

Whole Grain Definitions **and the** **Whole Grain Stamp**

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Oldways & the Whole Grains Council
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Oldways and the  Whole Grains Council

The Whole Grains Council

An international program from non-profit educational organization Oldways that:

- Helps consumers find whole grain products and understand their benefits.
- Helps manufacturers and restaurants make more, and better, whole grain products.
- Helps the media create accurate and compelling stories about whole grains

The Whole Grains Council

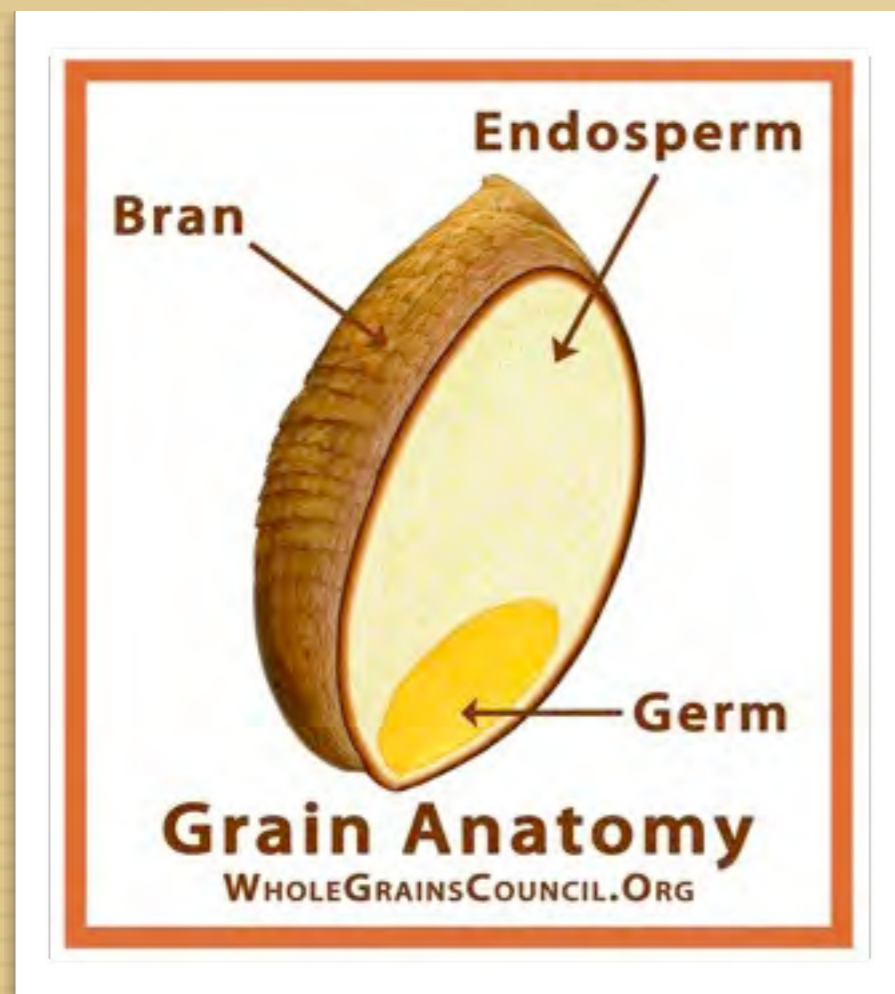


- 275 companies in 16 countries
- Scientific advisors
- Culinary advisors

Today's Presentation

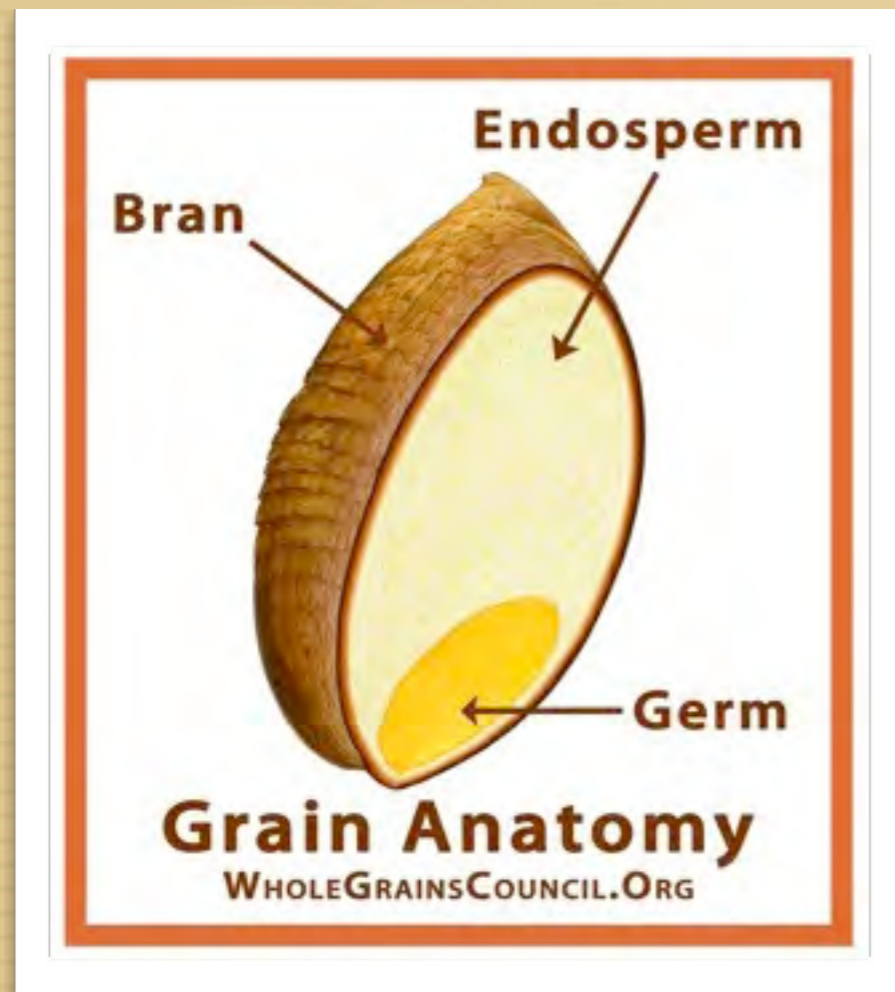
- What is a Whole Grain?
- Common approaches to defining a whole grain food
- The Whole Grain Stamp packaging symbol
- How to use the Whole Grain Stamp in China

What is a Whole Grain?



Whole grains contain all the essential parts and naturally-occurring nutrients of the entire grain seed

What is a Whole Grain?



If the grain has been processed (e.g., cracked, crushed, rolled, extruded, and/or cooked), the food product should contain **all of the bran, germ, and endosperm in their original proportions**, and deliver the same of nutrients that are found in the original grain seed.

List of Whole Grains

The following, when consumed in a form including the endosperm bran, and germ, are commonly accepted whole grain foods and flours:

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

All cereal grains from the *poaceae* family + 3 “pseudo-cereals”

What is a Whole Grain Food?

- Different definitions in every country
- Three main approaches



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Defining a Whole Grain Food

% whole grain

grams whole grain / serving

first ingredient

Defining a Whole Grain Food

% whole grain

Examples from the U.S.

- **51% or more of total weight** is whole grain
(FDA)
- **51% or more of the grain** is whole grain
(USDA for schools)
- **51% or more of the grain** is whole grain **AND**
8g or more of whole grain per serving
(USDA for products containing meat or poultry)

Defining a Whole Grain Food

% whole grain

Denmark *(Danish Wholegrain Campaign)*

≥ 50% of grain as WG (bread)

≥ 60% of grain as WG (pasta, cereal, crackers)

Sweden *(Swedish Keyhole Symbol)*

≥ 25% of grain as WG (bread)

≥ 50% of grain as WG (pasta, cereal, crackers)

Defining a Whole Grain Food

grams whole grain / serving

Examples from the U.S.

- 8g or more of whole grain per serving
(US 2010 Dietary Guidelines for Americans)
(Whole Grains Council, Basic Stamp)
- **51% or more of the grain is whole grain AND**
8g or more of whole grain per serving
(USDA for products containing meat or poultry)

Defining a Whole Grain Food

grams whole grain / serving

UK (*IGD grocers' association*)

≥ 8g of whole grain per serving

Australia (*Go Grains organization*)

≥ 4.8g of whole grain per serving

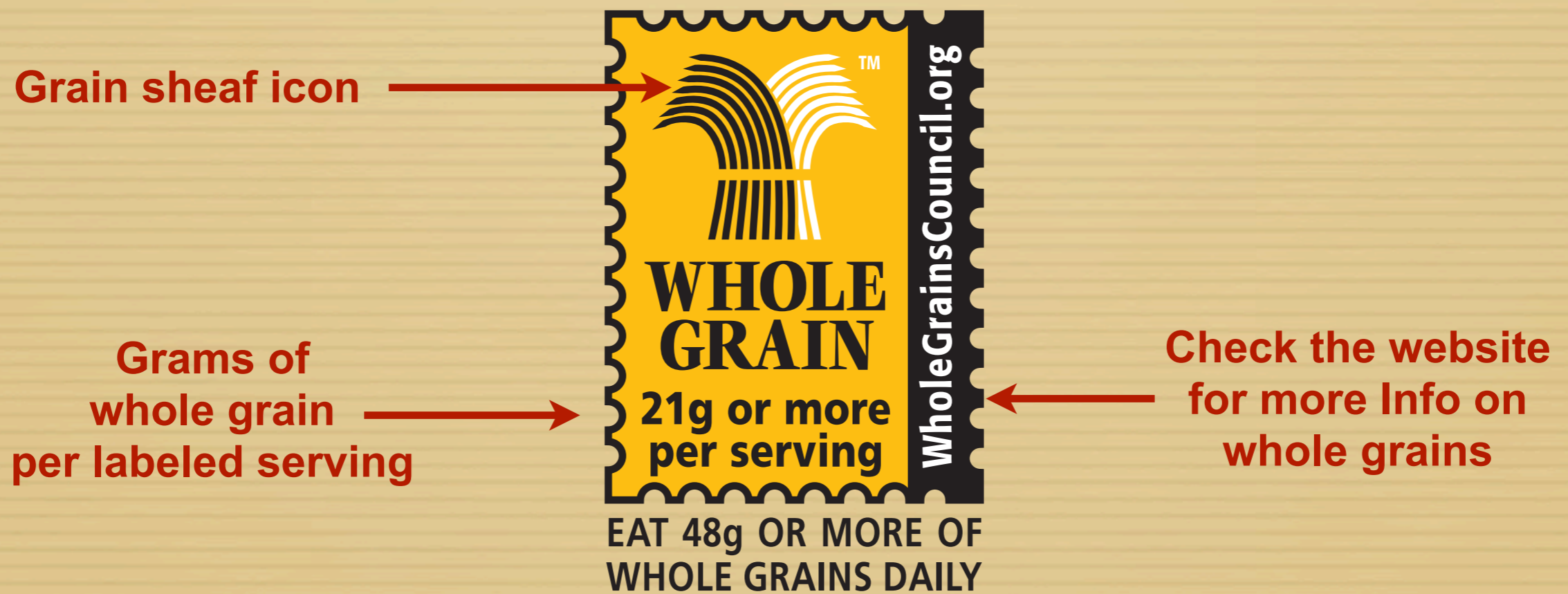
Defining a Whole Grain Food

First Ingredient

Examples from the U.S.

- **First ingredient must be a whole grain**
(USDA WIC Women, Infants, Children program)
- **First grain ingredient must be a whole grain**
(USDA HealthierUS Schools Challenge)
- **All whole grains together must weigh more than any other ingredient**
(USDA HealthierUS Schools Challenge)

The Basic Whole Grain Stamp



The "Basic" Stamp

The 100% Whole Grain Stamp

100% mark added,
if all the grain is whole grain;
there is NO refined grain

Grain sheaf icon

Grams of
whole grain
per labeled serving

Daily minimum
48g reminder
in the U.S.



Check the website
for more info on
whole grains

EAT 48g OR MORE OF
WHOLE GRAINS DAILY

The "100%" Stamp

Whole Grain Stamp in China



The "Basic" Stamp



The "100%" Stamp

North & South America

WG Stamp
in English
for U.S.



EAT 48g OR MORE OF
WHOLE GRAINS DAILY



WG Stamp
in Spanish

WG Stamp in
French / English
for Canada



WG Stamp
in Portuguese
for Brazil

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Europe, New Zealand



WG Stamp
in English with 100g
for Europe and
International use



Can be localized
(Polish shown here)

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Whole Grain Stamp in China



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6 Steps to Use the Whole Grain Stamp



1. Join the Whole Grains Council.

- Annual fee
- USD \$1000 to \$9000
- Amount depends on sales revenue

<http://wholegrainscouncil.org/get-involved/join-the-whole-grains-council>

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6 Steps to Use the Whole Grain Stamp



2. Identify all whole grain ingredients.





6 Steps to Use the Whole Grain Stamp



3. Using the Stamp Usage Guide, compute grams of whole grain per serving.

WHOLE GRAINS COUNCIL | *Whole Grains at Every Meal*

“全谷物标识”使用指南 (适用于除美国和加拿大以外的地区)

本指南列出了使用“全谷物标识”需遵守的规则，希望大家通力合作，确保实现以下目标：

- 向消费者提供清晰和有用的信息
- 帮助消费者发现和享用高品质的全谷物食品
- 让“全谷物标识”具有一致性和良好信誉

正如所有公司在使用该标识前需签署的“标识合同书”中所阐述的那样，如果您不遵守这些规则，您的“全谷物理事会”会员身份就会被取消。

→ 确定哪些产品可以使用该标识



6 Steps to Use the Whole Grain Stamp



4. Basic Stamp or 100% Stamp?



Mix of whole & refined grains
minimum 8g whole grain
per serving



ALL grain is whole grain
minimum 16g whole grain
per serving



6 Steps to Use the Whole Grain Stamp



5. Submit information online to WGC

The screenshot shows the 'Submit Products' page on the Whole Grains Council website. The page is titled 'FOR MEMBERS' and includes a navigation menu with options like 'HOME', 'WHOLE GRAINS 101', 'WHOLE GRAIN STAMP', 'FIND WHOLE GRAINS', 'RECIPES', 'RESOURCES', 'NEWSROOM', and 'GET INVOLVED'. The main content area is titled 'Submit Products' and features a 'Product Name' field and a 'Brand Name' field. Below the 'Brand Name' field, there is a note: 'This is your company name or brand, or a private label brand you manufacture for others, that is most prominent on the packaging.' The page also includes a 'FOR MEMBERS' sidebar with links to 'Overview', 'How to Use the Stamp', and 'Take Advantage of Your Membership'.



6 Steps to Use the Whole Grain Stamp



6. We email you in 1-2 weeks with approval and Stamp graphic

Dear He Jin,

We have received the following Product Registration Form and approved as follows:

1. Healthy Way Whole Wheat Loaf (Basic, 19g)

Attached please find an EPS graphic file of the 19g Basic Chinese Stamp. Thank you.

All the best,
-Kara

Kara Berrini
Program Manager, Whole Grains Council and Oldways
Changing The Way People Eat
266 Beacon Street, Boston, MA 02116 USA



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6 Steps to Use the Whole Grain Stamp



You are now authorized to use the Whole Grain Stamp on this food.

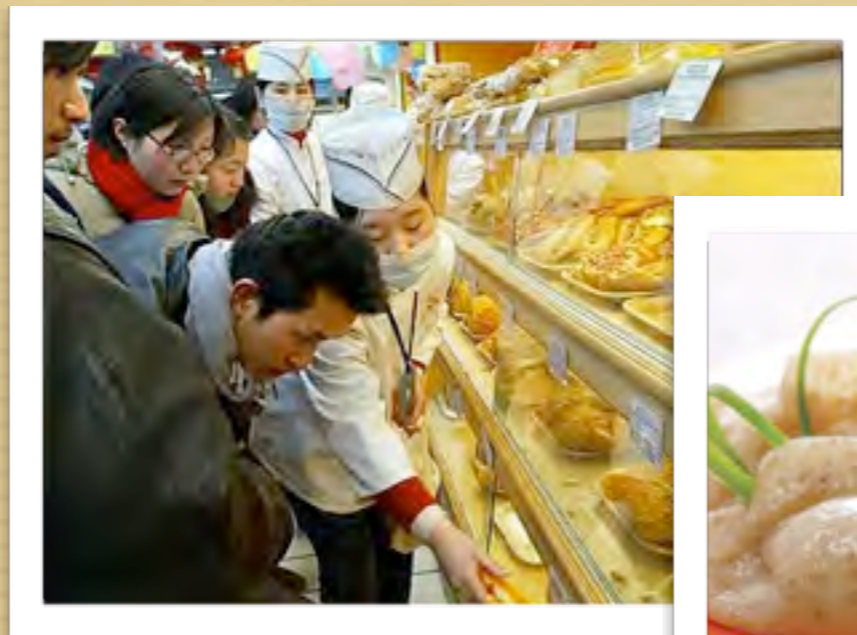


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Whole Grains Council and PNDCC will work together to ensure that the Whole Grain Stamp is a trusted and reliable standard to help the Chinese people find good whole grain foods.

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Thank You!

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