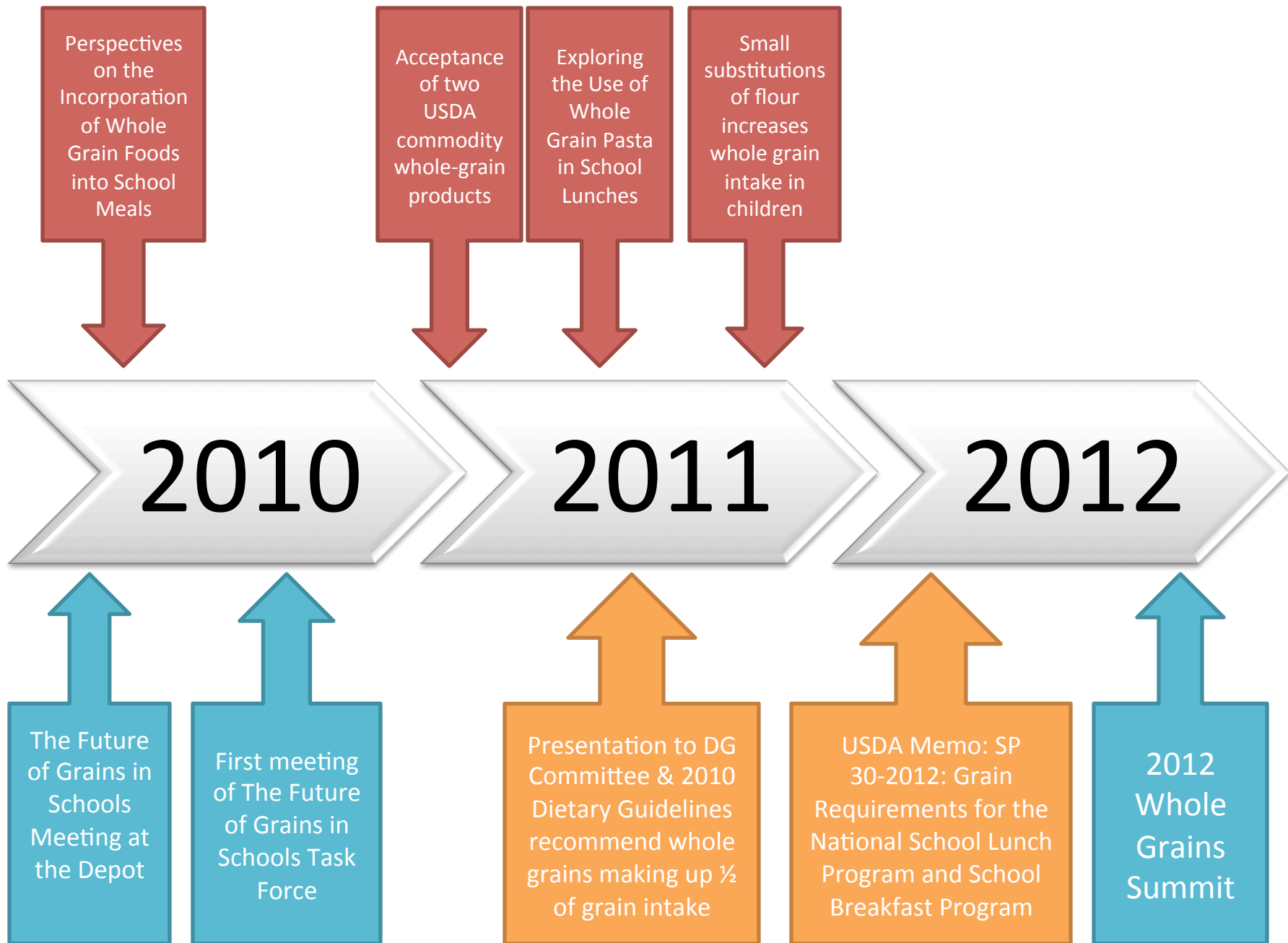
2009

2005 Whole Grains Summit

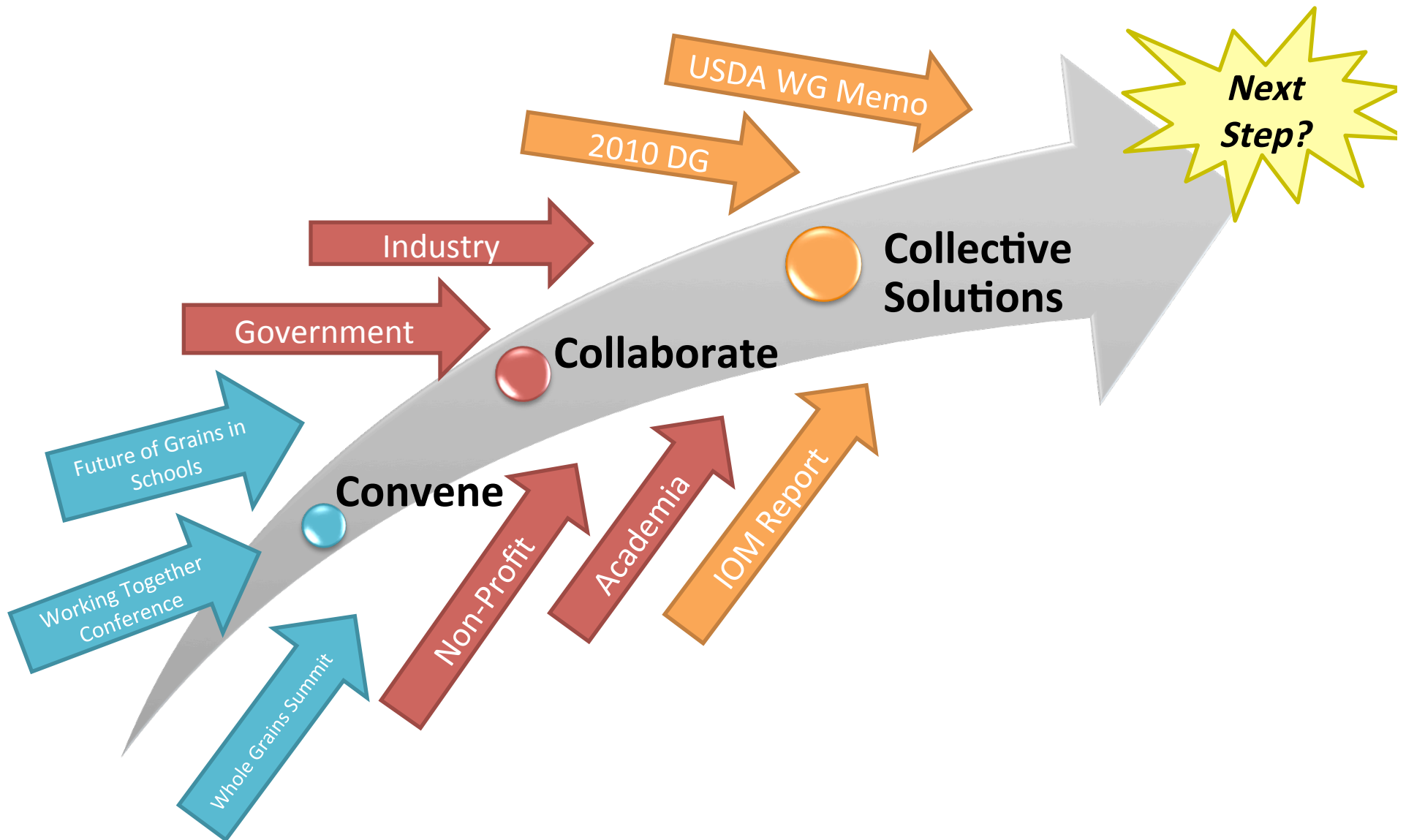
Working Together: Delivering Added-value grain-based foods through school meals

School Nutrition: Understanding our Food Supply Chain to Help Improve Child Health

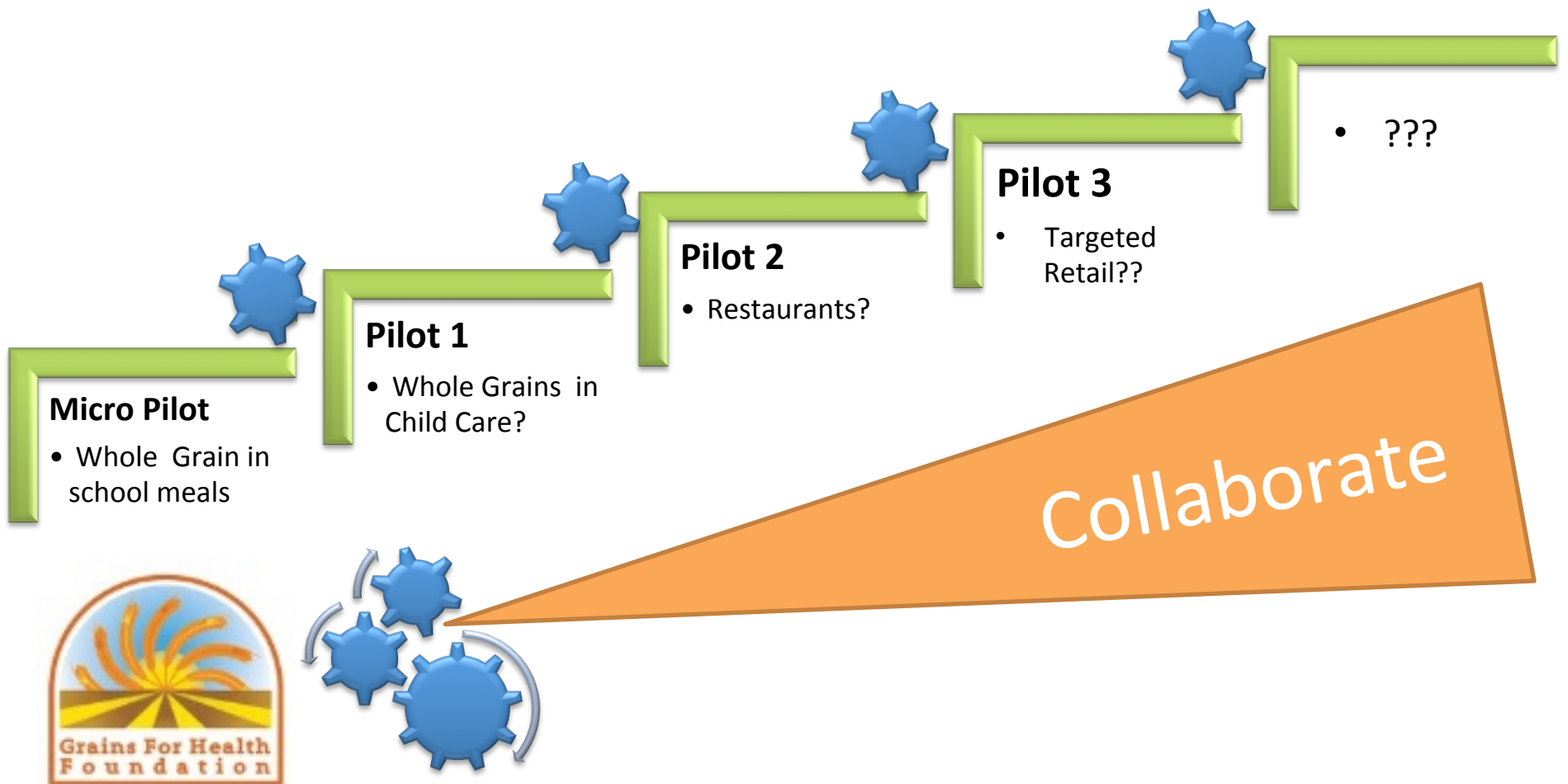
Presentation to IOM Committee & IOM Report-School Meals: Building Blocks for Health Children



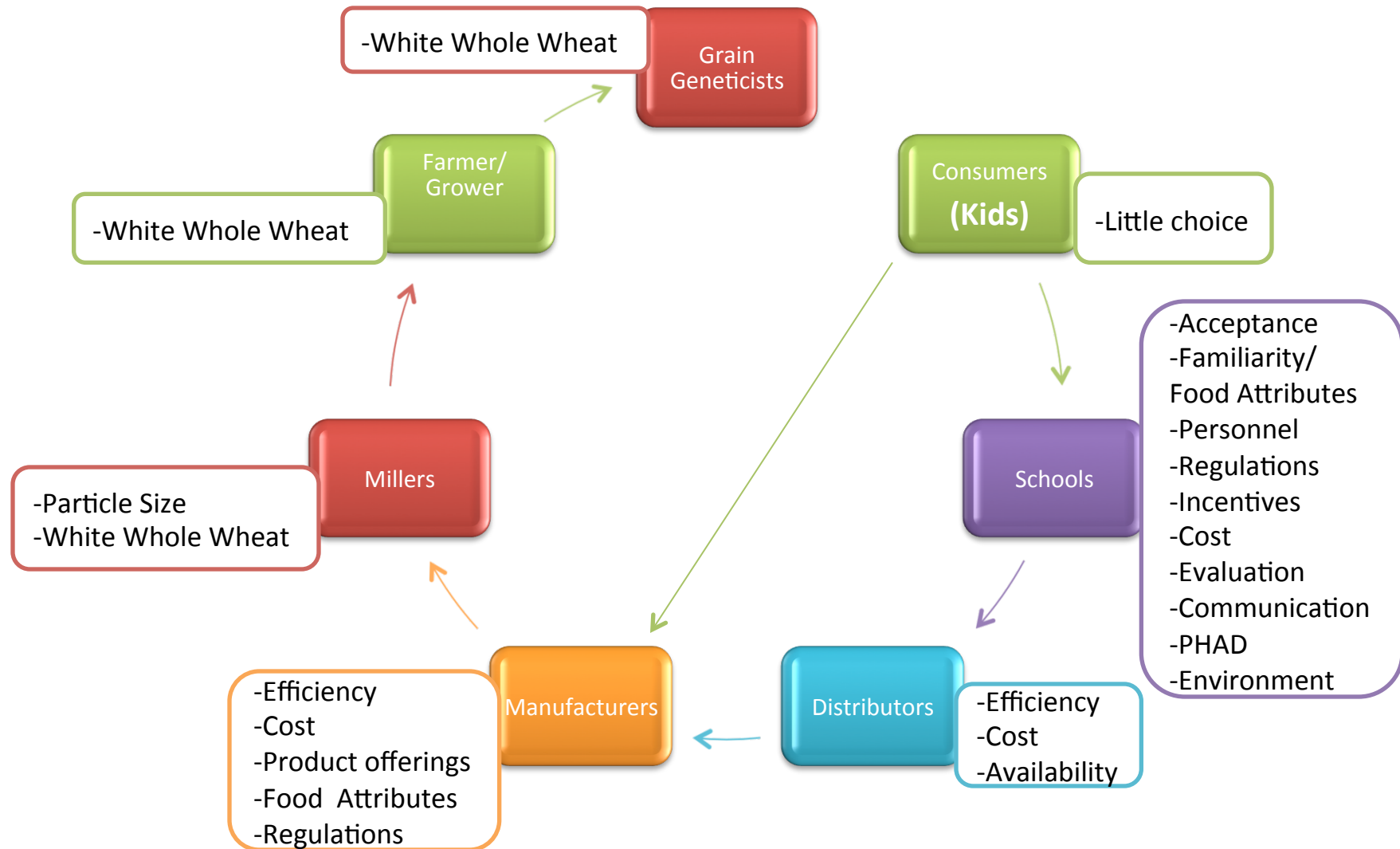
What Does Success Look Like?



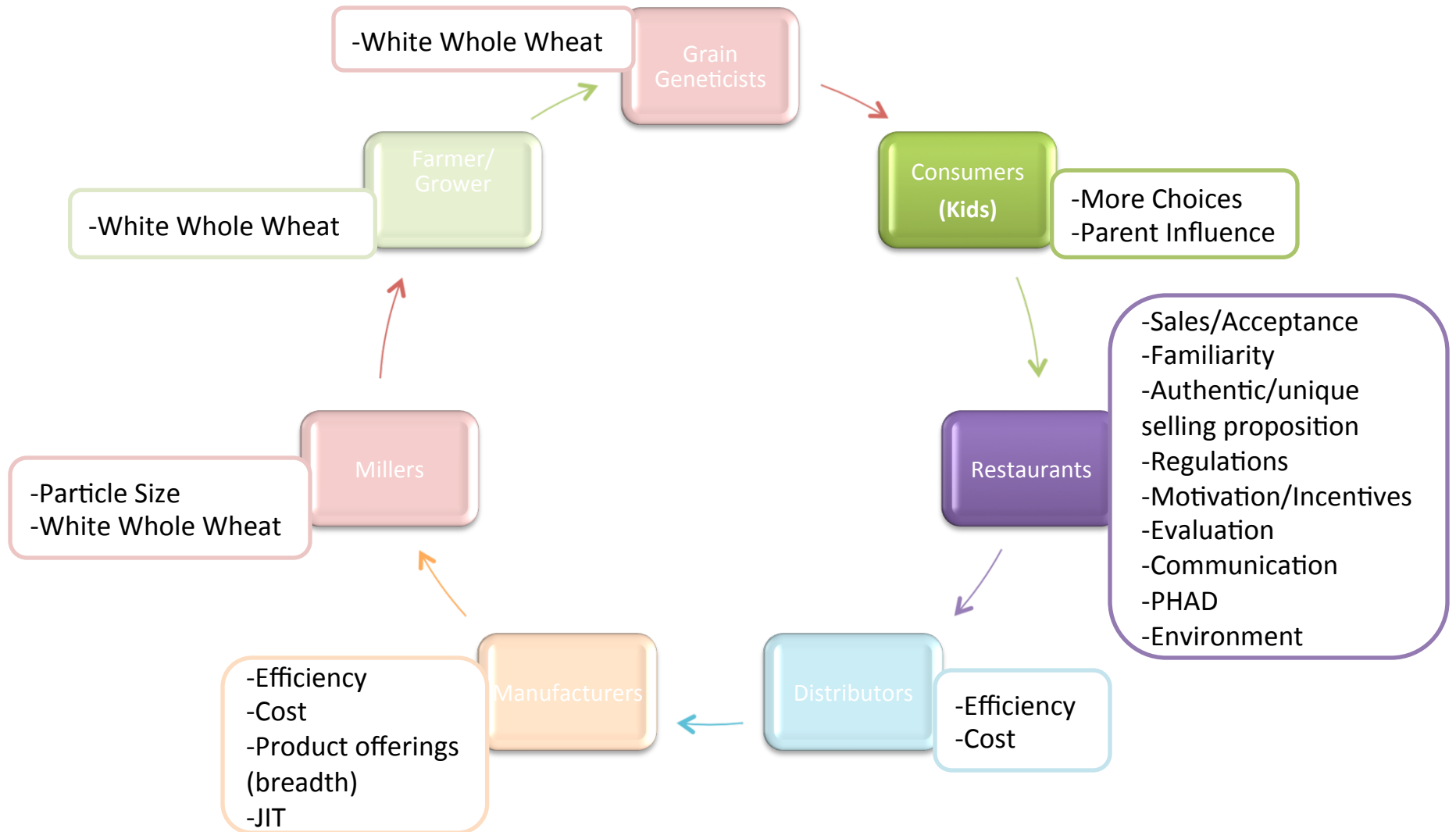
Gradual Progression of Whole Grains



Supply Chain Accomplishments for Whole Grains in Schools for Kids



Supply Chain Variables for Whole Grains in Restaurants for Kids



Research Direction

1. Scan the food supply and food environment related to grain based foods
2. Targeting science toward PHAD*
3. Filling the research gaps in food environment
4. Developing more whole grain foods that meet PHAD*

*Practical, Healthy, Affordable, Desirable

Why?

- To allow consumers to meet Dietary Guidance by making healthy eating the easy choice.
- Each of us, as individuals and health professionals, must make a conscious decision to make the healthy choice, the easy choice.

How?

- How can we carry out our conscious decision to make the healthy choice, the easy choice?
 - Individuals
 - Professionals
- Each and everyone of us needs to contribute to the science that will bring more “PHAD” foods to consumers

Practical, Healthy, Affordable, Desirable

Thank you!!