

WHOLE GRAINS: THE NEW NORM CONFERENCE

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WHOLE GRAINS A NEW NORM IS ESTABLISHED

In every lifetime, that which was once rare and unusual often becomes the norm. Personal computers permeate our lives, a norm that could not have been predicted when most of today's adults were born. Black athletes excel in all areas of professional sports today, a norm unimagined before Jackie Robinson joined the major leagues in 1947. Until 1976, when Barbara Walters became the first female network newscaster, women were rarely seen or heard on radio or TV broadcasts – yet today, they're an accepted standard.

Whole grains have also gone from nowhere to norm, in just a few short years. Unlike the examples above, however, whole grains are celebrating a *return* to the norm – a welcome full-circle transit to the status that whole grains have held throughout human history, until recent times.

We've watched with great delight as whole grains have popped up everywhere in ads for totally incidental products, and in a host of unexpected places. In this section, we'll share some of the words and pictures we've collected, that document the establishment of whole grains as the norm.

Images showing whole grains as the norm

Quotes showing whole grains as the norm

Skippy® Peanut Butter Spread
An easy & delicious after-school snack

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Tic-Tac-Toe Sandwich

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Whole Grains are the New Norm!

It's all the rage: ads that aren't for whole grain products, but use whole grain "props" to look good.

The Whole Grains Council
www.WholeGrainsCouncil.org

WHOLE GRAINS COUNCIL
Whole Grains at Every Meal

LET THE PEOPLE CHOOSE

Why did we put 100% cage-free eggs in our mayonnaise?

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EVIDENCE OF A NEW NORM

Once something becomes normal we begin to take it for granted. We forget there was a time – not so long ago – when things were different. We don't notice the evidence, all around us, because it seems so *expected*, so *ordinary*.

In the previous pages we showed how whole grains are becoming commonplace in images. Now, on this and the following pages, we'll share some words that make the same point: The tide is turning and whole grains are the new norm.

Retail: Whole Wheat Bread Outsell White Bread

Whole grains are the hottest trend in sliced bread, with whole wheat edging out soft white bread in total sales for the first time. Packaged wheat bread recently surpassed white bread in dollar sales, according to Nielsen Co. For the 52 weeks ended July 10, wheat bread sales increased 0.6 percent to \$2.6 billion, while white bread sales declined 7 percent to \$2.5 billion. White bread is still ahead in volume, but the margin is shrinking. Americans bought 1.5 billion packages of white bread in the last year, a 3 percent decrease, and 1.3 billion packages of wheat bread, a 5 percent increase.

Chicago Tribune, August 1, 2010

Restaurants: Whole Grain Pizza Crust Increases Sales

Chris Gatto, vice president of food and beverage, Uno's Chicago Grill, says they have seen an increase in thin-crust sales because of the 2005 introduction of the Five-Grain crust, made from whole wheat, toasted wheat germ, oat bran, sesame seeds and flax seeds. Uno's was extremely surprised by its popularity. Many other small and large chains have followed suit by offering whole-grain crusts, including Pizza Fusion and zpizza, which both use organic white and whole-wheat flour. Larger chains like Bertucci's and California Pizza Kitchen also have a whole-wheat crust option.

Food Product Design, January 3, 2011

Restaurants: NY Times Critic Raves about Whole Grain Pasta

At the end of 2010, Sam Sifton, NY Times restaurant critic, included a whole grain pasta dish in his short list of the 15 best dishes he ate during 2010, saying, "Whole wheat tonarelli with spicy cicerchie, rosemary and shaved bonito at Del Posto ... sounds like hippie spaghetti with chickpeas, I know. But Mark Ladner, whose brilliance in the kitchen helped elevate Del Posto into the thin air of four-star restaurants this year, takes a rich, toothsome pasta and combines it with the earthy flavor of chickpeas and the piney scent of rosemary to create something that evokes nothing so much as a coastal forest."

New York Times, December 29, 2010

Healthcare: Hospital Goes All Whole Grain

Hearing that some of the patrons at Florida Hospital Memorial Medical Center's café want white-flour English muffins -- instead of the whole-grain she's putting out there -- brought the hospital's director of food and nutrition services to a slow, silent simmer. Don't expect Shawn Noseworthy to give in one grain. "This is what we're serving here," she told her head chef, Chris Ghalayini... "Food is medicine," [Noseworthy] said. "Our knife and fork controls our destiny and quality of life."

Daytona Beach News-Journal, November 8, 2010

Military: Army Chow Halls Switch to Whole Grains

Soldiers can still find pancakes on the chow line at the U.S. Army's Fort Leonard Wood training facility in Missouri. But now they're made with whole-grain batter, adding more fiber and protein. The new focus on nutrition is part of a 'Fueling the Soldier' initiative that aims to teach soldiers to make healthier choices during military training and in combat.

Allison Aubrey, NPR, December 1, 2010

Schools: Students Come to Expect Whole Grains

We've eliminated the use of white breads in our kid-friendly options like Hamburgers and Grilled Cheese. The children have responded well, not once asking to have white bread. We are very proud of the success of whole grains in our lunch program. We have also noticed the students beginning to experiment more with whole grains options besides brown rice.

Andy Towler, Food Service Manager, Village Community School, NY, NY

We combine whole grain items with guaranteed kid-pleasers, e.g. cheese pizza on whole grain crust, to encourage kids to incorporate whole grains into their daily diet, and to impress upon them that eating healthy whole grains can be tasty.

Joe Cappa, Director of Dining Services, Charlotte (NC) Latin School

Our schools serve only whole grain breads and rolls, pasta and also our pizza crust is whole grain.

Kimberly Radzinski, Director of Food Services, Henking School, Glenview, IL

We have not served white loaf bread in the district for over four years... and we have switched for the most part from white to brown rice.

Kari Doffing, Food Service Director, Farmington (MN) public schools

We ... have taken almost all of the white or enriched white bread off the menu at the elementary level and replaced with either whole wheat or blended wheat bread. This will be the second year we have been using strictly wheat bread for all breakfast toast and sandwiches at lunch. The children have eased into the transition slowly but it is gaining popularity as time goes on.

Terry Lowe, Assistant Food Service Director, Ames (IA) public schools

In the Enumclaw School District, we serve only whole grain breads to the elementary and middle school students. While students at the high school have a choice of breads for deli sandwiches, all of our buns, pasta and rice are whole grain.

Tray Holyan, Food Services Supervisor, Enumclaw (WA) public schools

Not only does Willamina School District serve whole grains every day, we also have nutrition classes featuring whole grains for our elementary level students, where they can follow the production of wheat flour from seed to bread.

Lynne Duda, Nutrition Services Director, Willamina (OR) public schools

Universities: Whole Grains in the Dining Hall

Being a part of Bon Appétit Management Company it is standard to serve whole grains at all of our café stations. Our salad station will always have a whole grain salad, the deli will always offer whole grain/wheat bread and wraps, at our Mongolian Grill stir fry station you'll always find brown rice, the pizza and pasta station always has a whole wheat pizza on the line and whole wheat pasta available, and our main "Classics" and vegetarian station always has a daily grain and often incorporates whole grains into our main courses.

Stephanie Colliton, Marketing Manager, Roger Williams University dining services

Consumers: Sharing Information and Inspiration about Whole Grains

This dialog, on an online message board, typifies the growing interest in and acceptance of whole grains.

I am making lasagna for my family later today. I have whole grain lasagna noodles and am starting to chicken out on using them. How do they taste? I have never tried before. Any feedback on these?

Bellafia

Hmmm, I've never tried the whole grain lasagna noodles....but we my family likes the whole grain pastas we have tried, none of them notice a difference! HTH!

Kari

I use Whole Wheat pasta all the time. It's really good, in Lasagna especially you can't tell the difference. ... It's the only spaghetti DH will eat now. Trying to get my family to eat healthier I have been gradually buying only whole wheat pasta. No complaints so far.

Chatty Kathi

My lasagna turned out wonderful. In fact, I liked the whole grain noodles better because after cooking they did not turn to mush like my usual noodles.

Bellafia

You've inspired me to make a spinach lasagna soon. I have the whole grain noodles and the spinach!

Jujube

I have a box of whole grain spaghetti that I've been scared to try! I'm going to make spaghetti pie, that has enough other ingredients to mask any possible difference. Thanks for the inspiration!

Irock

from <http://terismessageboard.thegrocerygame.com/showthread.php?t=101131>

TV: Whole Grain Muppet Joins Sesame Workshop Cast

"C" is for cookie. And "N" is for nutrition. The folks at "Sesame Street" are hoping to spell out a message of eating well with a new initiative aimed at fighting hunger... The program provides families with an educational outreach kit which includes a video featuring four new Muppets, the "Super foods" – banana, cheese, whole-grain roll and broccoli... "All our 'super foods' actually sing and dance and encourage the kids and Elmo to try new foods and try new snacks, to eat healthier," said Betancourt. The food Muppets aren't joining the official "Sesame Street" cast, but they will be featured on a December show.

Huffington Post, November 23, 2010