

# **What Consumers Still Don't Know About Whole Grains**

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# Welcome to the Game!

- ~ The object of this game is to test your knowledge of consumer knowledge of whole grains, as well as what areas of confusion still exist
  - ~ By illuminating these misconceptions, all of us can craft clearer messages that will help increase whole grain consumption
  - ~ As G.I. Joe said, “Knowing is half the battle!”
- ~ Questions will be asked, answers will be True or False
  - ~ We made the lovely paddles you’re holding just for this game!
  - ~ If consumers think a question is True, hold your paddle so True faces front
  - ~ If consumers think a question is False, hold your paddle so that False faces front



# For Example...

- ~ Consumers understand that the rolled oats in quick-cooking oatmeal are whole grain.

**TRUE**

**FALSE**



# And the Answer Is...

**FALSE**

- ~ Email we received from a consumer:  
*“[Are] 100% rolled oats (quick oatmeal) actually whole grain?”*

Ready?

**Let's Go!**



# Consumers Wonder...

~ What “groats” are.

**TRUE**

**FALSE**



# And the Answer Is...

**TRUE**

- ~ Most here know that groats are the hulled grains of various cereals, such as oats, wheat, barley or buckwheat
- ~ **Tip:** If you use groats in your product(s) and have space on your packaging or website, it might be helpful to explain what a groat is

# Consumers Understand...

- ~ That whole wheat flour is whole grain flour.

**TRUE**

**FALSE**





# And the Answer Is...

**FALSE**

~ A true story from our files:

*A woman called to talk about a few breads she saw in her grocery store that showed the Whole Grain Stamp. Her registered dietitian told her to look for whole grains as the first ingredient in products, and she was flustered because she didn't see "whole grain" anything in the ingredient list even though the breads had the Stamp. All she saw was "whole wheat flour," but that's not the same as whole grain... Is it?*



# How We Helped

- ~ First, assured her that whole wheat flour is absolutely a whole grain flour
- ~ Also reassured her that the Whole Grain Stamp can be trusted to indicate at least 8g whole grain per product serving
- ~ Finally, referred her to our online lists of whole grains and key ingredient terms so she could become more familiar with all the different whole grains and how to find them in products



# Consumers Wonder...

- ~ Shouldn't the grams of fiber in a product match the gram number on the Stamp?

**TRUE**

**FALSE**



# And the Answer Is...

**TRUE**

- ~ Email we received from a consumer:  
*“What is the conversion of grams of whole grains to grams of fiber?”*

# How We Helped

- ~ Explained to this consumer that fiber is one healthy component of whole grains, but the two are not the same
- ~ Invited her to step away from too much emphasis on fiber and consider all the important phytonutrients that are found in whole grains
- ~ Pointed out that, while grams of fiber are counted in the nutrition facts panel, the Whole Grain Stamp was created because whole grains are not but are very important for overall health
- ~ Steered her to our website where we list the naturally occurring grams of fiber in all whole grains



# WGC Members Get Confused Too!

~ Email we received from a WGC Member:

*“I just checked the nutrition facts on a \_\_\_\_\_ granola bar. It states dietary fiber as 1g, yet the front label has a standard Whole Grain Stamp. I thought it had to contain 8g of fiber (as it says on the Stamp).”*

~ Gently reminded this Member that it’s the Whole Grain Stamp, not the “Fiber Stamp”

~ It was a great reminder that even those of us “in the know” can become confused about fiber and whole grains!



# Consumers Believe...

- ~ Fiber grams in the nutrition facts panel indicate whole grains in a product.

**TRUE**

**FALSE**

# And the Answer Is...

TRUE

- ~ Again, with so much emphasis being put on fiber as *the* reason to consume whole grains, it's easy to see how this confusion persists
- ~ **Let's Ponder:** If you rarely hear someone say that fiber is the primary reason to eat fruits or vegetables, should it be said that fiber is the primary reason to eat whole grains?





# Consumers Understand...

- ~ Oats in our food system are almost always whole grain.

**TRUE**

**FALSE**



# And the Answer Is...

**FALSE**

- ~ More and more people understand that oatmeal, steel-cut oats, and rolled oats are whole grain
- ~ However, confusion still exists, especially when it comes to oat flour
- ~ **Tip:** Consider adding the word “whole” to all whole grain ingredients (such as oats and oat flour) in your ingredient list whenever possible



# Consumers Believe...

- ~ Sesame, flax, and hemp seeds are whole grains.

**TRUE**

**FALSE**

# And the Answer Is...



**TRUE**

- ~ Although oilseeds like sesame and flax can be and often are eaten as part of a healthy diet, they are not whole grains.

# Consumers Believe...

- ~ “Stoneground” and “multigrain” indicate whole grains, especially when used in the name of a product.

**TRUE**

**FALSE**



# And the Answer Is...



**TRUE**

~ Email we received from a consumer:

*“The bread my wife and I eat is called multi-grain. In the ingredients is unbleached whole wheat flour, malted barley flour, wheat bran... Is there a way we can tell if it is a whole grain bread?”*

# How We Helped

- ~ Pointed out unbleached whole wheat flour as the first ingredient - hooray!
- ~ Congratulated them on reading ingredients
- ~ Emphasized that checking the ingredient list is always the best way to begin, seeing that the term “multi-grain” may describe several whole grains, several refined grains, or a mix of both
- ~ Encouraged them to look for the Whole Grain Stamp and referenced our online list of Stamped products



# Consumers Believe...

- ~ Whole grains and whole grain products are hard to find.

**TRUE**

**FALSE**





# And the Answer Is...

**TRUE**

- ~ Most of the perceived difficulty relates to things we've already covered
- ~ Some consumers think the only whole grains they should be eating are the intact whole grains
- ~ **Let's Ponder:** Are you communicating your whole grain message everywhere and every way possible?



# Consumers Wonder...

- ~ If the Whole Grains Council “counts” other whole ingredients.

**TRUE**

**FALSE**



# And the Answer Is...



**TRUE**

~ A true story from our files:

*A fan of the WGC was interested in getting his company to join and wanted to discuss some potential products first. After covering some typical whole grain ingredient questions, we then moved on to whether or not the WGC “counted” whole apples, whole cashews, and “whole” (unpasteurized) honey in our Whole Grain Stamp approval process.*

# Consumers Feel...

- ~ They can trust packaging claims like “100% whole wheat” and “made with whole grains.”

**TRUE**

**FALSE**



# And the Answer Is...

**FALSE**

## ~ Email we received from a consumer:

*“The first ingredient [in a particular English Muffin product] is whole wheat flour. Is this a healthy choice for breakfast or is the labeling ‘100% whole wheat’ and ‘made with whole grains’ just a deceptive marketing ploy?”*

# Consumers Believe...

- ~ You can tell what is and is not whole grain just by looking at it.

**TRUE**

**FALSE**



# And the Answer Is...

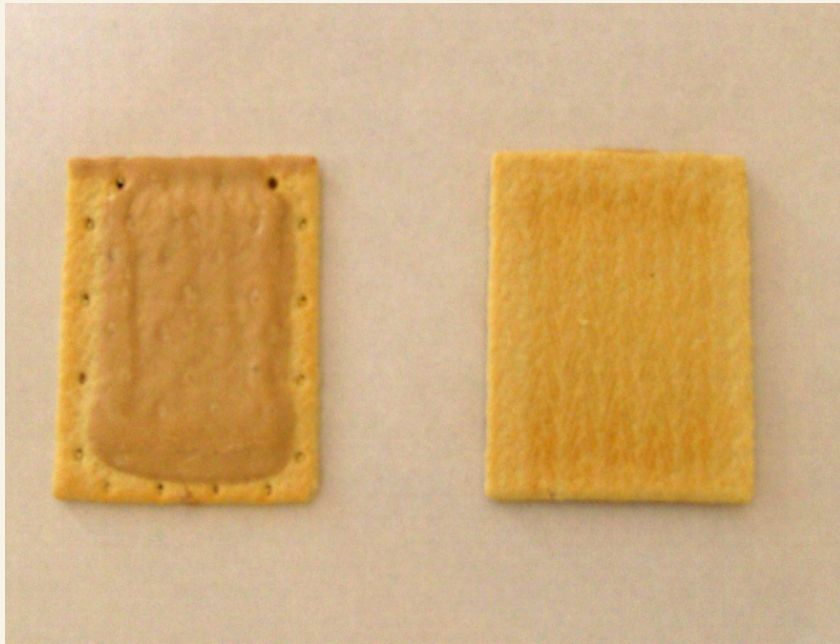


TRUE

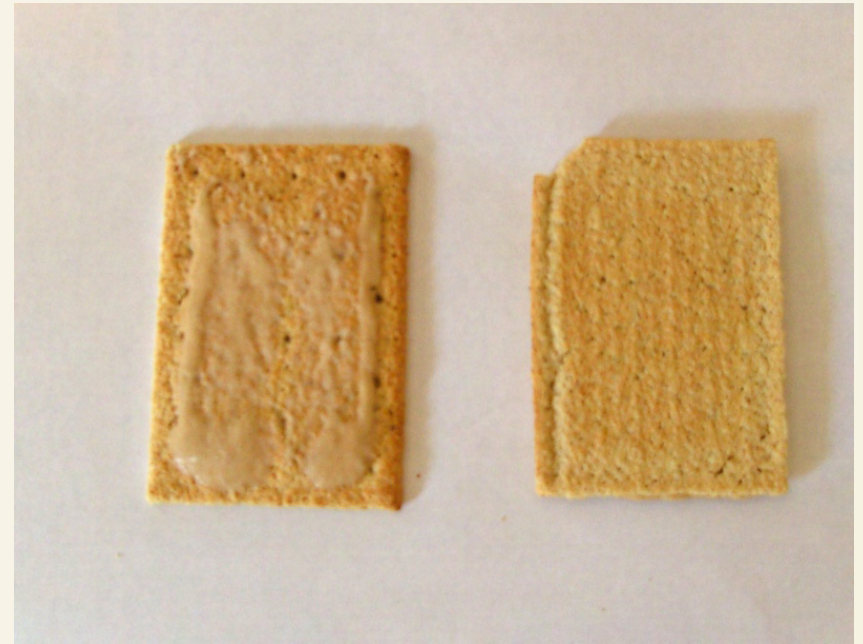
- ~ However, an entire page on our site is dedicated to answering common questions about white whole wheat
- ~ Section 3 of your program book details our “Whole Grain Yardstick” findings about whole grains in recipe photos - if they aren’t pictured, how can you judge their appearance?
- ~ **Let’s Ponder:** Can we judge what is and what is not whole grain by looking at it?

# Experiment #1

- ~ Which Pop-Tarts are made with whole grain?



**A**

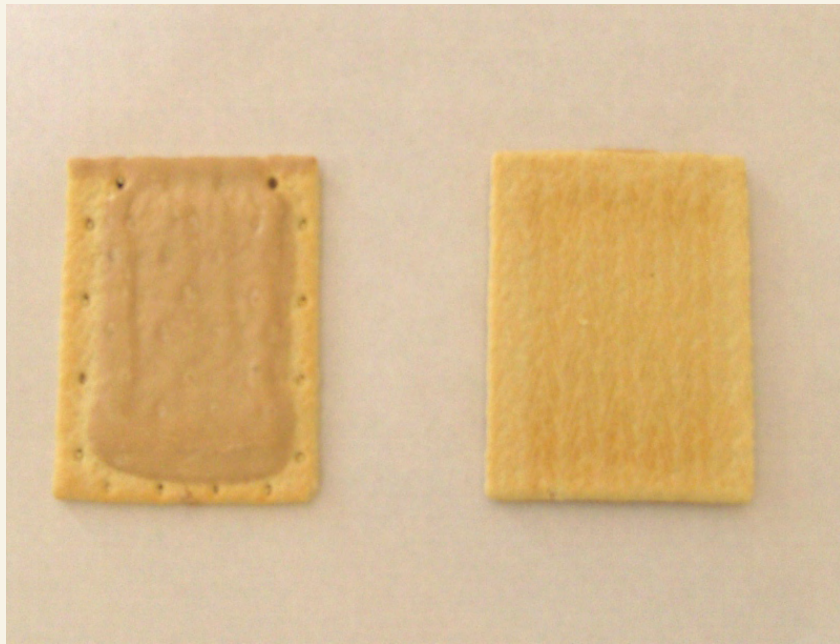


**B**

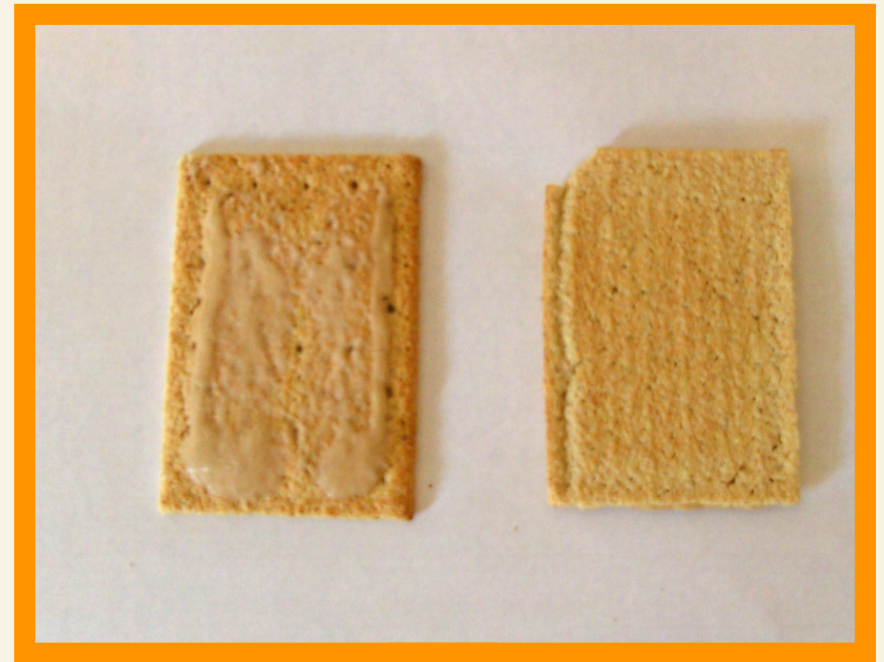


# Experiment #1

- ~ The Pop-Tarts in B are made with whole grain



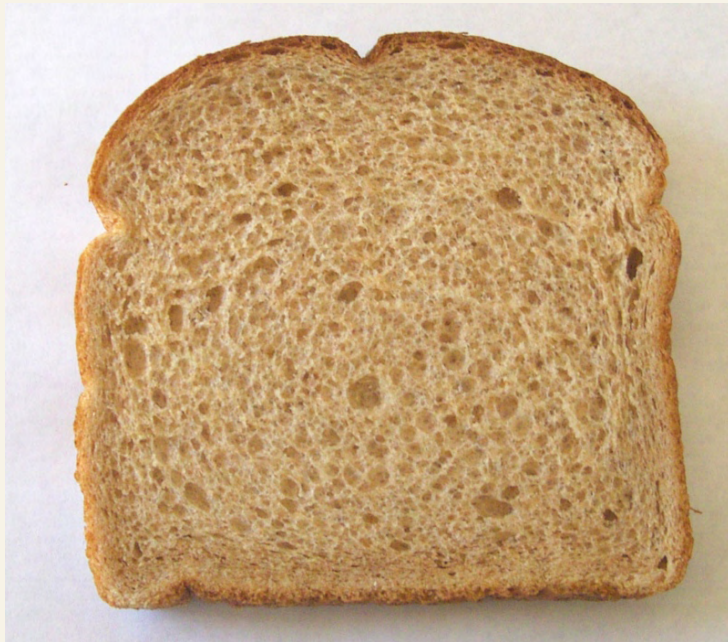
A



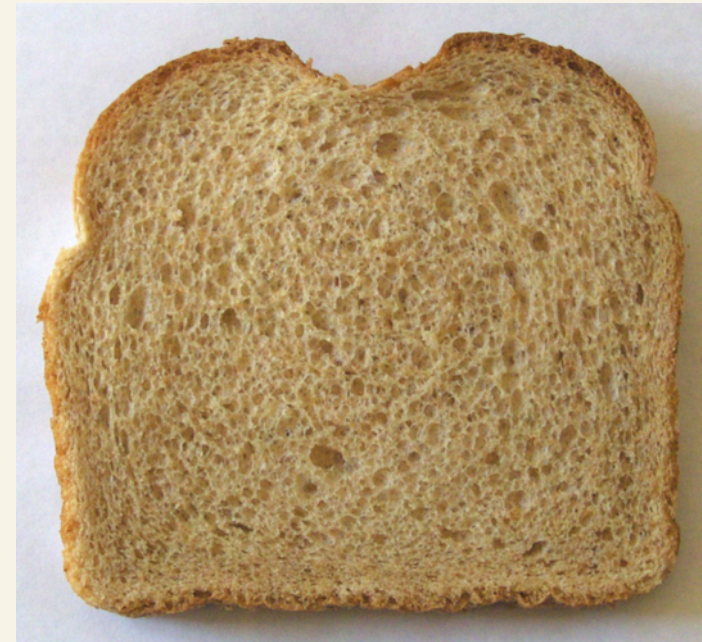
B

# Experiment #2

- Which slice of bread is 100% whole grain and lists “whole wheat flour” as its first ingredient?



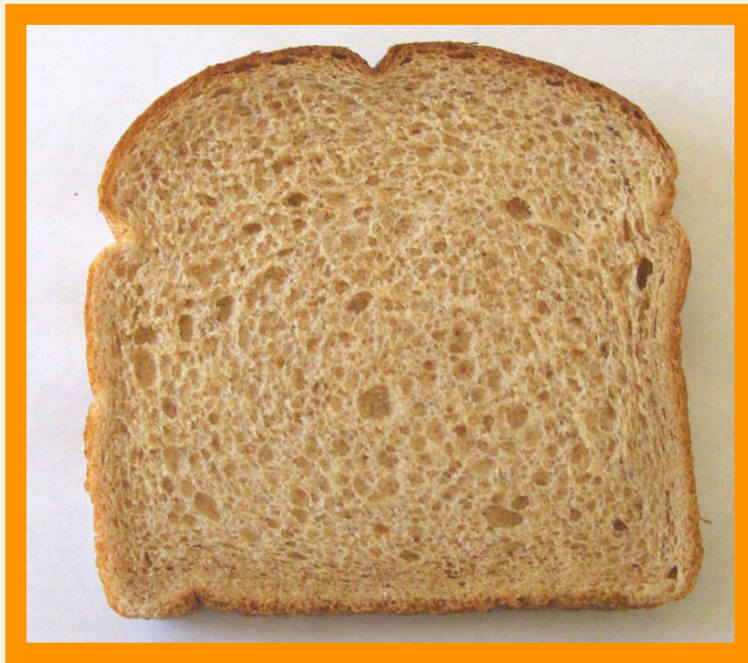
**A**



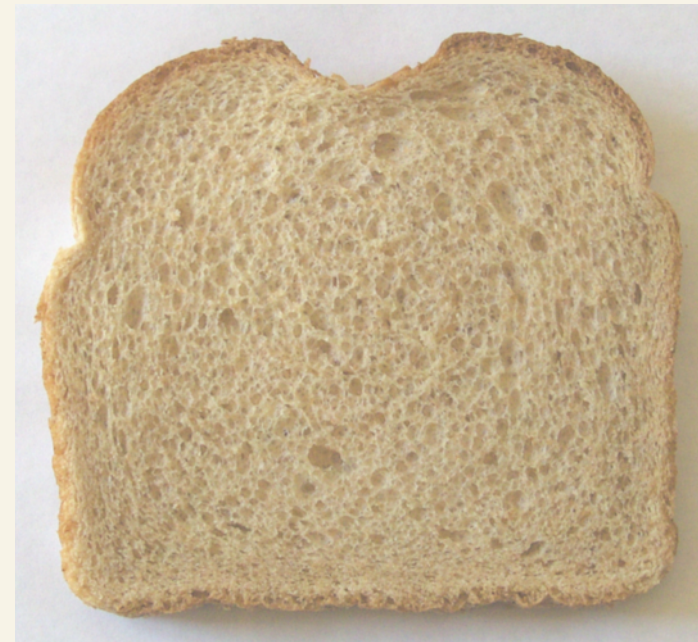
**B**

# Experiment #2

- ~ The slice of bread in A is 100% whole grain and lists “whole wheat flour” as its first ingredient



**A**



**B**

# Consumers Believe...

- ~ Eating whole grains is an all-or-nothing switch.

**TRUE**

**FALSE**



# And the Answer Is...



TRUE

- ~ Instead of all or nothing, when the choice can easily be nothing, pointing out areas where small changes can be made is vital
- ~ **Tip:** Look for ways to emphasize existing whole grain consumption (i.e., breakfast cereal, popcorn, side dishes) and use those successes as building blocks

# Consumers Think...

- ~ Whole grains are old news and we should move on to something else.

**TRUE**

**FALSE**



# And the Answer Is...

**FALSE**

- ~ The most basic truth is, if consumers really thought of whole grains as old news, we wouldn't be here talking about them!
- ~ Other evidence:
  - ~ IFIC's annual Food and Health survey shows interest in whole grains has grown 10% from 2006 and 2008
  - ~ Mintel reports global new whole grain products up 1344% between 2007 and 3Q 2008



# Old News? **FALSE!**

- Generalized food and beverage-based behavior trends as expressed by consumers, according to The Hartman Group's report on Contemporary Food Trends:

Afterthought	Here & Now
Mindless pursuit of "all things protein"	Pursuit of "cleaner proteins"
Mindless reduction of "all things sugar"	Pursuit of more natural sugars (e.g., cane sugar)
Medicinal and supplement usage	Generalized eating for digestive health
Vitamins & antioxidants (A,C & E)	Generalized eating for immunity health
"Miracle" diets and ____-free foods	Celebration of food and eating culture
Avoiding calories / seeking low calories	Avoiding empty calories, wasting calories
Constant snacking or grazing	Pursuit of satiety (three meals, proteins)
Detoxifying	Better living through high quality eating

Source: *The Hartman Group, Contemporary Food Trends, January 2009*





# Old News? **FALSE!**

- Generalized ingredient trends as expressed by consumers, according to The Hartman Group's report on Contemporary Food Trends:



Source: The Hartman Group, Contemporary Food Trends, January 2009



# Old News? **FALSE!**

- ~ Whole Grains and Health among Top Trends for 2009
  - ~ From the National Restaurant Association's annual Chef Survey of 1,600 professional chefs nationwide
    - ~ Quinoa named the top trend in side dishes
    - ~ Ancient grains garnered third place in Other Food Items/Ingredients
    - ~ In the Culinary Themes category, nutrition and health took first place
  - ~ In a separate survey, NRA members were asked "What trend do you see accelerating the most in 2009?"
    - ~ Taking first place - even over "productivity enhancements to offset rising costs" - was "increasing attention to health/nutrition"
- ~ Bottom line: Whole grains will continue to accelerate in 2009

*Source: National Restaurant Association, December 2008*



# Old News? **FALSE!**

- ~ According to the School Nutrition Association's 2008 Back to School Trends Report on healthier options in schools:



- ~ **85% of schools will increase availability of whole grains**
- ~ 82% of schools will limit or reduce trans fats
- ~ 75% of schools will stock healthier beverages in vending machines
- ~ 72% of schools will limit or reduce all fats
- ~ 70% of schools will limit or reduce added sugar
- ~ 62% of schools will increase fresh fruits and vegetables
- ~ 57% of schools will limit or reduce sodium

Source: SNA 2008 Back to School Trends Report, August 2008



# Consumers Believe...

- ~ People who can't eat gluten can't eat whole grains.

**TRUE**

**FALSE**



# And the Answer Is...

**TRUE**

- ~ Whether we're talking to registered dietitians, relatives of celiac patients, or curious consumers, the question of whether gluten-free means grain-free continues to be asked
- ~ In addition to our Hot Topic session on gluten-free but not grain-free, we dedicated a page on our website to the topic and frequently work with many gluten-free food companies



# List of Whole Grains

- ~ Amaranth
- ~ Barley
- ~ Buckwheat
- ~ Corn, including whole cornmeal and popcorn
- ~ Millet
- ~ Oats, including oatmeal
- ~ Quinoa
- ~ Rice, including brown and colored rice
- ~ Rye
- ~ Sorghum (also called milo)
- ~ Teff
- ~ Triticale (a rye / wheat hybrid)
- ~ Wild rice
- ~ Wheat, including varieties such as spelt, emmer, farro, Kamut®, durum and forms such as bulgur, cracked wheat and wheat berries



*Grains in red are gluten free; oats may also be gluten free if certified*



# Consumers Understand...

- ~ That popcorn is whole grain.

**TRUE**

**FALSE**



# And the Answer Is...

**FALSE**

~ A true story from our files:

*At the Eastern States Exposition (“The Big E”), a gentleman approached our WGC information table and started a dialogue with “Whole grains? Them things’ll kill ya!” He declared with passion that he did not like the taste of “them things” and that “you couldn’t get me to eat whole grains if you tried!” We simple asked if he liked popcorn and, when he stated with enthusiasm that he did, informed him that popcorn is in fact whole grain. His only reply was, “Well, you got me there.”*



# Consumers Wonder...

- ~ How to introduce whole grains to children or other picky eaters at home.

**TRUE**

**FALSE**



# And the Answer Is...



**TRUE**

- ~ Parents know all too well that kids can be picky about all kinds of food, so what's one more challenge among the rest?
- ~ Finicky eaters may already be eating whole grains without knowing it, so keep checking those ingredient lists, encourage participation in healthy food choices, and take note of the things that disappear without complaint
- ~ Consider introducing all kinds of new and interesting food as young as possible, including whole grains



# The Whole Grains Council



[www.wholegrainscouncil.org](http://www.wholegrainscouncil.org)

- ~ A consortium of scientists, chefs, manufacturers, restaurants and schools working together with Oldways to:
  - ~ help consumers find whole grain foods and understand their many health benefits;
  - ~ help manufacturers create delicious whole grain products; and
  - ~ help the media write accurate, compelling stories about whole grains

