

The Whole Grains Council

Innovative Programs for Change

Cynthia Harriman

Director of Food & Nutrition Strategies
Oldways & the Whole Grains Council

November 7, 2007
Just Ask for Whole Grains Conference

The Whole Grains Council



Oldways Preservation Trust

Whole Grains, ca. 1967



The Whole Grains Council



Oldways Preservation Trust

Whole Grains, ca. 2007



The Whole Grains Council



Oldways Preservation Trust

The Whole Grains Council

- Helps consumers find whole grain foods and understand their health benefits
- Helps the media write accurate, compelling stories about whole grains
- Helps manufacturers create delicious whole grain products



Helping Consumers ...in grocery stores

The Whole Grains Council



Oldways Preservation Trust

A Symbol is Sorely Needed

“ It cannot be hoped to successfully educate, market and increase whole grain consumption until consumers can identify whole grain foods.”

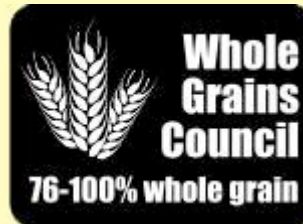
*Marquart, Wiemer, Jones, and Jacobs
Proceedings of the Nutrition Society (2003) 62: 151-160.*

The Whole Grains Council

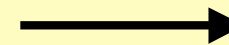
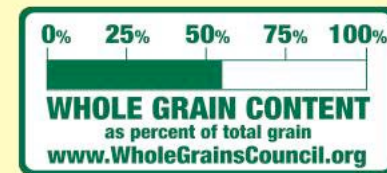


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1 1/2 Years in the Making...



Aim for 3 or more whole grain servings each day



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Stamp Launched Jan. 2005



February 2005:

Bob's Red Mill & Great Harvest using Stamp

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Stamp Catches on Quickly



“...If you still aren't sure which of your favorite foods are really made with whole grains, **look soon for these stamps on products.** They're going to help take out the guesswork.”

Oprah Winfrey, May 3, 2005

“I am SUCH a believer in whole grains!”

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Whole Grain Stamp Elements

Grain Sheaf

Whole Grain



Our
website
for
more info

The Whole Grains Council



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Whole Grain Stamp Elements

Grams of
whole grain
per labeled
serving



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Whole Grain Stamp Elements

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



Whole Grain Stamp Elements

Minimum
Dietary Guidelines
Recommendation
for context



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Different Numbers Galore



Basic Stamp
minimum 8g of WG



100% Stamp – NO refined grain
minimum 16g of WG



A Difference Maker

Consumer focus groups held in October 2006 in three midwest cities questioned shoppers about the Whole Grain Stamp. The majority of these adults

- associated the WG Stamp with being **healthy**
- thought it carried **helpful & meaningful** information
- believed the Stamp was reason to at least "**make me pick it up** and look at it" and that
- it would be "a **difference maker** when they were trying to decide between two similar products."



Widespread Consistent Standard



Now on 1400 products,
across all segments of grain products.
178 companies support the standard.

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Widespread Consistent Standard

American Italian Pasta Co.

Barilla USA

Bimbo Bakeries

ConAgra

Costco Wholesale

Country Home Bakers / J&J Snacks

Flowers Foods

FritoLay

General Mills

George Weston Bakeries / Thomas'

Heartland / McKee

Interstate Bakeries

Kellogg and Kashi

Mission Foods

Nestle

Quaker Oats

Ralcorp

Schwan Food Company

Tyson Foods

Uncle Ben's/Mars USA Inc.

Unilever

Whole Foods

A full list is at the back of your program binder, including companies based in Canada, Germany, Ireland, Norway, Finland, Italy

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Consumers Look for the Stamp

“I am pregnant. It has been quite a bit of work for me to try and find products that not only contain whole grains, but also have them in a quantity that makes it worthwhile to purchase them.

Having the 'whole grain' stamp has made it much easier for me to find these products. I especially like having the exact gram count per serving listed on these stamps.”

A. Wilson, July 2007



...and Notice Its Absence

Dear Ms. Harriman:

I did not see any [REDACTED] products. Did I miss them or does their whole grain bread somehow not qualify?

D. Holt, August 20, 2007



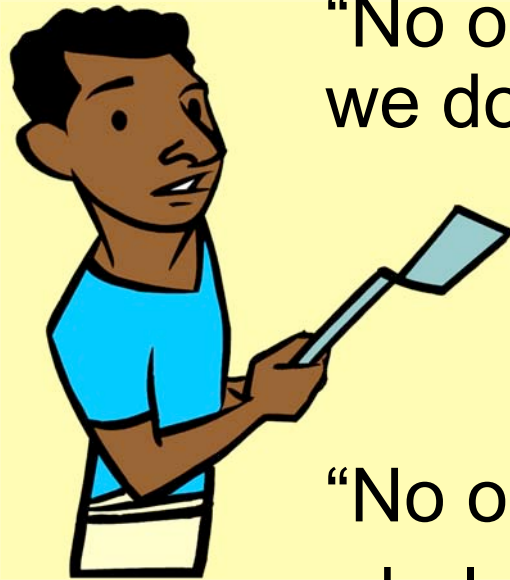
Helping Consumers ...in restaurants

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Just Ask for Whole Grains



“No one ever asks for whole grains, so we don’t bother serving them...”

“No one ever serves whole grains, so I don’t bother asking for them...”



“Just Ask” Breaks the Cycle

- I decided to ask for a healthier dinner. It was supposed to have white rice but I asked if they had anything better in the back they could throw in for me and it turns out they had brown rice and quinoa! *Applebee's, Portage, MI (Kathleen K.)*
- The salmon salad has wheat berries on it! I don't think I'd even heard of wheat berries before, but it turns out that I like them and am going to try to find them at the grocery store so that I may enjoy them at home. Thanks, Panera! *Panera, Shakopee, MN (Kate N.)*



Just Ask for Whole Grains™

- Grassroots campaign
- RDs, teachers, nurses
- Buttons, stickers
- Handouts
- Web-based info
- Positive, active



Blue states = Just Ask Campaign



Just Ask for Whole Grains™



“I am a pediatric nurse. Every summer I teach nutrition at Camp Sweet Freedom, a daycamp for children who use insulin, & Camp Strongheart, a camp for overweight children. Whole grains are always my first lesson! Thank you for what you provide to those of us “in the trenches”!”

*Susan Pollack, Club Strongheart,
West Cabarrus YMCA, Concord, NC*

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Whole Grains Challenge

“At least one whole grain choice everywhere
Americans eat.”



New Restaurant Memberships in 2008

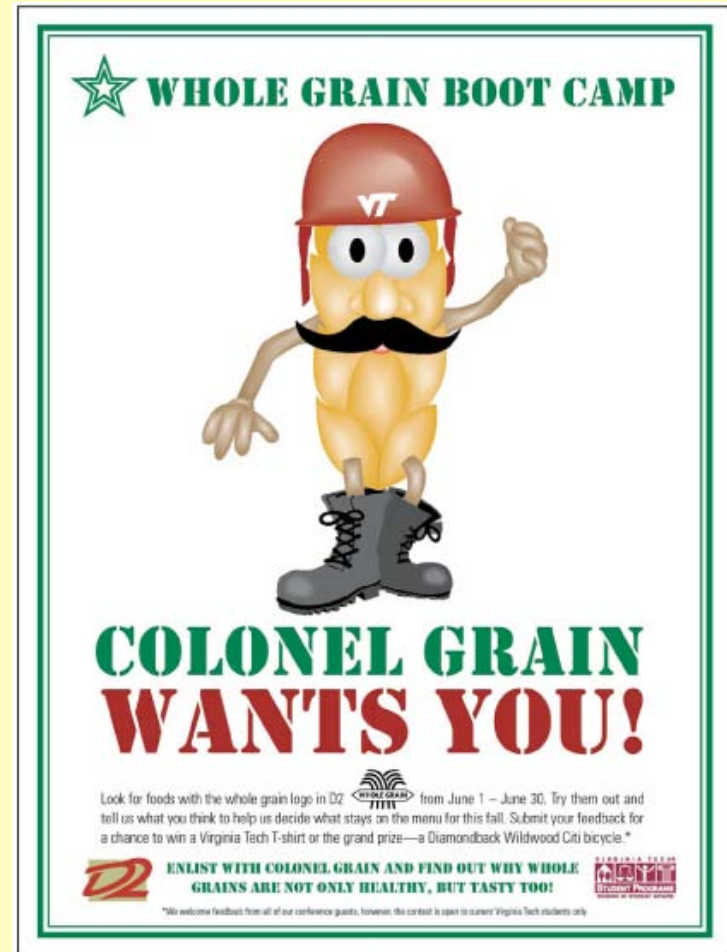
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Virginia Tech Dining Services

- posters, flyers
- feedback cards
- 30 choices / day
- 25 new ingredients
- WG menu symbol
- co-operation
- active, positive



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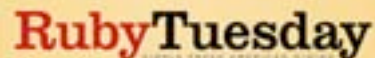
Who's Doing What...



Premium Chicken Sandwiches have a bun with 8g of whole grain.



Whole grain linguini available as an option in any pasta dish.



"Smart Eating Menu" includes brown rice pilaf, whole grain tortillas.



Whole grain baguette, whole grain loaf and whole grain miche offered.



Who's Doing What...



Brown rice offered as an option with all meals.



Whole grain penne available as an option in any pasta dish.



HealthMex burritos are served on whole grain tortillas.



Brown rice, whole wheat wraps and soba noodles available.

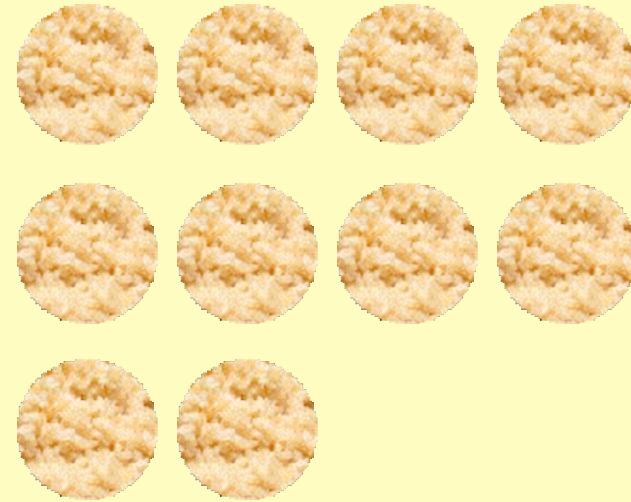


If you serve it...they will eat!



White Rice
12m pounds

≈



Brown Rice
10m pounds

PF Chang's China Bistro & Pei Wei's Asian Diner / 2007



More for Consumers

- Phone and email support
- Whole Grains Month activities
- Support for RDs and others working with consumers
- Website chock full of information



WHOLE GRAINS COUNCIL
Whole Grains at Every Meal

September is Whole Grains Month

Celebrate Whole Grains Every Day – Every Month!

September is whole grains month and the Whole Grains Council is celebrating with special events and promotions all month. Join us, by substituting one more whole grain choice in your meals and snacks every day in September.

before

WHOLE GRAINS COUNCIL
Whole Grains at Every Meal

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HOME | WHOLE GRAINS 101 | WHOLE GRAIN STAMP | FIND WHOLE GRAINS | RECIPES | RESOURCES | NEWSROOM | GET INVOLVED

Welcome to the WHOLE GRAINS COUNCIL

The Whole Grains Council helps consumers find healthy whole grain products and understand their health benefits. We create delicious whole grain products and write accurate, compelling stories about whole grains.

Did you know?
Brown rice is not the only whole grain rice. Whole grain rice can also be black, purple, red, or any of a variety of exotic hues.
[Learn more about whole grains](#)

WHAT'S NEW
September 2007
Whole Grains Challenge
November 2007
"Just Ask for Whole Grains"
[more news](#)

after

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WHOLE GRAINS 101

Home • Whole Grains 101 • How much is Enough?

WHOLE GRAINS 101
Intro to Whole Grains
What is a Whole Grain?
• Definition of Whole Grains
• Whole Grains A to Z
• Gluten Free Whole Grains
• Whole Whole Wheat (FAQ)
What are the Health Benefits?
• Health Studies on Whole Grains
How Much is Enough?
• What Counts as a Serving?
• Dietary Guidelines and WG
Identifying Whole Grain Products
Easy Ways to Enjoy Whole Grains

How much is Enough?
How much whole grain should you be eating? And what foods can help you enjoy healthy levels of whole grain consumption?
US GOVERNMENT RECOMMENDATIONS
The Dietary Guidelines for Americans, released in January 2005, recommend that all adults eat at least half their grains as whole grains – that's at least 3 to 5 servings of whole grains. Even children need 2 to 3 servings or more.
The health evidence has also convinced The American Heart Association, the Department of Health and Human Services, and the Healthy People 2010 Report all to recommend at least three servings of whole grains per day.
Yet the average American eats less than one daily serving of whole grains, and over 40% of Americans never eat whole grains at all.
WHOLE GRAINS AT EVERY MEAL
The US Dietary Guidelines recommend meeting the daily requirement by eating three "ounce-equivalents" of breads, rolls, cereals or other grain foods made with 100% whole grains. A slice of bread or a serving of breakfast cereal usually weighs about an ounce.
Want an easier way to think about it? Just look at your plate at each meal, and make sure you've included some source of whole grains. That's why our slogan is "Whole Grains at Every Meal."

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Whole Grains at Every Meal

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NEWSROOM

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NEWSROOM
Overview
WG Statistics
Photo Gallery
Press Releases
New Products

Whole Grain Statistics
Overview
WG Statistics
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New Products

WHOLE GRAIN GROWTH, 2000-2007
New product launches of foods making a "whole grain" claim have grown sharply since 2000. In fact, according to the Market Global New Products Database, in 2006 nearly 10 times as many new whole grain products were introduced as in the year 2000.

Year	Whole Grain Launches	Increase over year 2000	Increase over previous year
2000	161	---	---
2001	244	52%	52%
2002	302	88%	24%
2003	383	138%	27%
2004	610	279%	59%
2005	724	350%	19%
2006	1537	855%	112%
2007*	975	N/A	N/A

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Whole Grains at Every Meal

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FIND WHOLE GRAINS

Home • Find Whole Grains • Stamped Products

FIND WHOLE GRAINS
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Stamped Products
Find Restaurants
Foodservice Products
School Foods

Stamped Products
More and more products are using Whole Grain Stamps every day, to help you quickly and easily find whole grain options. This list tells you the product, the brand name, and, in the last column, details about the whole grain content of a serving of each product.
Though not all the foods below are in every market in every part of the country, this list should help you find some delicious new foods to try! Pick a category below, then browse through all the many choices.

WHOLE GRAINS AT EVERY MEAL
Find healthy choices fast by choosing products that have the Whole Grain stamp.

BARS
Granola bars, snack bars, and breakfast bars made with whole grains

BEVERAGES
Whole grains through a straw? Take a look

BREADS
Whole grain breads, buns, rolls, and English muffins

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Whole Grains at Every Meal

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RECIPES

Home • Recipes • Salads Sides • Wheat Berry Salad with Apples and Mint

RECIPES
Overview
Cooking Whole Grains
Soups & Starters
Salads & Sides
Main Dishes
Snacks & Desserts

Wheat Berry Salad with Apples and Mint
Lorna Sass
The salad tastes best when freshly made: the wheat berries need to hydrate when refrigerated. To improve the texture of any leftovers, drizzle over the salad with reserved pears and microwave for about 20 seconds. Perk up the taste with a little lemon juice.

INGREDIENTS
1/2 cup orange juice
2 tablespoons olive oil
1 1/2 tablespoons apple cider vinegar
1 teaspoon salt, plus more to taste
3/4 cup tightly packed mint leaves
2 cups cooked wheat berries
2 teaspoons grated orange zest from 2 juice oranges
1 small green apple
1 small red apple
1/2 cup hazelnuts, toasted and coarsely chopped

INSTRUCTIONS
First prepare the dressing: Blend the orange juice, oil, vinegar, salt, and 1/2 cup of the mint in a food processor or blender.
Let the wheat berries in a medium bowl. Pour the dressing over them and toss to coat. Stir in the orange zest. Let sit for at least 15 minutes. Toss occasionally.

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Helping the Media

The Whole Grains Council



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Amplifying Our Voice



Shopping Toward the Goal

Quick tips to keep in mind when reading labels to find products made with whole grains:

1. Watch the wording on packaging. According to a research review published in the *Journal of Nutrition*, many people are unable to correctly identify whole-grain foods in the supermarket because terms like multigrain or nine-grain are so misleading. Knowing what to look for is key. If a product is made from a whole grain, it will say so explicitly in the ingredient list. For example, a true whole wheat bread will have 100 percent whole wheat flour as its first ingredient.



2. Scan for seals. Two new, easy-to-spot clues include a Food and Drug Administration–approved health claim linking the consumption of whole grains to a reduced risk of heart disease and certain cancers. The other is one of three yellow and black Whole Grain Stamps (left), which were developed by the Whole Grains Council, a subsidiary of the Oldways Preservation Trust, a nonprofit organization that advocates healthful eating.

eating smart

To ensure your food choices are made with whole grains, look for an FDA health claim on packaging, as well as one of three new Whole Grain Stamps.



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Helping with 200 Stories/Year

- Health benefits of whole grains
- Details on specific grains
- Information about new products
- Market statistics
- Photos and graphics



Helping Manufacturers

The Whole Grains Council



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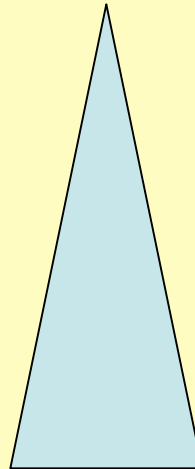
A Delicate Balancing Act

CONSUMER

MANUFACTURER

DEMAND

SUPPLY



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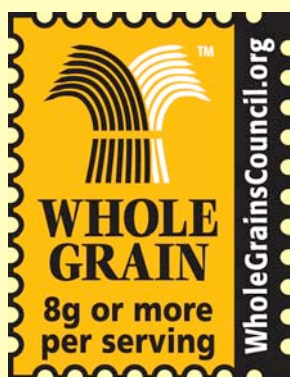
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Resources for Manufacturers

- Labeling Information and Advocacy
 - Regulatory clarity
 - Consumer clarity
- Scientific Advice
- Educational Materials
 - For inhouse “evangelists”
 - For customers
- “Credit” for making healthier products



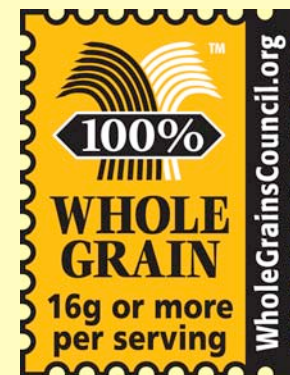
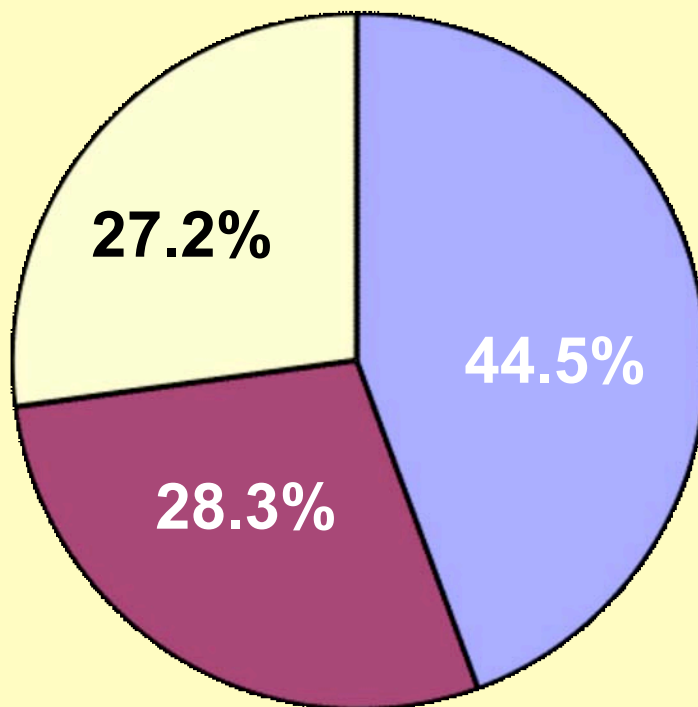
Incentives for Better Products



EAT 48g OR MORE OF WHOLE GRAINS DAILY



EAT 48g OR MORE OF WHOLE GRAINS DAILY



EAT 48g OR MORE OF WHOLE GRAINS DAILY

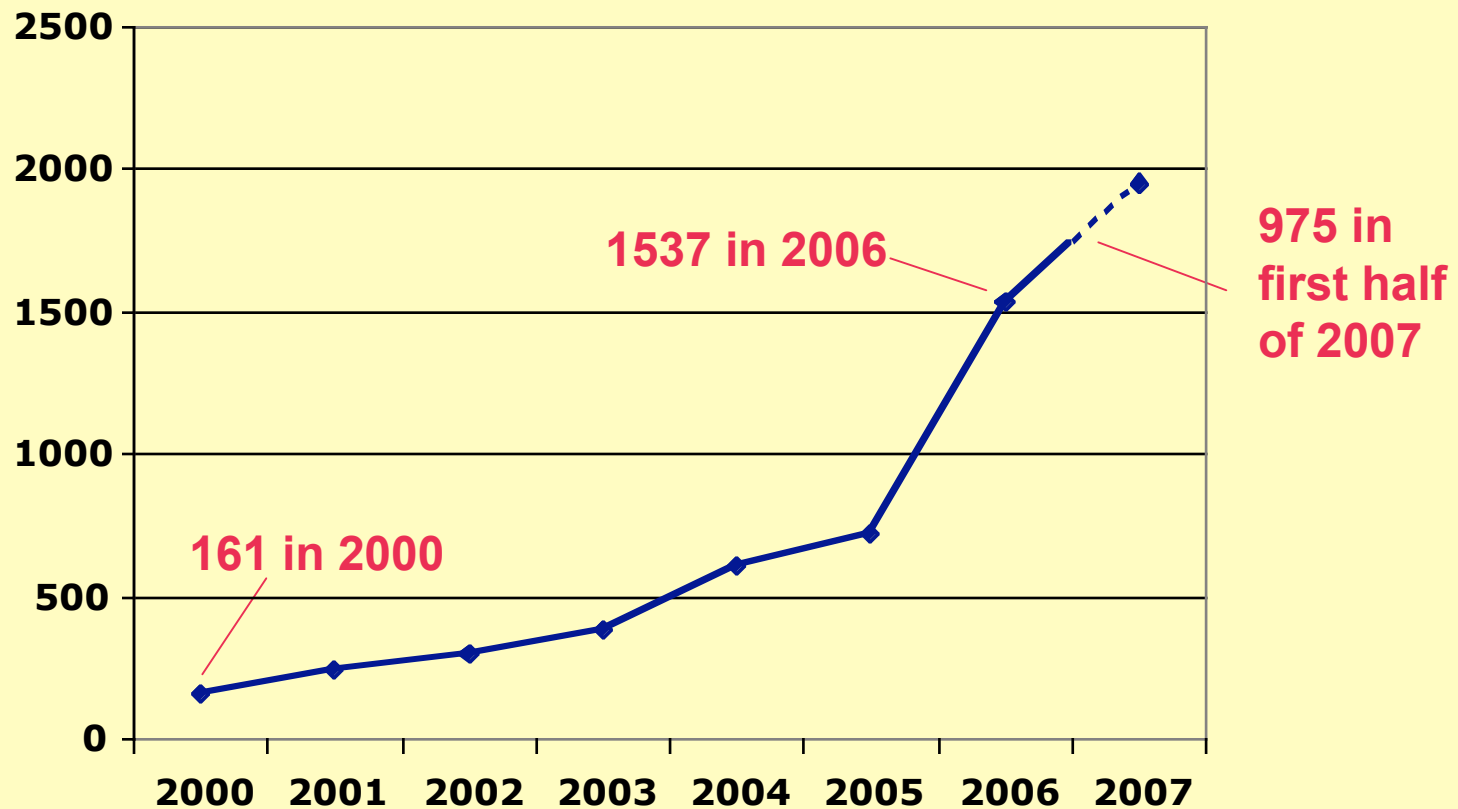
Products using Whole Grain Stamp, as of October, 2007

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New Whole Grain Products up 1200%



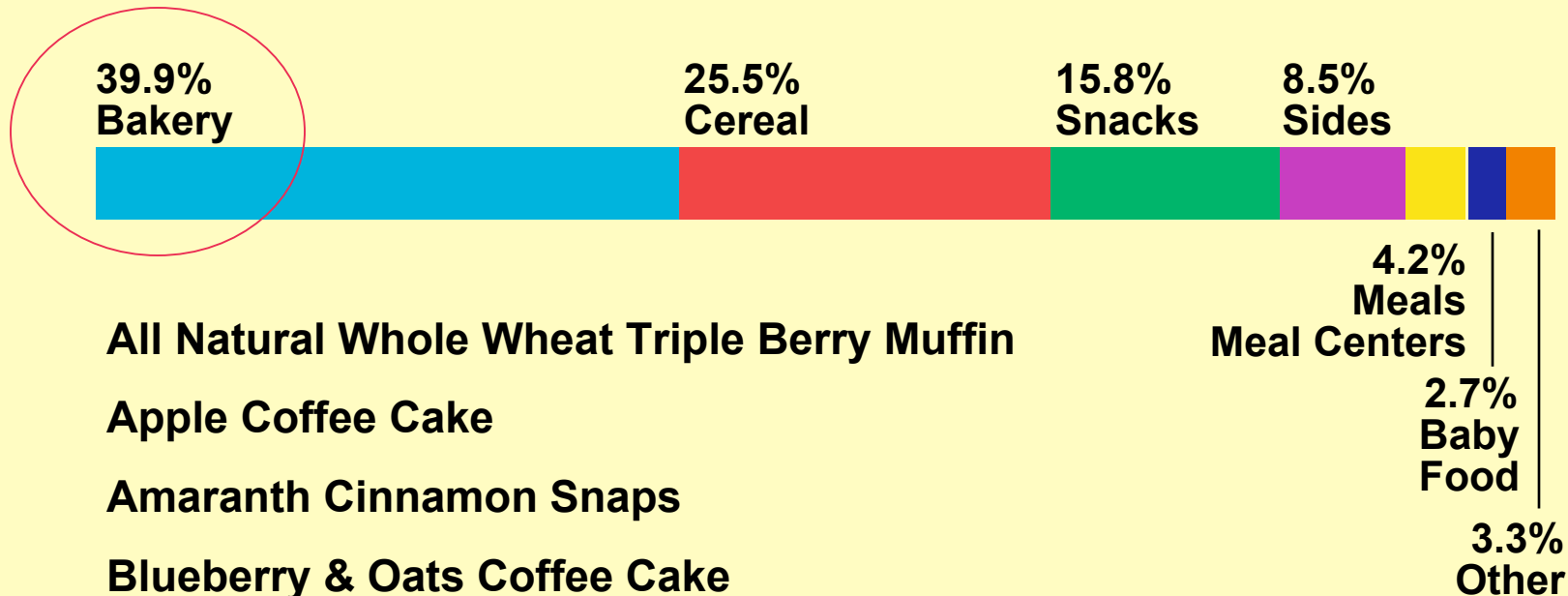
Mintel Global New Products Database, through June 30, 2007

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2006+1st Half 2007 Launches



All Natural Whole Wheat Triple Berry Muffin

Apple Coffee Cake

Amaranth Cinnamon Snaps

Blueberry & Oats Coffee Cake

Cinnamon Chip Oatmeal Scone Mix

10-Grain Pancake Mix

(all of the above are 100% whole grain)

Meal Centers

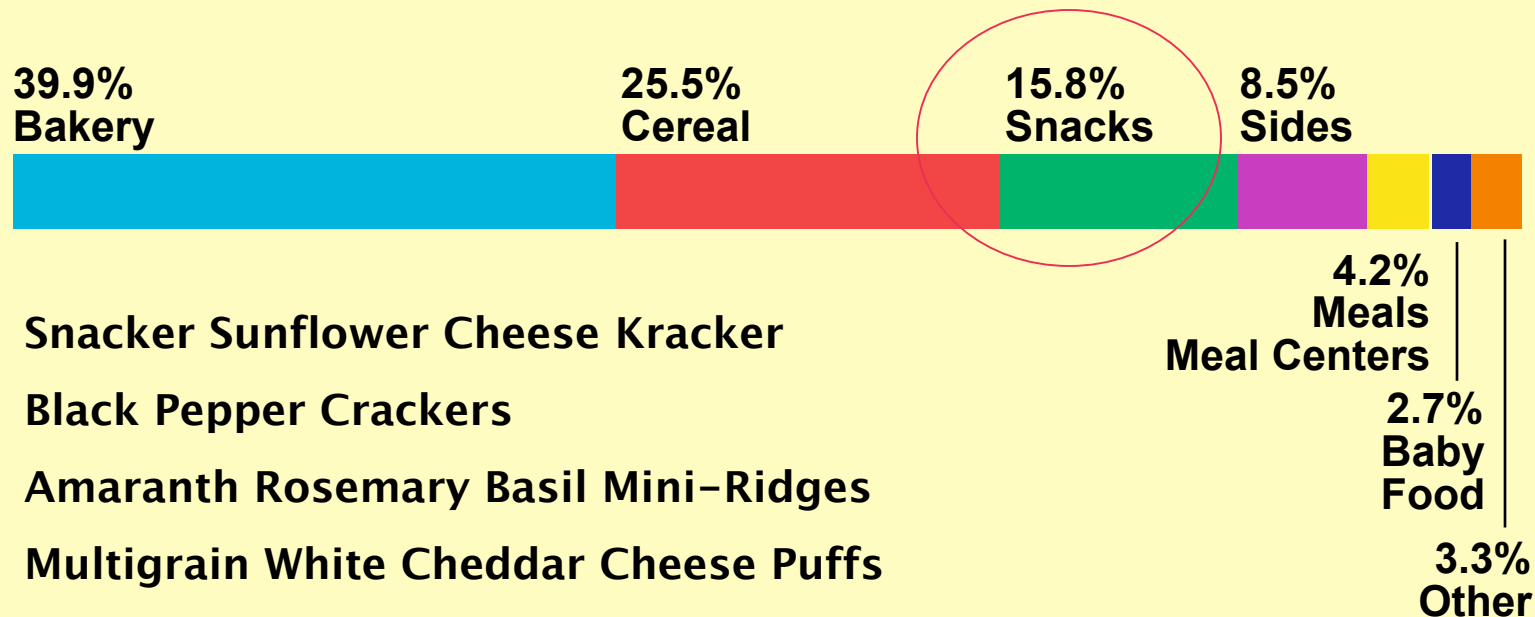
4.2% Meals

2.7% Baby Food

3.3% Other



2006+1st Half 2007 Launches

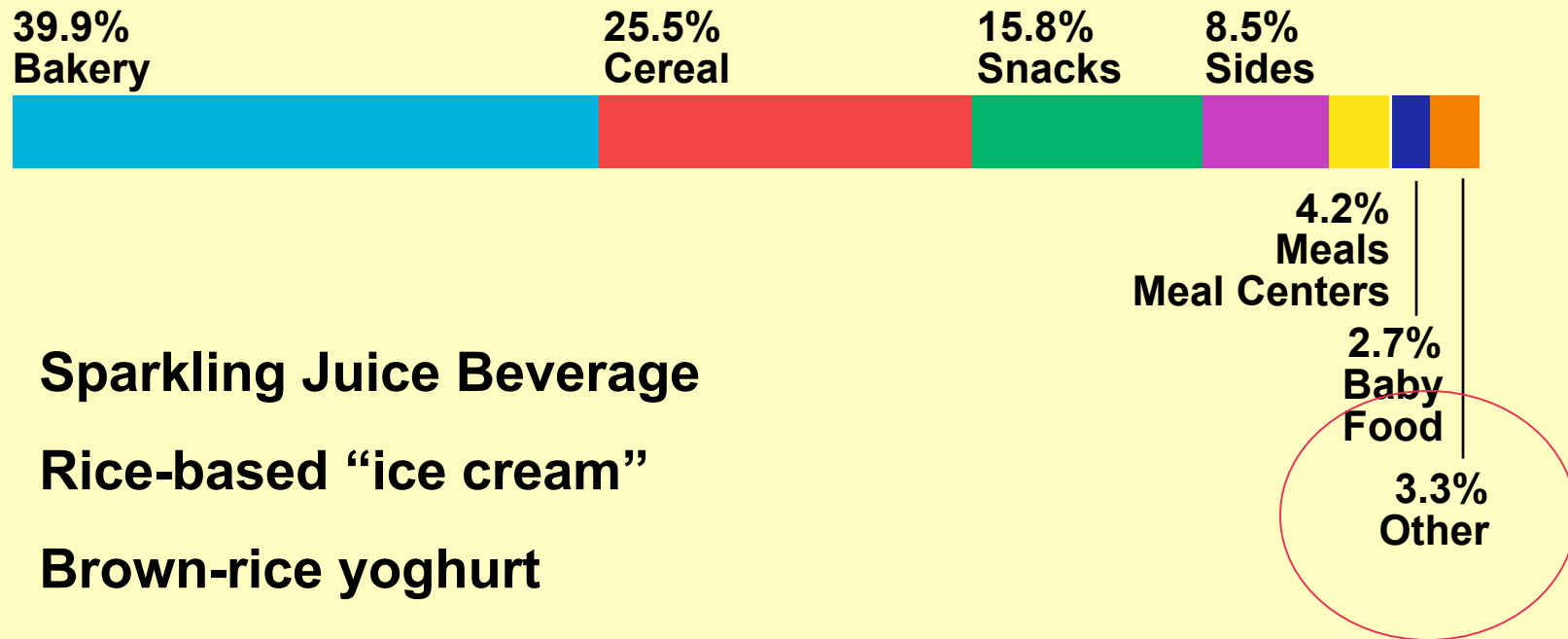


- Snacker Sunflower Cheese Cracker
- Black Pepper Crackers
- Amaranth Rosemary Basil Mini-Ridges
- Multigrain White Cheddar Cheese Puffs
- TLC Pumpkin Spice Bar
- Optimum Energy Bar Orange Chocolate
- Cranberry Walnut Snack Bar

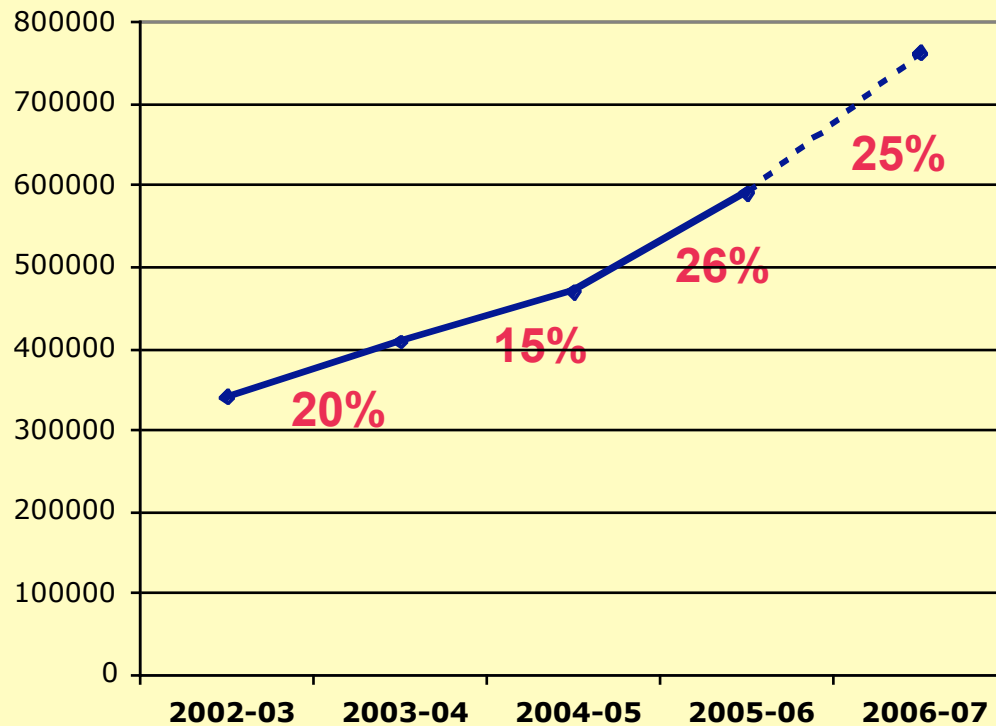
(all of the above offer 16g or more whole grain)



2006+1st Half 2007 Launches



Whole Grain Flour up 26% in 1 Year



“The 26% growth in whole wheat flour production [in] 2005-06 represented an extraordinary pace of increase for an industry as mature as grain-based foods.”

World-Grain.com / Milling & Baking News, May 2007

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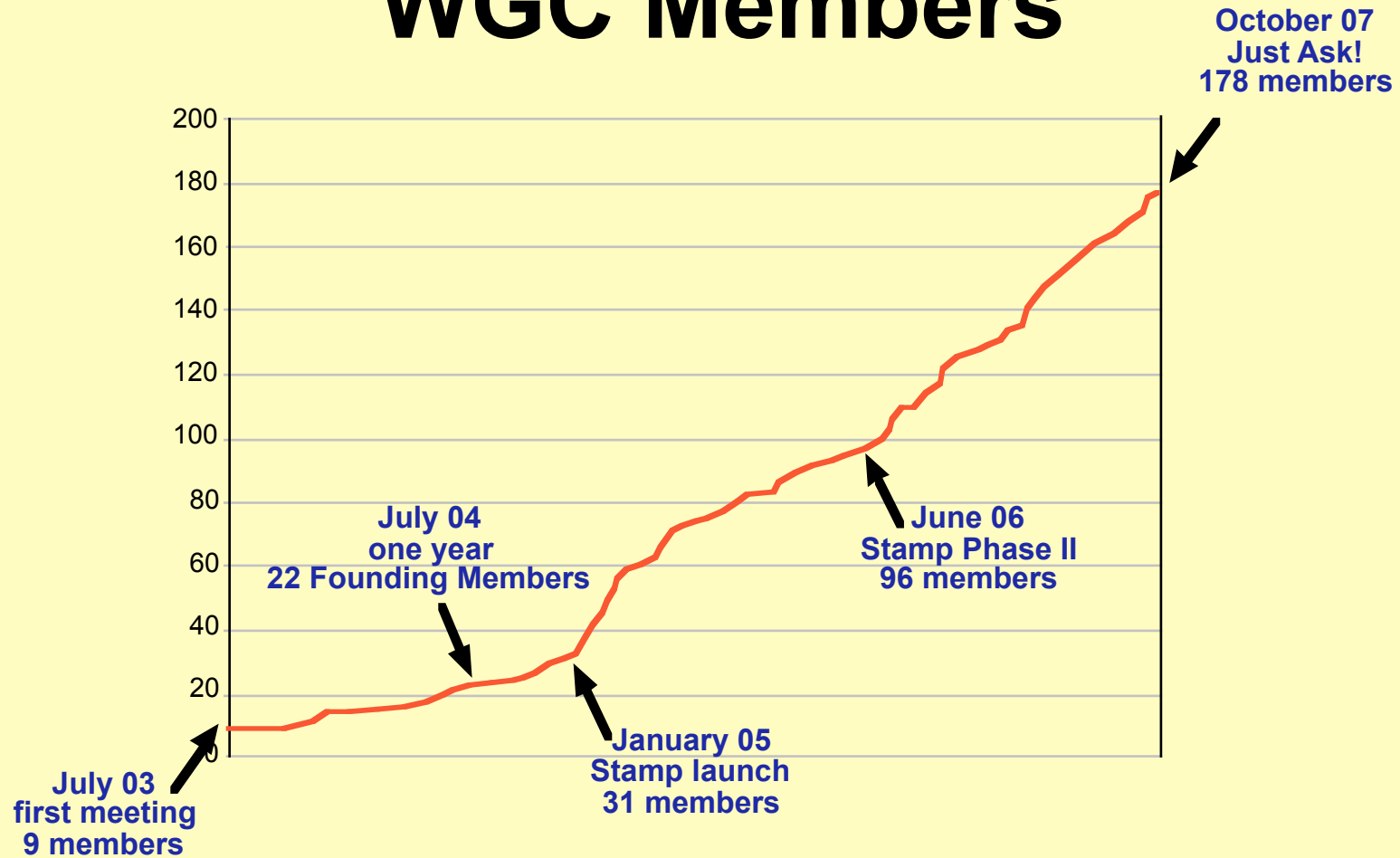
Oldways Preservation Trust

Working Together

- 178 WGC Industry Members
- 13 Scientific Advisors
- 10 Culinary Advisors



WGC Members



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What's Next?

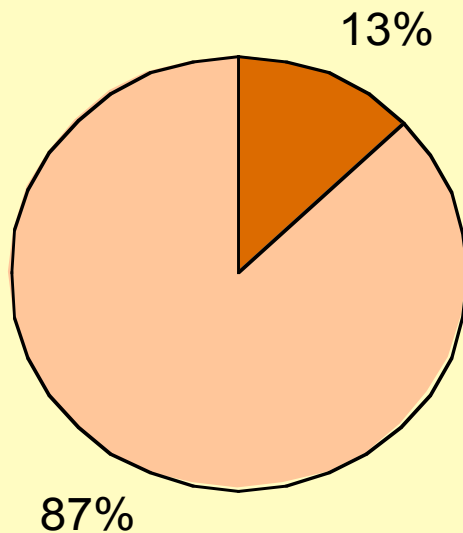
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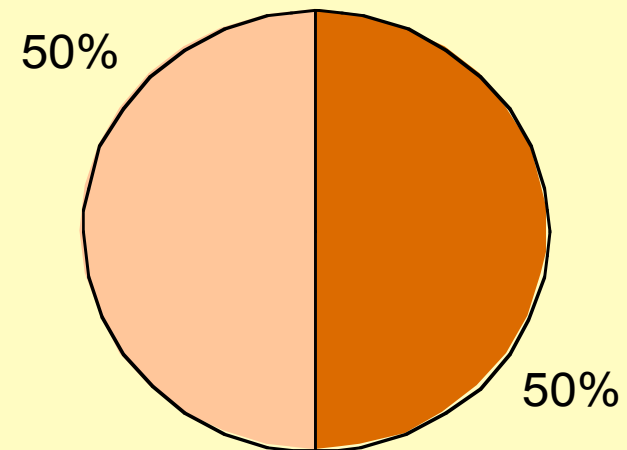
Big Potential in Whole Grains

Consumed



 Whole Grains

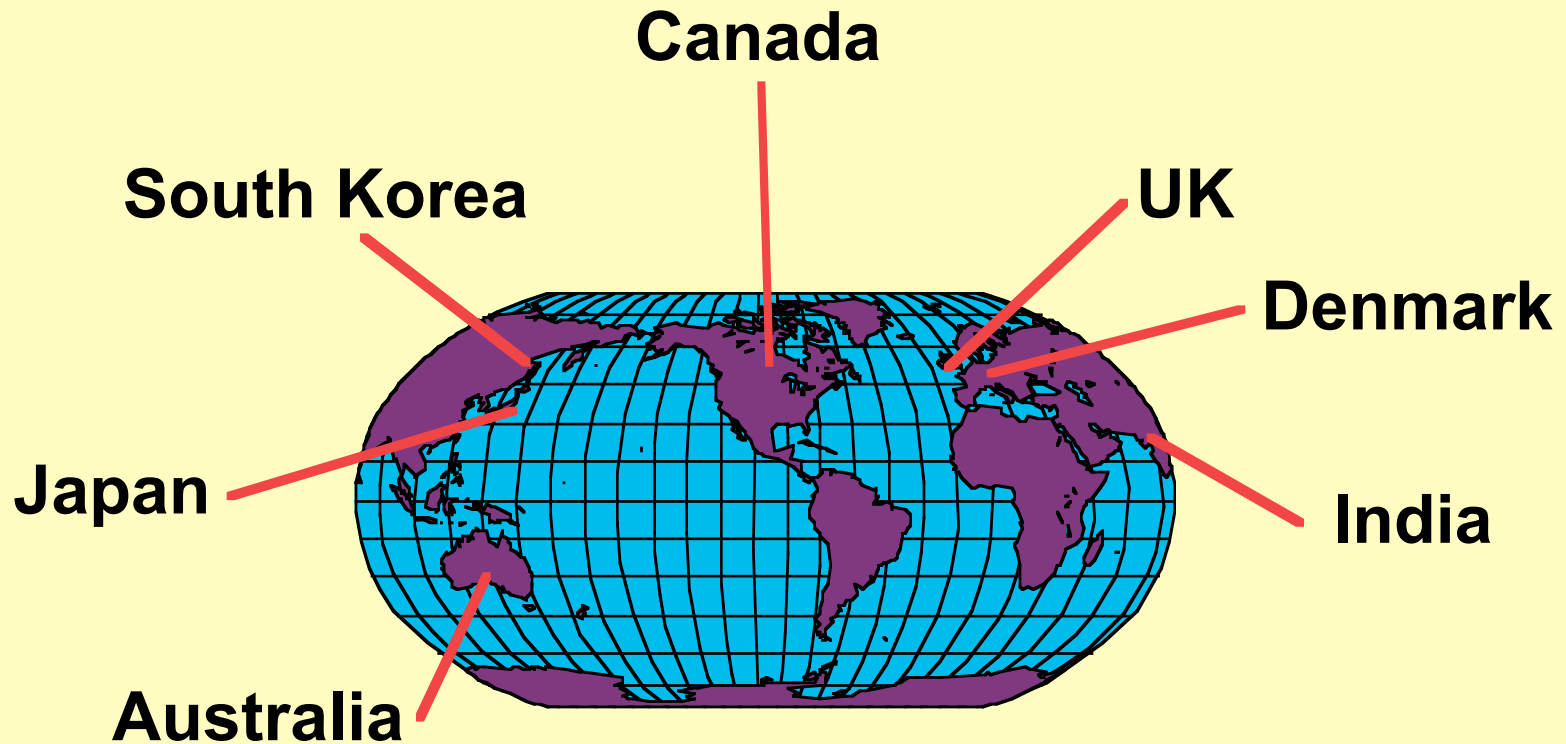
Recommended



 Refined Grains



International Interest



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Helping Americans make half (or more!)
of their grains whole

Thank You

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