

USAGE GUIDE for the Whole Grain Menu Symbol

All companies using the Whole Grain Menu Symbol agree to follow the guidelines of this Usage Guide of the Whole Grains Council (a) determining qualifying products and (b) governing graphic reproduction. The Council appreciates your help in ensuring that the Menu Symbol is a consistent symbol which consumers can trust to help them find and enjoy high-quality whole grain products.

FIRST: Review this guide and make sure you understand its guidelines.

Our Whole Grain Stamp program has a very detailed process for controlling the Stamp symbol on packaged goods. But we understand that, in restaurants, food varies a little day to day as you experiment with different ingredients and add culinary flare. That's why our Menu Symbol program relies on a form of scout's honor. Read the guidelines. When in doubt, have a pure heart and add more whole grains. When you use the WGC's Menu Symbol, you're pledging to do your best to serve more delicious whole grains to everyone.

SECOND: Determine Which Dishes Qualify to Use the Menu Symbol.

A. Decide which ingredients qualify as whole grains

"Whole grains" are any ingredients included in the Whole Grains Council's definition of whole grains, located on our website at www.wholegrainscouncil.org and reproduced here:

Whole grains or foods made from them contain all the essential parts and naturally-occurring nutrients of the entire grain seed. If the grain has been processed (e.g., cracked, crushed, rolled, extruded, lightly pearled and/or cooked), the food product should deliver approximately the same rich balance of nutrients that are found in the original grain seed.

*The following, **when consumed with all their bran, germ and endosperm**, are examples of generally accepted whole grain foods and flours:*

<i>Amaranth</i>	<i>Barley (hulled barley, NOT pearled barley)</i>
<i>Buckwheat</i>	<i>Corn (including Popcorn and Whole Cornmeal)</i>
<i>Emmer</i>	<i>Farro</i>
<i>Kamut® grain,</i>	<i>Millet</i>
<i>Oatmeal and Whole Oats</i>	<i>Quinoa</i>
<i>Brown and Colored Rice</i>	<i>Rye</i>
<i>Sorghum</i>	<i>Spelt</i>
<i>Teff</i>	<i>Triticale</i>
<i>Wheat (including cracked wheat, bulgur, wheat berries, durum wheat)</i>	
<i>Wild Rice</i>	

*Other cereal grains in the *Poaceae* (also called *Gramineous*) family may be considered whole grains when all their bran, germ and endosperm are present. If you're not sure whether something qualifies as a whole grain, just email us (Cynthia@oldwayspt.org) and we'll tell you.*

B. Measure whole grain content per serving

To use the Whole Grain Menu Symbol, a dish must contain a half serving or more of whole grain. You can use standard kitchen measurements, or you can compute gram weight.

USING STANDARD KITCHEN MEASUREMENTS

Prepared/Cooked Foods, as served

All of the following count as a half serving of whole grain:

- 1/4 cup of cooked whole grain (like brown rice, quinoa, wheatberries, etc.)
- 1/4 cup of cooked hot whole grain cereal (like oatmeal)
- 1/4 cup cooked whole grain pasta
- 1/2 slice of 100% whole grain bread
- a full slice of bread made with 1/2 whole grain flour and 1/2 “white” flour
- 1/2 cup ready-to-eat cold 100% whole grain cereal

Ingredients

If you're making your own dishes using a mix of whole grains and other ingredients, the following ingredients **per portion served** would qualify as providing at least a half serving of whole grain:

- 1/2 ounce of dry whole grain pasta
- 1/2 ounce of dry whole grain (brown rice, wild rice, bulgur, quinoa, etc.)
- 1/2 ounce of whole grain flour (2 TBS)

USING ACTUAL GRAM WEIGHTS TO COMPUTE

If you know the gram weight of all your ingredients, you can use the approach outlined below. Any dish containing at least 8g of whole grain per serving can use the Whole Grain Menu Symbol:

Measure ingredients (flour, grains) in their normal dry form. The general formula is:

$$\text{Total grams all whole grain ingredients} \div \text{Total number of servings} = \text{grams per serving}$$

Example: A recipe calls for 130g of whole wheat flour and 50g of oats and yields 10 servings. Each serving would contain 18g of whole grain ingredients.

$$\begin{aligned} 130\text{g} + 50\text{g} &= 180\text{g of whole grain ingredients, total} \\ 180\text{g} \div 10 \text{ servings} &= 18\text{g of whole grain per serving} \end{aligned}$$

THIRD: Follow Graphic Guidelines for the Whole Grain Menu Symbol

Pick an appropriate size for the Menu Symbol.

The Menu Symbol graphic is supplied as an EPS vector graphic, so it can be resized to be larger or smaller with no loss of quality. There is no maximum allowable size for the Stamp graphics. The only guideline for minimum size is that the Menu Symbol and all its type **MUST** be legible. The size that is completely legible may vary depending on the printing process and materials you're using,

Do not modify the Menu Symbol without prior written approval.

The marketing value of the Menu Symbol derives from its recognizability as a brand. Appearance – graphics, proportions, text and fonts – of the Menu Symbol cannot be modified in any way without prior written approval. You may use the symbol in any single color that is appropriate to your menu. Please call us if you have questions or special circumstances you'd like to discuss.

GRAPHIC NOTES

Designers and printers may want to know the following:

- All fonts have been changed to outlines.
- The Menu Symbol was created in Illustrator CS2, and will also open in CS and any other current graphic software. If you have older or different graphic software, we will do our best to create an EPS file that will open in your software.

LEGAL COMPLIANCE FOR THE WHOLE GRAIN MENU SYMBOL

It is the responsibility of each foodservice operation to ensure that the qualifications described herein have been met with respect to each dish utilizing the Menu Symbol. Operators are advised to consult their own legal counsel regarding compliance with the Guidelines and whether use of the Menu Symbol is appropriate for their products and their company.

The Menu Symbol is a private, self-regulatory industry program, not a government program. Use of the Menu Symbol is at your own risk, and it is the responsibility of each individual company to ensure compliance of its foods with all applicable government regulations.

NO GOOD DEED GOES UNREWARDED

Oldways and the Whole Grains Council maintain a list of participating restaurants and foodservice operations on the WGC website, so that potential customers will know about your skill in making food both delicious and nutritious. As the list grows longer, it will be searchable by zip code. We are also conducting an ongoing media campaign to bring public recognition to foodservice operations and restaurants serving whole grains. Thank you for your efforts.

WHAT NEXT?

If you've decided you want to use the Menu Symbol program, **fill out the Menu Symbol Agreement Form on the following page and return it to us**. Once we have received the agreement form, we'll email you a high-resolution copy of the graphic by return, so you can move forward right away in clearly labeling your whole grain choices for your diners.

QUESTIONS

If you have any questions about proper implementation of the Whole Grain Menu Symbol, please contact Cynthia Harriman at 617-896-4820 or 603-436-1608 or email at cynthia@oldwayspt.org.

Thank you for working with the Whole Grains Council to make this a successful program both for consumers and for your foodservice operation.



Whole Grain Menu Symbol Program AGREEMENT

_____ agrees to use the Whole Grain Menu Symbol according
(clearly print name of entity)
to the guidelines contained in the Menu Symbol Usage Guide of the Whole Grains Council.
By our signature below we:

- 1) Agree to use the Menu Symbol only on dishes or foods that qualify for the Symbol by reason of their whole grain content of 8g or more. We understand that it is the food establishment's responsibility to determine which of its offerings qualify under the guidelines, and not the responsibility of the Whole Grains Council.
- 2) Agree to follow the guidelines in the Menu Symbol Usage Guide and shall receive prior written permission from the Whole Grains Council for any deviations from the standard graphics or other guidelines as defined by the Whole Grains Council.
- 3) Understand that the Whole Grain Menu Symbol is a private standard established by the Whole Grains Council and agree that use of the Menu Symbol is at our own risk and that we should consult our own legal counsel to ensure that the use of the Stamp is legally appropriate for our establishment and its products. We agree to defend, indemnify and hold the Whole Grains Council, Oldways Preservation Trust, and their officers, directors, employees and agents, harmless from any liability, loss, cost or expense (including reasonable attorneys' fees) arising from use of the Menu Symbol, regardless of whether such use complies with this Agreement.
- 4) Understand that the Whole Grains Council has the right, but not the obligation, to monitor use of the Menu Symbol. We agree that the right to use the Menu Symbol may be revoked by the Whole Grains Council effective upon written notice as a result of breach of this Agreement or any provision of the Menu Symbol Usage Guide.

Agreed on behalf of this foodservice operation by:

Signature _____
Date

Name and title of main contact (please print clearly) _____
Email

School / Restaurant / or other Foodservice establishment name and website (if any)

City, State, Zip _____
Phone

Agreed on behalf of the Whole Grains Council by:

Birthe Creutz, Director of Finance and Licensing _____
Date
Oldways Preservation Trust

Please sign the form above and return by mail, email, or fax **before using the Menu Symbol**, to:
Birthe Creutz, Whole Grains Council, c/o Oldways Preservation Trust
266 Beacon Street, Boston MA 02116 Fax: 617.421.5511 Email: birthe@oldwayspt.org