

More Whole Grains NOW!

Schools nationwide are serving more whole grains because...

- kids' growing bodies need whole grains to be healthy
- offering them qualifies schools for awards in the Healthier US Schools Challenge
- many schools' wellness plans call for more whole grains to be served
- new USDA school meal rules will almost certainly require them for *everyone*

WHOLE GRAINS ARE GOOD FOR HEALTH

Recent studies have confirmed that eating more whole grains can reduce the incidence of asthma attacks in kids, while also cutting their risk for diabetes. Another study at UCLA demonstrated that overweight children show surprising health improvements after just two weeks on an all-you-can-eat diet of whole grains, fruits, vegetables and lean protein, with plenty of time to run around. The kids' cholesterol dropped an average of 21%, while insulin levels fell 30%.

WHOLE GRAINS HELP YOU QUALIFY FOR GOLD & SILVER AWARDS

Schools that serve whole grains at least 3 times a week (and meet other goals) can qualify for a Silver award under the Healthier US Schools Challenge. Serve whole grains every day, and your school can qualify for a Gold award. Prove that you're up to the challenge of providing food that's both nutritious and delicious!

WHOLE GRAINS WILL SOON BE REQUIRED FOR EVERYONE

Your wellness plan may already call for serving whole grains. Soon, they'll almost certainly be required for *every* school, as USDA updates school meal requirements to align with the 2005 Dietary Guidelines. You can meet the terms of your wellness plan – or simply stay ahead of the curve – by working whole grains into your menus now!

Helpful Free Resources for Schools

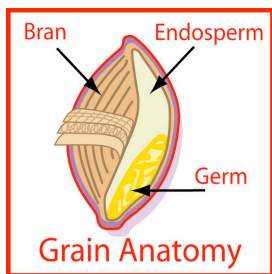
The Whole Grains Council is a 501(c)3 educational non-profit dedicated to promoting and supporting whole grains. We can supply schools with resources including:

- Lesson plans for elementary schools
- A directory of free educational materials and handouts
- Advice and tips from schools that have successfully implemented whole grains
- Lists of readily-available foods offering at least half a serving of whole grain ...and more!

Visit www.wholegrainscouncil.org for all these resources and more



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WHAT IS A WHOLE GRAIN? (according to Mother Nature)
 All grains start out as whole grains. If, after milling, they keep all three parts of the original grain – the starchy endosperm, the nutrient- and fiber-rich bran and the germ – in their original proportions, they still qualify as whole grains. *Graphic courtesy of Bob's Red Mill.*

WHAT IS A WHOLE GRAIN? (according to USDA)
 Foods where *all* the grain is whole grain are especially healthy, but these 100% whole grain foods are not the only choices.

Until the kids in your school get accustomed to the fuller, nuttier taste of whole grains, you may want to start with foods made with a mix of whole and refined/enriched grains. Here are USDA's standards as of mid-2007:

1. For the National School Lunch Program

There are not yet any specific requirements for whole grains. But soon, regulations are expected to be updated to align NSLP with the 2005 Dietary Guidelines, which state that at least half of the grains we consume should be whole grains.

2. For the Healthier US Schools Challenge

Foods qualifying as "whole grain" must be formulated with at least 51% of their *grain* as whole grain. HUSSC grants "Silver Award" status to schools that serve whole grains three times a week, and "Gold Award" status to schools that serve whole grains all five days. (Other requirements aside from whole grains must be met.)

3. New IOM guidelines for competitive foods

The Institute of Medicine issued a report in May 2007 recommending that all snacks and à la carte foods served in elementary schools – and all those served in high schools during the school day – should include at least one serving of fruits, vegetables, whole grains or low fat/no fat dairy. These foods must also meet various criteria per serving related to fats, sugars, sodium and calories. Neither "serving" nor "whole grain" are clearly defined in this report.

EASY WAYS TO FIND QUALIFYING FOODS

Over 1,800 foods already use the Whole Grain Stamp, a packaging symbol created by the Whole Grains Council. The Stamp tells the number of grams of whole grain in each serving of a food, making it easy to find foods that provide the whole grain level you need. You can see a list of all "Stamped" foods at WholeGrainsCouncil.org/find-whole-grains/stamped-products



The WGC is happy to help schools find whole grain products for their meal programs and can even help you find manufacturers to work with you on product development. Contact Cynthia Harriman at 617-896-4820 or Cynthia@oldwayspt.org.

"We took the plunge, and had whole-grain pizza developed for us. The kids didn't even know it was whole grain. We also developed low-fat whole-wheat cinnamon rolls. Middle school kids can be especially critical, but they loved them. This year we gave them no choice except whole grain. It's being accepted!"

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