

The Whole Grain Stamp



EAT 48g OR MORE OF
WHOLE GRAINS DAILY

Basic Whole Grain Stamp



EAT 48g OR MORE OF
WHOLE GRAINS DAILY

100% Whole Grain Stamp

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Whole Grains: Breaking Barriers, Boston, November 9-11, 2014

Breaking Barriers: Whole Grains Council Mission and Goals

Our mission has three parts:

1. Help consumers find whole grain foods and understand their health benefits.
2. Help manufacturers and restaurants create delicious whole grain foods.
3. Help the media write accurate, compelling stories about whole grains.

About the Stamp



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The Whole Grain Stamp comes in two versions: the Basic Stamp and the 100% Stamp. All Whole Grain Stamps also denote the number of grams of whole grain in a serving of the product.



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Products using the **Basic Stamp** may contain some refined grain in addition to a significant amount of whole grain (at least 8 grams).

The **100% Stamp** is used on products where all the grain is whole grain; these products must also contain at least 16 grams of whole grain per serving.

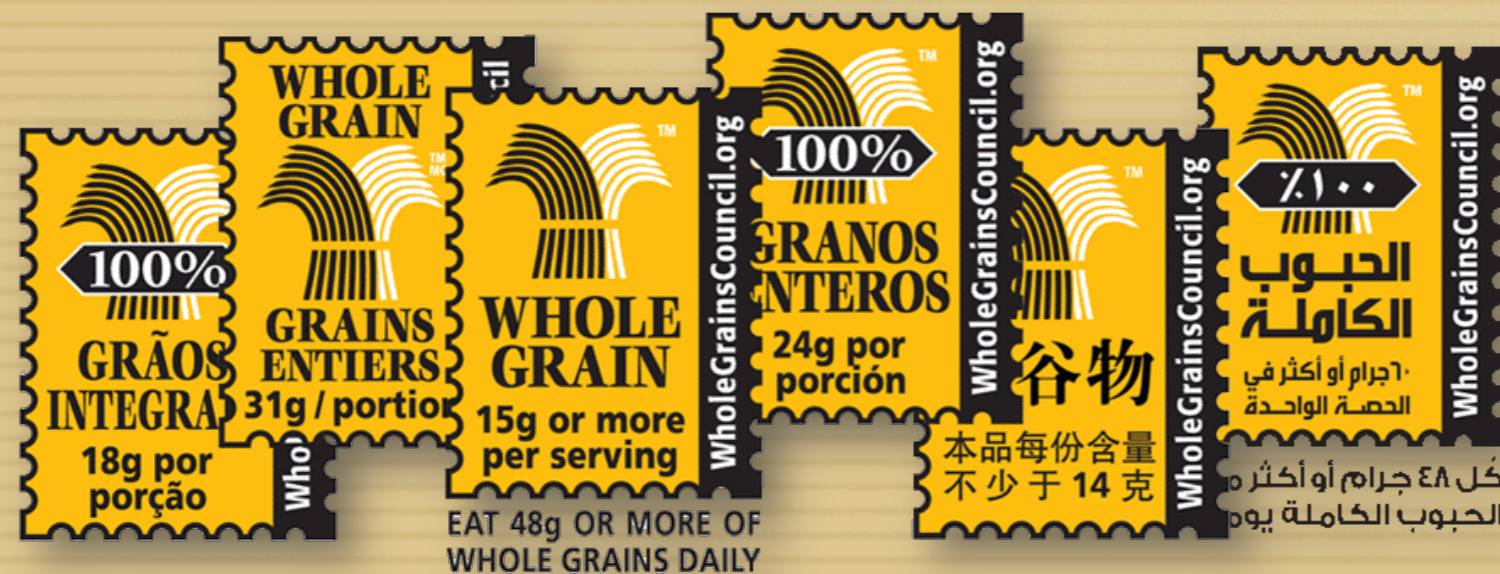
Timeline & Major Milestones

- 2003 First meeting of the WGC
- 2004 Whole Grain Stamp program unveiled to members and media
- 2005 Stamp made available to member companies; appears on products in stores
- 2006 Phase II Stamp (gram-specific) introduced
- 2007 September becomes “Whole Grains Month”
- 2008 First foreign language Stamp
- 2012 First Whole Grain Sampling Day
- 2014 10,000 Stamped products!

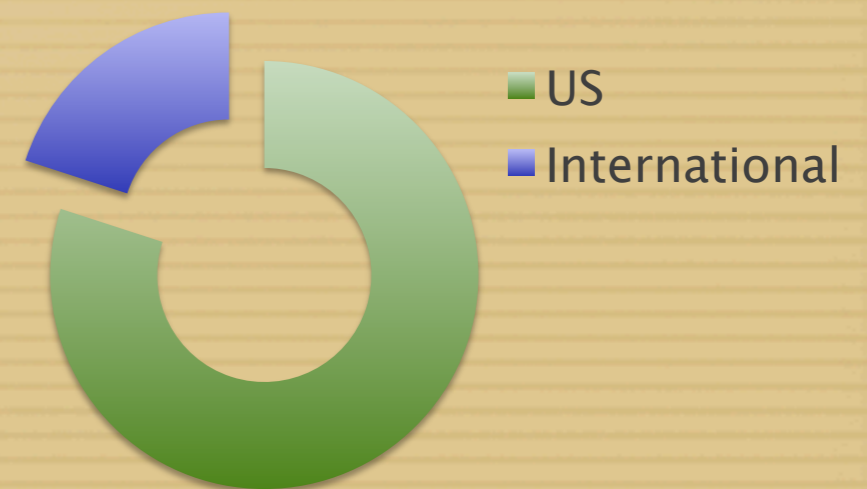
The Whole Grain Stamp Around the World



When the Whole Grain Stamp was introduced in 2005, Oldways envisioned it solely as a domestic program. As the stamp gained popularity in the US, some member companies asked if they could use the Stamp in Canada – the rest is history!

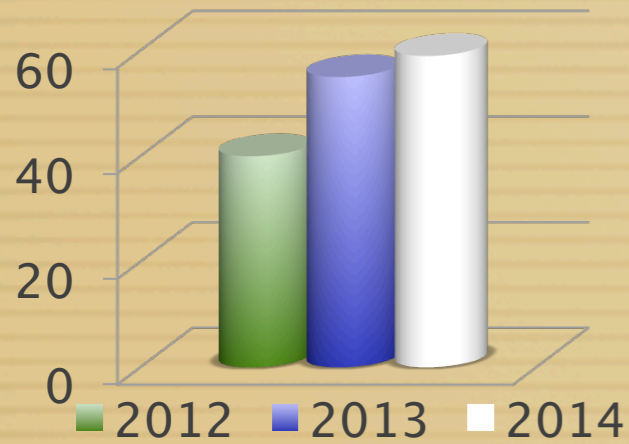


International Use = 20%

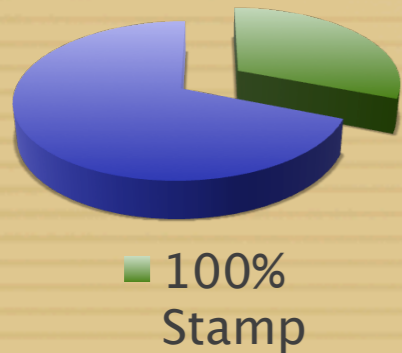


It's Working!

New WGC Members



Stamp Type, worldwide



THE WHOLE GRAIN STAMP IS WORKING!

The Stamp has become a tool to increase awareness of whole grains and is now featured on thousands of products.

\$9B

DOLLAR SALES OF STAMPED PRODUCTS*

10,000+

WHOLE GRAIN STAMPED ITEMS SOLD IN

379

PARTICIPATING COMPANIES

42

COUNTRIES WORLDWIDE

* SPINS, total sales 52 weeks ending 10/5/2014

2014
2013
2012
2011
2010
2009
2008
2007
2006
2005

..... 10,00 products
..... 9,000 products
..... 8,000 products
..... 7,000 products
..... 6,000 products
..... 5,000 products
..... 4,000 products
..... 3,000 products
..... 2,000 products
..... 1,000 products