

Coming Up at the Whole Grains Council

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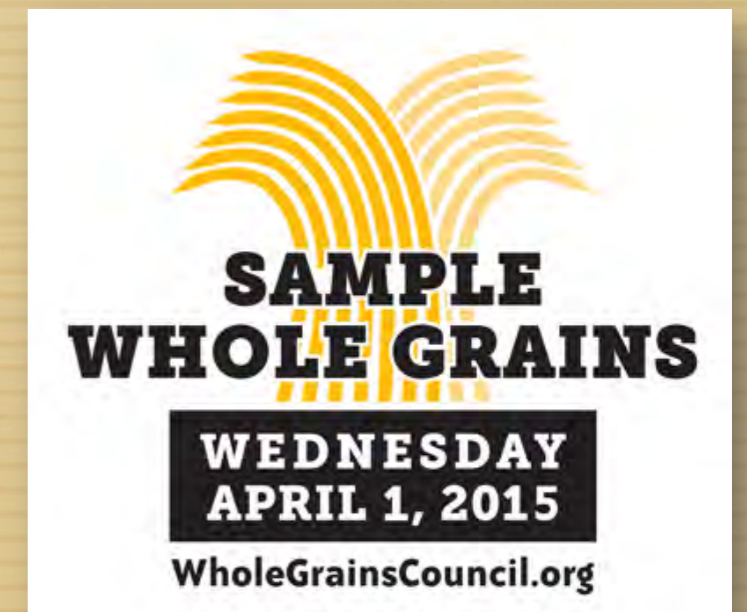
Whole Grains: Breaking Barriers, Boston, November 9-11, 2014

Whole Grain Sampling Day

April 1, 2015 – always 1st Wednesday in April

For Foodservice, Manufacturers, Restaurants, Food Trucks, Schools, Individuals, Families...

- Pick a promotion that matches your existing marketing/education goals
- Anything goes, as long as it helps make it easier for more people to try more whole grains
- We help you publicize your plans and support you with graphics, tweets, etc. – but there's no fee, no rules for participating



Whole Grain Sampling Day

Healthcare



**Chef Demo and RD Talk
Rex Healthcare**

Supermarket



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

QSR



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

Food Mfr.



**Facebook Sweepstakes
Better4U Foods**

2015 Early Commitments



Email Kelly Toups at kelly@oldwayspt.org to get involved

Expand School Support

More Whole Grain Support Materials

- Tools for teachers
- Hub for whole grains education
- Reinforce nutrition for kids and families outside of the cafeteria line



WG Month – September 2014



Bobbi's Kozy Kitchen



peanut butter
& PEPPERS



tiny
farmhouse
kitchen. garden. home.

WG Month – September 2015

Three “finalist” ideas

- 1. Baking with Whole Grains:** Home bakers across the country will send in photos of their favorite whole grain baked goods and a random winner will win an all expense paid trip to King Arthur Flour’s Baking Education Center in Vermont.
- 2. Whole Grains in Schools:** We’ll provide classroom materials and coupons to teachers throughout the month so they can incorporate whole grain education into their lesson plans. We’ll pick an after-school care organization at random (from nationwide nominations) to win a case of whole grain goodies.
- 3. Scouting Out Whole Grains:** We’ll work with the Girl Scouts and Boy Scouts to create a curriculum to help scouts earn a nutrition and/or whole grain badge. Scouts can also send photos of something they made with whole grains for a chance to win whole grain goodies mailed to their troop.

Foodservice Workshop

Late 2015 / Early 2016

- Goal: Help food service make the switch to whole grains & increase whole grain offerings
- Vendors & Manufacturers: How can you help?



The Whole Grains Council



Helping people worldwide enjoy more whole grains

www.WholeGrainsCouncil.org

