



Make Half Your Grains Whole

Whole Grains Store Tour

Leader's Guide

Whole Grains Month is September – and it's the perfect time to open your customers' eyes to the health benefits of whole grains, while making them aware of the many whole grain choices available in your store.

Here's what we suggest:

1. Publicize your event, with instore signage and community notices.
2. Start with a brief "classroom" overview of whole grains.
3. Take participants on an aisle-by-aisle tour of your store.
4. End with a brief tasting session, to show how delicious whole grains can be.
5. Provide handouts, samples, and coupons to participants as they leave.

This Whole Grains Store Tour kit includes everything you need to plan and carry out a successful Whole Grains Store Tour to celebrate Whole Grains Month.

What's in this Kit?

- **Leader's Guide**, with suggested tips, ideas and scripts for your event
- **Instore signage** you can customize, print, and post in your store
- **Signup sheet** so you'll know who plans to take part
- **Sample publicity release** to customize and send to local radio, TV, and newspapers
- **Whole Grains 101 PowerPoint** presentation with background notes
- **Reference for Label Reading** with common terms related to whole grains
- **An aisle-by-aisle Shopping List**, which doubles as your tour itinerary
- **Ideas for instore sampling & tasting** of whole grains
- **Whole Grains Fact Sheet** (in English and in Spanish) to hand out at your event
- **Recipe Pack**

But wait! There's more on our website...

We've included the basics in one handy kit. If you'd like to customize your event with additional handouts and information, however, please visit www.WholeGrainsCouncil.org and look under RESOURCES where you'll find other materials including:

- other PDF handouts, including a few in Spanish
- lists of free educational materials from companies supporting whole grains
- posters, buttons, and stickers available at cost

Once you've combed through the RESOURCES, check out our other menu choices for more background on health studies, more recipes, and a wealth of other information.

Got Questions? Contact the Whole Grains Council.

Cynthia Harriman, 617.896.4820, cynthia@oldwayspt.org
Kara Berrini, 617.896.4880, kberrini@oldwayspt.org



Make Half Your Grains Whole

Whole Grains Store Tour

Leader's Guide

BEFORE YOUR EVENT

A. DECIDE WHAT TYPE OF EVENT WILL WORK BEST IN YOUR STORE.

There are three parts to the Whole Grains Store Tour. Depending on the space and time available – and what you think will work best with your customers – you can mix and match any of these three elements:

- 1. Classroom introduction.** Ideally, you'll start your Store Tour in a space where your group can sit comfortably, and give them an introduction to why whole grains are healthy, how to read labels, etc. Kit resources you could use are:
 - **Whole Grains 101** – If you have a computer and a PC projector, you can use any or all of the Whole Grains 101 Powerpoint Presentation for your opening remarks.
 - **Whole Grains Fact Sheet.** As an alternative, you could pass out copies of the Whole Grains Fact Sheet and discuss the benefits of whole grains and different ways to add them to everyday meals.
- 2. Actual Store Tour.** Give your group a guided tour of your store, aisle by aisle, talking about the different whole grain products in each section. See more details below. Kit resources you could use are:
 - **Shopping List** – Having a list of the many types of whole grain products in their hands as you tour will help your group realize how many whole grain choices your store offers.
- 3. Whole Grain Sampling & Tasting.** If time and space allow, it's great to end your event by offering your group a taste of some delicious whole grain options. This can be as simple as pulling a few products off the shelf while you tour, or as complex as preparing a tasting bar beforehand. Kit resources you could use are:
 - **Ideas for Instore Sampling** – This sheet suggests several themed tasting events that will help promote the sale of whole grains in your store.

B. MAKE SPECIFIC PLANS

1. Identify a date and time, and okay it with anyone necessary.
2. If you are doing a sit-down introduction or a tasting, identify a space where this can happen.

C. SPREAD THE WORD

1. Make a display on your bulletin board or near your store entrance, to tell customers about your event.
2. Send an announcement to local TV, radio, and newspaper outlets.

Kit resources you could use to spread the word are:

- **Instore signage** – add the time and date, print, and post
- **Sign-up sheet** – using a sign-up sheet helps people to commit to actually coming; it's more effective than just an invitation to show up. Plus, it helps you plan how many people are likely to attend.
- **Press release template** – you'll probably want to customize this, but it's helpful to have a rough draft to start with.

D. DO A STORE TOUR “DRY RUN”

1. Walk around your store and make sure you can spot a variety of *real* whole grain products in all aisles where grain products are sold. Make a note of three or four products in each category that you'd especially like to point out to your group.
2. Taste a few products you might not have noticed before, so you can be extra-knowledgeable about them.
3. Check the Stamped Products lists under “Find Whole Grains” on the Whole Grains Council's website, if you're not sure which products to mention. Some products labeled simply “Made with Whole Grain” have very little whole grain, and some labeled “multigrain” have no whole grain. Do your homework so you won't mislead your group!

THE DAY OF YOUR EVENT

A. GET EVERYTHING READY

1. Set up chairs, if you're doing a classroom intro.
2. Prepare any food you'll be using for your tasting event, and arrange tables for serving. Signs are useful, identifying each food.
3. Photocopy or print enough handouts for everyone. When in doubt, print extra and encourage your group to take copies for their friends and neighbors.
4. Make sure customers know where to go, to take part. Use signage, and make sure greeters and staff know about your event so customers will be steered in the right direction when they arrive.

B. START WITH AN OVERVIEW OF WHOLE GRAINS

Offer an overview of the goodness of whole grains. Even if you choose not to go in depth and give a sit-down, classroom presentation, a few introductory words help. Here's a sample of a minimal introduction:

“Thanks for coming today, to learn about the health benefits and great taste of whole grains. We're going to start our Whole Grains Store Tour in just a minute, but first I'd like to say just a few words about whole grains.”

“When grains like wheat, oats and corn grow in the field they have three main edible parts: the fiber-rich outer bran, the nutrient-packed inner germ, and the starchy endosperm. Foods made with all three of these parts are called “whole grains.” Foods where the bran and germ have been removed, and only the starchy endosperm remains, are called “refined grains.”

Most of the grain foods sold today are refined grains. Whole grains are much healthier than refined grains. People who eat more whole grains usually weigh less; they reduce their risk of heart disease, strokes, and certain cancers, and are less likely to

get diabetes. Kids who eat more whole grains reduce their risk for asthma, and may have less acne, among other benefits.

“Experts recommend that everyone, from kids on up, have at least three daily servings of whole grains – that we all make at least half our grains whole – so we’re going to go around the store today and help you learn which products offer the health advantage of whole grains.

“I’d also like to give you some background information on whole grains to take home with you [pass out Fact Sheet]. Does anyone have any questions about whole grains before we start? Ask me now, or at any time throughout the tour.”

Kit resources you could use are:

- **Whole Grains 101 Powerpoint presentation** – use any or all of the slides, as you please. Notes with each slide give extra background and talking points.
- **Whole Grains Made Easy Fact Sheet** – a quick overview of whole grain health benefits and ideas for enjoying more whole grains daily.
- **Whole Grains Every Day poster** – this can be ordered from our website (see WG Promo Materials under RESOURCES) and makes a great way to run a quick discussion on all the ways you can find whole grains in common foods. [This resource is *not* included in this kit.]

C. TAKE THE WHOLE GRAINS STORE TOUR

The order in which you take your tour depends on the layout of your store. We’ll offer aisle by aisle suggestions here, which you can use in any order that works for you.

General Approach

In each aisle or department, ask each participant to pick up a food they think is whole grain. You can basically run the whole tour as a sort of Scavenger Hunt, where you are asking your group to find certain foods. Ask for volunteers to explain their choices, and discuss clues for finding whole grains, such as these below (Useful Resource: Reference to Reading Labels):

- Reading the ingredients label** – Which words mean whole grain? Which ones don’t? If you’re not sure, check out the Whole Grains 101 Powerpoint ahead of time, to brush up your own label-reading skills. Sometimes the ingredients aren’t very clear anyways.
- Claims on the package** – Talk about the Whole Grain Health Claim (a good thing) or words like “Made with Whole Grain” (means nothing!) or “100% wheat (also bogus!). Look for packages showing the WG Health Claim.
- Look for the Stamp** – Talk about how the Whole Grain Stamp always guarantees you’re getting at least half a serving of whole grain in each serving of the food. Look for packages showing the Stamp, and note the number of grams.

Use the Discussion Points below to bring out important whole grain issues in each aisle. After you’ve discussed a few packages, have the group return their picks to the shelves, then move on to the next aisle.

1. Cereal Aisle Discussion

- a. Bran Cereals:** Bran is a great source of fiber, but it's not whole grain. You may want to alternate between eating a whole grain cereal and eating a high-fiber cereal.
- b. Oatmeal.** All oatmeal is whole grain, even instant. But watch out for high levels of added sugar in some instant oatmeals.
- c. Added Sugar.** Speaking of added sugar, even if a cereal's made with whole grain you'll still want to check the sugar level. Each 4g of sugar is one teaspoon. So if you wouldn't want your kid to put three spoons of sugar on his cereal, don't buy one with 12g of sugar per serving!

2. Bread and Bakery Discussion

- a. Multigrain.** Multigrain doesn't mean whole grain. You can take wheat, oats, corn, rye and refine them and make bread that is "multigrain" but without a bit of whole grain.
- b. Tortillas.** Yes, there are whole wheat, whole multigrain, and whole corn tortillas. Look closely and see which ones qualify!
- c. Pita bread.** Buy 6" rounds of whole wheat pita bread. Cover with spaghetti sauce, cheese, and fresh veggies, then bake at 375°F for 15-20 minutes. Instant pizza! Kids love to decorate their own. (The recipe is in the Recipe Pack handout.)
- d. Beyond bread.** Can you find whole grain hamburg buns? English muffins? How many bread products on the Shopping List can you find, in whole grain form?

3. Cold Case Discussion

- a. French Toast & Waffles.** Find examples of these whole grain products.
- b. Entrees.** What else can be found in the refrigerator and freezer cases? Most stores have at least a few brands of pizza, pocket-sandwiches, burritors, frozen dinners.

4. Rice and Grain Side Dish Discussion

- a. Brown Rice.** Who can find the quickest-cooking variety of brown rice? Are there any other whole grain rices that aren't brown?
- b. Bulgur.** Bulgur is quick-cooking, with a mild taste, making it a great "starter grain" for families just making the switch to whole grains. It's actually a form of wheat that's been precooked, cracked in pieces and dried. Bulgur cooks in 10-15 minutes and can be used in place of rice in any of your favorite dishes.
- c. Cooking whole grains.** If you can cook rice you can cook any whole grain. Start with two cups water for each cup grain. Bring to a boil, then set to simmer. Test occasionally by nibbling a grain or two. If there's still water left and it's done, drain the extra water off. If the water's all gone and it's not done, add a little more and keep cooking. Time varies widely by grain, from about 10 minutes for quinoa to more than an hour for some grains.

5. Pasta Discussion

- a. Color.** Most whole grain pasta is much lighter after cooking than it looks in the package. Once you put sauce on it, your family may not even notice.
- b. Experiment.** There's a wide variety of texture and flavor in whole grain pastas. If you don't like the first one you try, don't give up. Try a few more until you find one you like.
- c. Cooking time.** Whole grain pasta is tough when undercooked, and gets soggy quickly when overcooked. Taste often as you cook so it will be *just right*.

6. Snacks and Treats Discussion

- a. Popcorn.** Make sure to mention that popcorn is a whole grain food! Most people are amazed to learn this.

b. Chips. Want a whole grain alternative to potato chips? Many tortilla chips are now made from whole corn, and many whole multigrain chips (such as SunChips) are now on the market.

c. Old Standards. Some old standards, like Goldfish crackers and Fig Newton cookies, now come in whole grain form. Look around this aisle and see what you can find.

7. Baking Mixes and Flour Discussion

a. White Whole Wheat Flour. If you're baking, try white whole wheat flour (from King Arthur Flour, for instance). It's got all the great nutrition of regular whole wheat flour, but it's lighter in color and milder in flavor because it's made from a natural variety of wheat without any dark color genes.

b. What else is there? Increasingly, stores are carrying baking mixes made with whole grain. Have a hunt to see how many your group can find.

D. OFFER SAMPLES OF WHOLE GRAIN FOODS

Our experience shows that actually sampling whole grain foods is the best way to get people on board with whole grains. Often people have the preconception that they "don't like whole grains" because they are picturing some sort of dense food that tastes somewhere between sawdust and cardboard.

In reality, today's whole grains have a variety of textures and tastes to fit every preference. We urge you to offer at least 4 different foods, so everyone in your group can find at least a few favorites. Many may be amazed to like everything.

There are two main approaches you can take to tasting / sampling:

1. Plan Ahead. Prepare some foods and/or dishes ahead of time. It's fun to work with a theme in mind, like those on our "Ideas for Instore Sampling" page. Pass out plates and invite everyone to try a little of everything, then solicit comments to share with the group.

If you offer any prepared dishes, give out the recipe. Everyone loves to duplicate what they've sampled, at home. You may even want to offer recipe kits for sale: small bags holding all the ingredients needed for a recipe, ready to go.

2. On the Fly. As you tour through the store aisles, bring a cart and invite participants in your group to each pick a food they'd really like to try. At the end of the tour, pick a representative sample from those in the cart, and let everyone try off-the-shelf products.

E. SEND THEM OUT WITH GIVEAWAYS

Don't send your group away empty-handed. Here are some of the things you can offer:

- 1. Whole Grains Fact Sheet** handout, if you didn't give it at the start of the event.
- 2. Recipe Pack** – recipes from this kit, or additional recipes you may have.
- 3. Additional handouts.** There are several under RESOURCES on the Whole Grains Council website. Check under Educational Materials for PDFs you can download right from the WGC site, and for free materials from manufacturers that are just a phone call away.
- 4. Promotional Goodies.** We have "Just Ask for Whole Grains" buttons available on our website. Go to RESOURCES then to "WG Promo Items."
- 5. Store Coupons.** Pass out store coupons for whole grain items, or ask your suppliers for cents-off coupons.

AFTER YOUR EVENT

WHAT'S NEXT? HERE ARE SOME IDEAS:

1. Plan your next Store Tour. Some stores do monthly events for customers.
2. Plan special displays of whole grain foods.
3. Contact your local schools, scout groups, and other organizations and offer the Whole Grains Store Tour event to them.

Thanks for helping to spread the word about the health benefits and delicious taste of whole grains. If you have any questions about this guide or about whole grains, contact: Cynthia Harriman, 617.896.4820, cynthia@oldwayspt.org
Kara Berrini, 617.896.4880, kberrini@oldwayspt.org

OTHER RESOURCES FOR HEALTHY SHOPPING

If you enjoyed this Whole Grains Store Tour, you may also enjoy two other great programs from Oldways, the parent organization of the Whole Grains Council.

From Your Cart to Your Kitchen

A CD of resources, including instore events, for learning more about the gold-standard Mediterranean Diet.

Camino Mágico

A bilingual Spanish/English shopping guide that illustrates how a return to delicious traditional foods (adapted to today's lifestyles) can help Latinos enjoy better health.

Contact Sara Baer-Sinnott (sara@oldwayspt.org or 617-896-4848).

Visit all the Oldways websites for great resources on healthy eating.

www.oldwayspt.org	Our "home base" website
www.oldwaystable.org	Our "home base" blog
www.WholeGrainsCouncil.org	For everything about whole grains
www.MediterraneanMark.org	For information about the gold-standard Med Diet
www.LatinoNutrition.org	For resources to help Latinos use the traditional foods of their cultures for better health.

Whole Grains Store Tour



Date:

Time:



- Learn why whole grains are essential to health.
- Discover which products offer the whole grains you need, and where to find them in this store.
- Taste delicious whole grain samples.

**This tour is FREE, but space is limited.
Sign up today to reserve your place.**



Make Half Your Grains Whole

Whole Grains Store Tour

Community Notices / PR

We're very excited that your store will be offering the **Whole Grains Store Tour** program to your shoppers.

To help get the word out to your customers about the great taste and many health benefits of whole grains, we've created the enclosed ready-to-use press release for distribution to your local media.

This release was made to help you contact food, health, lifestyle and/or general reporters at your local daily/weekly newspapers, radio and TV stations. You can customize it with your store's information.

If you have questions about next steps in contacting reporters with a press release, please do not hesitate to contact me.

Media Outreach Tips

- Invite a TV reporter to do the Whole Grains Store Tour to show viewers how to recognize legitimate whole grain products, and to help them understand what a surprisingly large variety of whole grain products are available in local stores. Whole grains have gone *way* beyond breads and cereals. There's something for every taste.
- Your store's staff nutritionist/dietitian (if you have one) would be a very credible spokesperson for the store tour.
- Include "man (or woman!) on the street" style interviews with customers, asking them about the whole grains they and their families like best. You'll find that real-life examples send a strong message to others in your area.

Thank you again for your support. Please do not hesitate to call me, or have a colleague do so, to go over these ideas (and others) in more detail.

Sincerely,

Cynthia Harriman
Oldways and the Whole Grains Council
266 Beacon Street, Boston, MA 02116
Direct: 617-896-4820
cynthia@oldwayspt.org

Whole Grains Month version, for use in September

For Immediate Release

CELEBRATE WHOLE GRAINS MONTH WITH FREE STORE TOUR

(Name of grocery chain)'s Now Offers Helpful Whole Grains Store Tour In ***(name of city/town)*** Stores



(Name of city/town) Date – 71% of Americans are trying to consume more whole grains, according to a recent survey from the International Food Information Council (IFIC). All too often, however, shoppers are unsure just which foods contain significant amounts of healthy whole grains.

That's why **(Name of grocery chain)** is celebrating Whole Grains Month in September, by offering a free **Whole Grains Store Tour** to help its customers better understand how to recognize the surprisingly wide range of whole grain foods currently available.

Whole grains help us maintain a healthy weight, and reduce our risk of heart disease, diabetes, and certain cancers. Recent research even shows that eating more whole grains can dramatically improve acne, and decrease kids' incidence of asthma and wheezing. No wonder people are increasingly realizing it makes sense to switch from refined grains to whole grains! And no wonder experts recommend we all make half (or more) of our grains whole.

(Grocery Chain's Name)'s free program includes:

- Whole Grains 101, a quick introduction to whole grains
- An aisle-by-aisle guided store tour – a scavenger hunt for whole grains
- Cooking demos and food samplings featuring delicious whole grains
- Whole Grain Recipe Pack, featuring a dozen easy family whole grain ideas

The Whole Grains Store tour was created by the Whole Grains Council, a non-profit coalition of health professionals, chefs, food manufacturers, restaurants, and food retailers. The Whole Grains Council's many initiatives – including the Whole Grain Stamp, now found on over 2,300 products – help consumers to find whole grain foods and understand their health benefits. The Whole Grains Council is part of Oldways, the food issues think tank well known for its creation of the Mediterranean Diet Pyramid.

For more information, contact **grocery chain contact or**

Cynthia Harriman, at cynthia@oldwayspt.org or 617-896-4820.

Whole Grains 101

Intro to the Whole Grains Store Tour



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Today's Event Includes:


- **Whole Grains 101**
 - ... details on the health benefits of whole grains
 - ... what is a whole grain?
 - ... how to find real whole grain products
 - ... easy ideas for adding more whole grains to your life
- **Whole Grains Store Tour**
 - ... we'll explore the supermarket, aisle by aisle, looking for whole grains
- **Whole Grain Tasting Party**
 - ... a few tastes will help you find whole grains your family will love

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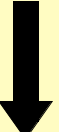
Start by giving your group an overview of what you're going to be doing today. Explain that there will be a short presentation covered information about whole grains, followed by the actual Whole Grains Store Tour, and concluding with a tasting party where the group will be able to sample some of the foods they found on the tour – or some special dishes you've prepared for them.


Whole Grains and Health

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More interaction is always better. You may want to pause at this screen, and ask your group what they think the health benefits of whole grains are. If you have an idea of what they know already, you can tailor the following slides to add the information that's most lacking.

People who eat Whole Grains reduce serious health risks

risk of heart disease drops 25-36%	risk of Type 2 Diabetes drops 21-27%	risk of digestive cancers drops 21-43%	risk of stroke drops 37%
			

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Scores of studies have been done showing the health benefits of whole grains. This slide shows some of the best-documented health benefits. Because different studies show slightly different results, this slide shows a range of numbers for most diseases. Make sure to mention that whole grains benefit everyone with blood vessels (all of us!) not just people who know they have heart disease. We don't want people to tune out and think "this doesn't apply to me."

But wait! There's more!

- **Controls Weight.** Women and men who ate more whole grains consistently gained less weight over an 8-12 year period, in Harvard studies.
- **Cuts Dangerous Belly Fat.** In a 2008 Penn State study, people who ate whole grains instead of refined grains lost more belly fat. Abdominal fat is a high risk factor for heart problems and other diseases.
- **Drops Blood Pressure.** Eating a whole-grain oat cereal, such as oatmeal, every day for three months enabled 73% of those with high blood pressure to reduce or eliminate their need for medication, University of Minnesota investigators reported.

Controlling weight always gets people's attention. Whole grains are increasingly associated with better weight management.

The majority of people over the age of 60 have high blood pressure. In many cases, eating whole grains regularly can allow people suffering from hypertension to cut back on their medication, or in some cases even eliminate it. Of course, it's important to advise working with one's doctor.

There are many more health study thumbnails on our website at <http://wholegrainscouncil.org/whole-grains-101/health-studies-on-whole-grains>

If you know what conditions your group might especially be interested in, you can use the additional studies on our website to customize your presentation.

Kids Who Eat Whole Grains...

- Have a lower risk of obesity & diabetes
- Have lower cholesterol levels
- Reduce their risk of asthma
- Feel fuller and more satisfied
- May reduce acne significantly

We expect that many of the people who sign up for your WG Store Tour will be parents, concerned about their kids' health, so we've created a special section showing the big impact whole grains can have on kids' health.

Including this section also helps reinforce the fact that eating well can show very quick results in everyone's health. Too often nutrition messages seem to say, "Eat this way for years and years and you may have a 2% reduced risk for some obscure disease you've never heard of anyway."

A better message: Every bit of good food you add to your diet helps, and helps quickly, to bring you to better health.

Good Diet: Kids Benefit Quickly



- Overweight kids aged 9-15
- All you can eat diet
- Whole grains, fruits, veggies, lean protein
- Daily exercise

In 2 weeks...

- cholesterol down 21%
- insulin levels down 30%
- leptin (appetite hormone) down 57%

Source: Atherosclerosis. 2007 Mar; 191(1):98-106. RJ Barnard, AK Chen, and OK Roberts.

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The key messages here are that

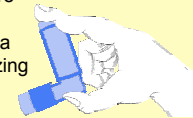
- major change can happen quickly, in just a few weeks
- there's no need to deprive yourself if you're eating healthy foods. Eating well does not have to mean subsisting on a leaf of lettuce and 3 carrot sticks each day.

FYI, the kids in this study exercised 2.5 hours a day, in a summer-camp type atmosphere of fun activities -- not endless mind-numbing calisthenics. This is the level of exercise that growing kids have traditionally enjoyed.

Whole Grains Cut Asthma Risk in Half

Children who ate whole grains were

- 54% less likely to develop asthma
- 45% less likely to develop wheezing



than children who did not eat whole grains

Source: Thorax. December 2006; 61(12):1048-53. Dutch National Institute of Public Health & the Environment.

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Asthma is the third leading cause of hospitalization among children under 15, and leads to 14 million days of missed school each year. Its incidence doubled from 1981 to 2004, and inhalers are now common in elementary schools.


Eating a good diet can help kids reduce the risk of asthma -- and reduce its impact if they already have this disease.

Feel Fuller and More Satisfied

Processed cereal	Oatmeal, All-Bran
White bread toast	Whole wheat toast


The children with the refined grain breakfasts were hungrier, and ate 150 more calories when offered an all-you-can-eat lunch buffet than those given the whole grain breakfasts.

Source: Oxford Brookes University, www.brookes.ac.uk/news/2003/november/nr_113_03


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Send your kids to school with a hearty breakfast that will stick with them all morning.

Reduce Acne Significantly



Young males age 15-25 with mild to moderate acne "improved dramatically, by more than fifty percent" over a twelve-week period, when they ate lean meat, poultry, fish, fruits, vegetables and substituted whole grain bread, cereals and rice for refined foods.

Source: Journal of Dermatological Science, Apr 2008;50(1):41-52. Epub Jan 4, 2008.


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It's not easy to get your teenagers to pay attention to any advice you offer. But this research, from scientists in Australia, may be more powerful than any other in motivating your kids to eat healthier foods, including whole grains.

Note that many of these studies document that the subjects ate whole grains AND other healthy foods. Whole grains are not a magic bullet. Eating a range of healthy foods provides synergistic benefits we are only beginning to understand.

Reasons for WG Health Benefits

- **Nutrients**

Whole grains have 3-5 times the vitamins and minerals found in refined grains.

- **Antioxidants**

Corn has almost twice the antioxidant activity of apples, while wheat and oats almost equal broccoli and spinach in antioxidant activity.

- **Fiber**

Whole grain products offer 1g to 4g of fiber per serving. Fiber varies from 3.5% in brown rice to around 17% in barley.

- **Long-lasting energy**

When you feel full longer, you're less likely to rush to the vending machine for junk food.

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This summary screen ends our section on whole grains and health.

2005 Dietary Guidelines for Americans Recommends...

“Consume 3 or more ounce-equivalents of whole-grain products per day, with the rest of the recommended grains coming from enriched or whole-grain products. In general, at least half the grains should come from whole grains.”

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Everyone age 9 and older needs about 6 servings of grains per day, at least half of which should be whole grains. There's no problem with making *all* of your grains whole grains. Younger kids need slightly less, but it's easy just to remember that everyone can aim for 3 servings or more of whole grains daily.

An easy way to think of this is “Whole Grains at Every Meal”

An “ounce equivalent” is our government's way of saying that you should consume about 3 ounces of actual whole grain foods daily to get the amount of whole grain ingredients your body needs.

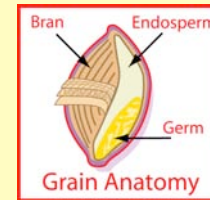
What is a Whole Grain?

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You may want to pause at this screen, and ask your group to tell YOU what a whole grain is. If you have an idea of what they know already, you can tailor the following slides to add the information that's most important.

A Whole Grain Includes Everything



Graphic courtesy Bob's Red Mill

Whole grains or foods made from them contain all three essential parts and all the 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.

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Emails we've received at the Whole Grains Council show that many people think that grains have to be intact (physically whole) to count as whole grains. No! You don't have to sit in the middle of the field, eating them right off the stalk -- as long as all the bran, germ, and endosperm are still present.

This diagram shows the three EDIBLE parts of the grain kernel. Many grains also have an inedible outer hull or husk that must be removed in order for the grain to be digested.

List of Whole Grains

All of the following are whole grain, when eaten with ALL their bran, germ and endosperm:

- **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 (brown and colored rice)**
- **Sorghum** (also called milo)
- **Triticale** (a rye / wheat hybrid)

Oldways and the  Whole Grains Council

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Make sure they understand that the grains listed here are not AUTOMATICALLY whole grains -- unless you're sure that all the bran, germ, and endosperm are still there.

That said, the grains in red are virtually always whole in our food supply:

Amaranth, buckwheat, millet, oats, quinoa, brown rice, teff, and wild rice. And popcorn, bulgur, cracked wheat, and wheatberries are whole grain forms of corn and wheat, respectively.

Check carefully on the ones in black, to be sure they're whole.

Pearled barley is NOT a whole grain. Look for "hulled barley" or "hull-less barley."

Degerminated cornmeal is not a whole grain, as the germ is missing.

100% or partially whole grain?

Much as milk comes in different forms for different tastes, so do whole grains.



Some people prefer to start with partially whole grain foods until they get used to the nuttier, fuller taste of 100% whole grains.



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The Dietary Guidelines recommend everyone eat 3 or more servings of 100% whole grain foods. But you could just as easily eat all six of your daily grain servings as foods made half and half with whole grain and refined grain -- and also end up eating 3 servings of whole grain.

Just as it's hard to jump right from whole milk to skim milk, many people may not find it easy to jump from a lifelong habit of refined grains to eating 100% whole grains. Partial whole grains can help them through the transition, just as reduced fat milk can.

Soon you'll find your tastes adjusting, and you'll begin to enjoy the fuller, nuttier taste of whole grains. At this point, some of your old favorites may seem rather bland!

What counts as a serving?

100% Whole Grains

This amount of **food** counts as a WG serving

- 1/2 cup pasta
- 1/2 cup rice/other grain
- 1 slice bread
- 1 cup cold cereal
- 1/2 cup hot cereal
- 1 small bagel, muffin

Partial Whole Grains

16 grams of WG

Amount varies by whole grain content. **16 grams or more of whole grain ingredients** counts as a serving.

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Whole Grains Council

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The common kitchen-measurement serving sizes described in the Dietary Guidelines apply only to whole grain foods.

When partial whole grains are consumed, we need to know how many grams of whole grain are in each serving, so we can aim for 48g or more (16g x 3 servings) each day.

It's actually very easy, thanks to a new tool -- the Whole Grain Stamp -- that we'll explain in a minute.

Finding Whole Grains: Reading Labels & Using the Whole Grain Stamp

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You may want to pause at this screen, and ask your group to tell YOU how they currently identify whole grains. The more discussion you can generate, the more your participants will learn.

These words mean whole grain



- Whole [name of grain]
- Whole [name of grain] flour
- Whole grain [name of grain]
- [name of grain] berries
- [name of grain] groats

Oldways and the  Whole Grains Council

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The next four screens use traffic signal imagery to reinforce words that ALWAYS, SOMETIMES, and NEVER indicate whole grains.

The first three are self-explanatory. Berries and groats both mean the whole kernel. You will see terms like “wheatberries” and “rye berries” or “oat groats” and “buckwheat groats.” These all describe whole forms of these grains.

These words mean whole grain



- Brown rice, wild rice
- Oats, oatmeal
- Bulgur
- Cracked or crushed wheat
- Hulled or hull-less barley
- Graham flour
- Whole white wheat

Oldways and the  Whole Grains Council

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You'll rarely see the words “whole grain rice” -- more often, just brown rice. Whole grain rice comes in other colors too, such as black, purple and red. Wild rice is not technically a form of rice, but it IS a whole grain.

Even instant oatmeal contains all the bran, germ and endosperm.

Bulgur is made by cooking wheat kernels, then drying them and breaking them into small pieces. Cracked wheat is raw broken wheat kernels, while bulgur is cooked broken wheat kernels.

Two kinds of barley grow in the fields. Most is what's called “covered” barley which has an inedible hull firmly attached to the kernel. If part of the bran is lost in scraping off the hull, the result is pearled barley, which is not considered a whole grain. Less common “naked” barley does not have this tough hull. Look for hulled barley (covered barley with the hull carefully removed to minimized bran loss) or hull-less barley (naked barley that never had the close-fitting hull) to be sure you're getting whole grain.

Graham flour is a kind of coarse whole wheat flour. But be careful! Most graham crackers are NOT made with graham flour.

Whole white wheat is a special variety of whole wheat that grows naturally with a lighter color and milder flavor. It has all the same good nutrition as regular (red) whole wheat. You can trust the words “whole white wheat.”

Maybe yes, Maybe no



- Flour
- Wheat flour
- Organic, natural
- Unbleached
- Semolina
- Multigrain
- Stoneground

Oldways and the  Whole Grains Council 21 of 41

Flour: FDA defines as meaning “refined wheat flour.”

Wheat flour: An honest term for refined wheat flour. Watch out for products that say 100% wheat flour as this is most likely not whole grain!


Organic, natural, unbleached -- all healthy sounding words that do not guarantee whole grains -- although whole grains can be all these things.

Semolina is a kind of finely ground durum wheat used in pasta. It can be whole or refined.


Multigrain just means there are several different grains. If you refine wheat, corn, oats and rye and mix them together you can make a “multigrain” bread without any whole grains. This word OFTEN fools shoppers.

Stoneground just means the grain was milled on stones rather than metal rollers. The bran and/or germ may still have been removed.

NOT whole grains



- Enriched flour
- Bran
- Germ, wheat germ
- Degerminated (cornmeal)
- Pearled barley
- Grits, hominy, farina

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Enriched flour -- refined flour with 5 nutrients added back in, not nearly replacing the dozens of nutrients removed or diminished by refining.

Bran, Germ -- these are two of the PARTS of a whole grain. Alone they are never a whole grain. Remember, we need bran, germ and endosperm (all three parts) all present to consider something a whole grain.

Degerminated -- You'll often see this on cornmeal. The germ's missing so it's not whole grain.

Pearled barley -- missing some of the bran. See earlier slides.

Grits, hominy, farina -- all terms for foods that are almost invariably refined.

Label Reading Practice

- Which ingredients are whole grains?
- Is this product 100% whole grain?

Ingredients: Whole White Wheat Flour, Millet, Oats, Brown rice flour, Degerminated cornmeal, Water, Sugar, Soybean Oil, Salt, Wheat germ, Oat bran, Baker's yeast.

Ask participants to tell you which of these ingredients are whole grain.

Definitely whole grain: whole white wheat flour, oats, brown rice flour.

Probably: Millet

Definitely NOT whole grain: Degerminated cornmeal, wheat germ, oat bran

Not even grains: water, sugar, soybean oil, salt, baker's yeast.

Whole white wheat is a special variety of whole wheat that grows naturally with a lighter color and milder flavor. It has all the same good nutrition as regular (red) whole wheat. You can trust the words "whole white wheat."

In Stores: Trust the Stamp



An easy-to-spot symbol that guarantees you're getting a half serving (8g) or more of whole grain

We're all busy. It's not easy to stop in the grocery aisles and read all the ingredients carefully, and often there's no way to tell from the package

- how much whole grain is in a food
- whether certain ingredients are whole grain or not

Look for the Whole Grain Stamp. It's on more than 2,000 products and is used in five countries, to help shoppers quickly and easily spot whole grains. Here's how it works (see following slides).

The Whole Grain Stamp



The "Basic" Stamp



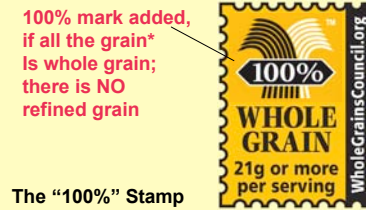
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(Point out the different parts of the Whole Grain Stamp)

The Stamp always has

1. The number of grams of whole grain ingredients per serving. Remember that 16g equals one serving. You will never see a number lower than 8g, or half a serving, the minimum requirement of the program.
2. The grain sheaf icon.
3. The address of the Whole Grains Council's website, to remind you to visit them for all kinds of great information about whole grains.

The Whole Grain Stamp



The "100%" Stamp

* In Canada, all the ingredients must be whole grain.



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If all the grain in a food is whole grain, the "100% banner" will be added to the Stamp.

Remember we said earlier there are 100% whole grain foods and partial whole grain foods? The Stamp helps you see which foods are made totally with whole grain, and which are made with a mix of whole and refined grain.

The Whole Grain Stamp

Compare the gram number to the minimum you need every day.



on all Stamps

EAT 48g OR MORE OF WHOLE GRAINS DAILY

Oldways and the Whole Grains Council

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You're aiming for three or more servings, with each serving consisting of 16g or more of whole grains. That means you need to eat 48g or more of whole grain daily.

It's unlikely that most people will carefully count up the grams on every food they eat. Most people simply look for the Stamp. They know they're guaranteed at least half a serving (8g) every time they choose a food with the Stamp. If they eat all six of their daily grain servings as "Stamped" foods, they're sure to get the three servings or more recommended by experts.

The Whole Grain Stamp

Different Numbers on Every Product



Basic Stamp
at least 8g (1/2 serving) of WG

100% Stamp
NO refined grain AND
at least 16g (1 serving) of WG

Oldways and the Whole Grains Council

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Foods like pasta – with a fairly large standard serving size and virtually no ingredients other than grain – may show a number as high as 56 grams on their Stamp. You'll see a wide range of numbers on the Stamp.

About 3/4 of the products currently certified to use the Whole Grain Stamp offer a serving or more of whole grain.

Test Your Knowledge

This section is totally optional, but your group may find it fun to test its knowledge at the end of the session.

You can have them figure out their responses individually then put up the answer for each question -- or you can invite the class to shout out the answers.

If you skip this self-quiz, we recommend you move the two summary slides up, so that your group will be reminded about all the great information on the Whole Grains Council website.

#1. What are Whole Grains?

- a. Grains that are darker in color.
- b. Grains that are low carb.
- c. Grains that contain the bran, germ and endosperm.
- d. Grains that are organic.
- e. Grains that have been fortified.

#1. What are Whole Grains?

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- e. Grains that have been fortified.

#2. Which are always whole grain?

- a. Barley
- b. Oatmeal
- c. Enriched Wheat Flour
- d. 100% Wheat Bread
- e. All of the above
- f. None of the above

#2. Which are always whole grain?

- a. Barley
- b. Oatmeal
- c. Enriched Wheat Flour
- d. 100% Wheat Bread
- e. All of the above
- f. None of the above

#3. Which guarantees a half serving or more of Whole Grain?

- a. 
- b. 
- c. 
- d. 
- e. 

#3. Which guarantees a half serving or more of Whole Grain?

- a. 
- b. 
- c. 
- d. 
- e. 

#4. True or False?

Whole grain products are always high in dietary fiber.

- a. True
- b. False

#4. True or False?

Whole grain products are always high in dietary fiber.

- a. True
- b. False

A full serving of whole grain will range from 1g of fiber to 5g of fiber. Fiber is only ONE of whole grain's benefits.

#5. Which indicates whole grain?

- a. Stoneground
- b. Unbleached
- c. Multigrain
- d. Wheat
- e. All of the above
- f. None of the above

#5. Which indicates whole grain?

- a. Stoneground
- b. Unbleached
- c. Multigrain
- d. Wheat
- e. All of the above
- f. None of the above**

Visit our website!



(Before you give your Whole Grains Store Tour, visit our website yourself and note three or four sections you think are especially interested. When you get to this screen, mention some of the website's features, such as:

- a. Health studies under Whole Grains 101
- b. Lists of products using the Stamp under Find Whole Grains
- c. Recipes under Recipes
- d. Information on gluten free whole grains, under Whole Grains 101 and so on....)

The Whole Grains Council



**Helping people worldwide
enjoy more whole grains**

www.WholeGrainsCouncil.org

Oldways and the



Whole Grains Council

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Make Half Your Grains Whole

Whole Grains Store Tour

Reference for Reading Labels

If it says this in the ingredient list...	It means this...
<ul style="list-style-type: none"> * whole grain [name of grain] * whole wheat * whole [other grain] * stoneground whole [grain] * brown rice * oats, oatmeal (including old-fashioned oatmeal, instant oatmeal) * wheatberries 	YES, it's a whole grain. This contains all parts of the grain, so you're getting all the nutrients of the whole grain.
<ul style="list-style-type: none"> * wheat flour * semolina * durum wheat * organic flour * multigrain (may describe several whole grains or several refined grains, or a mix of both) 	MAYBE -- These words are accurate descriptions of the package contents, but because some parts of the grain MAY be missing, you are likely missing the benefits of whole grains.
<ul style="list-style-type: none"> * enriched flour * degerminated (on corn meal) * bran * wheat germ 	NO -- These words never describe whole grains.

If you see this on the package...	It means this...
"Diets rich in whole grain foods and other plant foods, and low in saturated fat and cholesterol, may help reduce the risk of heart disease."	YES. This is the FDA-allowed Whole Grain Health Claim. It means that at least 51% of the total weight of a product consists of whole grains.
	YES. These are Whole Grain Stamps. Any time you see a Stamp you know you're getting at least half a serving (8g) of whole grain. Often more – check the number on the Stamp.
Made with whole grain	MAYBE. Means the product has some amount of whole grain, but likely not very much (probably not enough to qualify for the WG Stamp or the FDA Health Claim).



Make Half Your Grains Whole

Whole Grains Store Tour

Shopping List

Look for **whole grain options** of all these products, to make at least half your grains whole.

The Cereal Aisle

- Oatmeal (instant, quick, or regular)
- Other hot cereals
- Cold cereals, including granola

The Bread Aisle & Bakery Dept.

- Sandwich bread
- Bagels
- Pita bread or flat bread
- Tortillas (whole corn, wheat)
- Hamburg or hotdog buns
- English muffins
- Croissants
- Breadcrumbs
- Dinner or sandwich rolls
- Baguettes and artisan breads
- Pizza crust
- Muffins

In Refrigerator / Freezer Cases

- Pizza
- Burritos
- Stuffed pockets
- Frozen dinners
- French toast
- Frozen waffles

Rice & Grain Side Dishes

- Brown rice (regular or instant)
- Colored rices
- Bulgur, quinoa, other grains
- Wild rice
- Flavored rice/grain dishes

Pasta

- Tortellini
- Ravioli
- Spaghetti & other shapes
- Macaroni & Cheese
- Egg Noodles
- Couscous
- Lasagne

Snacks and Treats

- Crackers
- Popcorn
- Tortilla chips (whole corn)
- Whole grain chips
- Pretzels
- Brown rice cakes
- Granola bars & snack bars
- Cookies
- Cakes
- Pie crusts

Baking Mixes

- All purpose mix (like Bisquick®)
- Muffin mixes
- Scone mixes
- Cookie & brownie mixes
- Bread mixes
- Pizza dough mixes
- Pancake / waffle mix
- Flours (whole wheat & others)

Other

- Brown rice milk
- Soups

Not sure what products and brands are available in whole grain options?

- ... roam your store's aisles and look for the Whole Grain Stamp or
- ... visit <http://wholegrainscouncil.org/find-whole-grains/stamped-products> to see a list of 2000 products that contain a half-serving or more of whole grain per portion.



Make Half Your Grains Whole

Whole Grains Store Tour

Quick & Easy In-Store Sampling Ideas

Your store carries scores of whole grain products you can feature at in-store sampling events. It's even more exciting for customers, however, if you have a themed tasting that helps them picture making half their grains whole. Consider these ideas:

Party Time! Serve hummus, salsa, or other dips, along with:

- Whole grain crackers
- Whole grain pita triangles
- Whole grain chips and/or pretzels
- Popcorn

Have a Whole-some Breakfast, with one of these approaches:

- Oatmeal bar with toppings (fruit, dried fruit, nuts, coconut, etc.)
- Cold cereal smorgasbord – try five different whole grain cereals (without milk)
- An assortment of whole grain granola bars and breakfast bars
- Whole grain English muffins with jelly
- A selection of whole grain waffles in different flavors

Let's do Lunch – beyond the obvious sandwiches

- Tabbouleh salad (made with bulgur)
- Whole grain soup, such as wheatberry chili or barley-mushroom
- Whole grain macaroni and cheese
- Stuffed pockets (such as whole grain Lean Pockets)
- Pizza with whole grain crust

What's for Dinner?

- Whole grain pasta with Italian chicken sausage and tomato sauce
- Flavored brown rice; Instant or 90-second brown rice
- Hearty or exotic grain side dishes
- A selection of whole grain breads
- Whole grain cookies, brownies, or cake

OR...Invite your participants to choose what they'd like to sample.

You may want to invite your participants to pick a few products as you roam the store, and sample those specific choices.

Not sure what products might qualify for a whole grain sampling event?

- ... roam your store's aisles and look for the Whole Grain Stamp or
- ... visit <http://wholegrainscouncil.org/find-whole-grains/stamped-products> to see a list of 2000 products that contain a half-serving or more of whole grain per portion.

NUTRITION

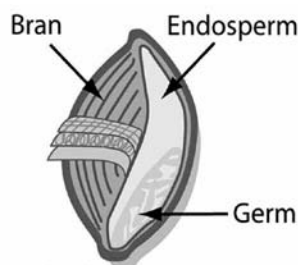
FACT SHEET

Whole Grains Made Easy

In the past, whole grains were thought to provide nothing more than fiber. However, new research reveals that whole grains offer vitamins and minerals, plus high levels of antioxidants and other healthy plant-based nutrients.

Whole grains contain protective antioxidants in amounts near or exceeding those in fruits and vegetables. They also provide some unique antioxidants not found in other foods. Corn, for example, has almost twice the antioxidant activity of apples. Wheat and oats almost equal broccoli and spinach in antioxidant activity.

Research continues to turn up new evidence on the benefits of whole grains. We've known for years that the fiber in whole grain helps promote digestive health. More recently, studies have shown that eating more whole grains may help reduce the risk of heart disease, cancer and diabetes. New studies published in 2005 and 2006 show that whole grains may lower triglycerides, improve insulin control, help with weight management, and slow the buildup of arterial plaque.



What Is a Whole Grain?

All grains start out as whole grains. If, after milling, they keep all three parts of the original grain—the starchy endosperm, the fiber-rich bran, and the germ—in their original proportions, they still qualify as whole grains.

DAILY RECOMMENDED GRAIN SERVINGS FOR INACTIVE AMERICANS

Age	Minimum Whole Grains		Total Grains Per Day	
	Females	Males	Females	Males
2-3	1.5	1.5	3	3
4-8	2	2.5	4	5
9-13	3	3	5	6
14-18	3	3.5	6	7
19-30	3	4	6	8
31-50	3	3.5	6	7
51+	3	3	5	6

Source: MyPyramid.gov

Make Half—or More—of Your Grains Whole

The 2005 Dietary Guidelines recommend that Americans “make half their grains whole.” This means most people should consume three or more servings of whole grains each day. This is a minimum—the Dietary Guidelines say that “more whole grains up to all the grains recommended may be selected.” The chart above shows recommendations for typically inactive Americans. Active people would need even more whole grains. Four, five, even six servings of whole grains daily are not unreasonable.

The contents of this fact sheet have been reviewed by the American Dietetic Association's Fact Sheet Review Board. The appearance of this information does not constitute an endorsement by ADA of the sponsor's products or services. This fact sheet was prepared for the general public. Questions regarding its content and use should be directed to a registered dietitian.

Whole Grains are Healthy, Convenient and Delicious

Consumers may still worry that finding and preparing whole grains could be difficult. However, new whole grain foods introduced in the past two years provide plenty of options to appeal to everyone's taste, budget and busy schedule.

Americans today can enjoy a broad range of whole grain ready-to-eat cereals, white whole wheat bread, 90-second brown rice, instant oatmeal, popcorn, whole grain crackers, whole grain chips, and many more 21st century choices.

Family-Friendly Whole Grain Ideas for Every Meal

	BREAKFAST	LUNCH	SNACK	DINNER
MONDAY	Whole grain bagel	Stuffed whole grain pita	Popcorn	Brown rice with a stir fry
TUESDAY	Whole grain raisin toast	Sandwich on rye bread	Whole grain crackers	Whole grain pasta with your favorite sauce
WEDNESDAY	Whole grain ready-to-eat cereal	Whole grain wrap	Oatmeal cookie	Tacos in corn tortillas
THURSDAY	Oatmeal	Sub sandwich on whole grain roll	Whole grain chips	Wild rice
FRIDAY	Whole grain English muffin	Whole grain veggie burger	Whole grain granola bar	Bulgur pilaf
SATURDAY	Whole grain waffles	Hamburger on whole grain bun	Whole grain graham crackers	Homemade pizza on whole grain pita crust
SUNDAY	Whole grain pancakes	Barley mushroom soup	Whole grain pretzels	Whole grain cornbread

What is a Serving of Whole Grain?

The Dietary Guidelines define a serving (or "ounce-equivalent") of grain as 1 slice of 100% whole grain bread, a cup of 100% whole grain cereal, or 1/2 cup of 100% whole grain hot cereal, cooked pasta, rice or other grain. As Americans begin to appreciate the nuttier, fuller taste of whole grains, many start with products made with a mix of whole and enriched grains. In these foods, servings are counted differently: 16 grams or more

of whole grain ingredients counts as a full serving. This means most Americans need 48 grams or more of whole grains daily. A growing number of foods are being labeled with information about whole grain content (often in grams), making it easier for consumers to identify whole grain products. Foods made only with bran are not whole grain products. High fiber is not always equivalent to whole grain. Check the ingredient list for whole grains among the first ingredients.

For a referral to a registered dietitian and for additional food and nutrition information visit WWW.EATRIGHT.ORG

What's your most valuable source of good nutrition? Registered Dietitians are the experts when it comes to helping people eat well and stay healthy. An RD has the knowledge and expertise to develop an eating plan to meet the needs of all individuals.



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Visit www.wheatfoods.org and www.wholegrainscouncil.org for recipes and more menu ideas.

NUTRITION

FACT SHEET

Granos Integrales

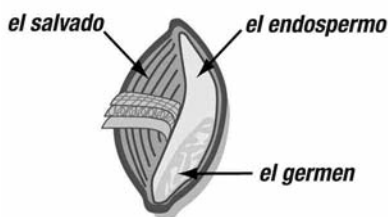
En el pasado, se pensaba que los granos integrales no aportaban nada más que fibra. Sin embargo, nuevas investigaciones científicas revelan que los granos integrales ofrecen vitaminas y minerales, además de altos niveles de antioxidantes y otros nutrientes derivados de las plantas.

Los granos integrales contienen casi las mismas, ó mayores, cantidades de antioxidantes protectores que las frutas y verduras. También proporcionan antioxidantes únicos que no se encuentran en otros alimentos. El maíz, por ejemplo, tiene casi el doble de actividad antioxidante que la manzana. El trigo y la avena casi igualan al brócoli y las espinacas en niveles de antioxidantes.

Las investigaciones científicas continúan a descubrir nueva evidencia acerca de los beneficios que aportan los granos integrales. Hemos sabido durante muchos años que la fibra en los granos integrales ayudan a promover la salud digestiva. Más recientemente, los científicos han descubierto que el consumir mayores cantidades de granos integrales puede reducir el riesgo de enfermedades cardíacas, el cáncer, y la diabetes. Nuevos estudios publicados en el 2005 y 2006 muestran que los granos integrales pueden ayudar a bajar los triglicéridos, mejorar el control de la insulina, ayudar con el manejo de peso, y reducir la acumulación de placa en las arterias.

¿Qué es un grano integral?

Todos los granos empiezan enteros, ó integrales. Si después de pasar por un molino aún retienen sus tres partes originales—el endospermo lleno de almidón, el salvado repleto de fibra, y el germen—en las proporciones originales, se califica como un grano integral.



RECOMENDACIÓN DIARIA DE PORCIONES DE GRANOS PARA AMERICANOS INACTIVOS

Mínimo Consumo de Granos Integrales

Granos Totales por Día

Edad	Mujeres	Hombres	Mujeres	Hombres
2-3	1.5	1.5	3	3
4-8	2	2.5	4	5
9-13	3	3	5	6
14-18	3	3.5	6	7
19-30	3	4	6	8
31-50	3	3.5	6	7
51+	3	3	5	6

MyPyramid.gov

De los granos que consumes, asegúrate que la mitad o más, sean integrales

Las Guías Alimentarias para los Estadounidenses, 2005 recomiendan que la mitad de los granos que los Americanos consumen sean integrales. Esto quiere decir que la mayoría de las personas deben consumir tres o más porciones de granos integrales cada día. Eso es un mínimo—las Guías Alimentarias dicen que ‘mayores cantidades de granos integrales, incluyendo todos los granos enteros recomendados, pueden ser seleccionados’. La gráfica anterior indica las recomendaciones para los Americanos inactivos. Las personas activas necesitan consumir aún más granos integrales. Cuatro, cinco, o hasta seis porciones serían razonables.

El consumidor tal vez puede seguir preocupado con la idea de que los granos integrales son difíciles de

El contenido de esta guía de datos nutricionales ha sido revisado por la Junta de Revisión de la Asociación Dietética Americana (ADA). Esta información no constituye una promoción por parte de la ADA a favor de los productos o servicios del patrocinador. Esta guía de datos nutricionales fue preparada para el público en general. Preguntas sobre su contenido y uso deben ser dirigidas a una dietista registrada.

Granos Integrales (continuado)

encontrar y preparar. Sin embargo, los nuevos alimentos hechos con granos integrales que han entrado al mercado en los últimos dos años ofrecen una variedad de opciones que apetece a todos los gustos, presupuestos, y apresurados ritmos de vida.

Hoy, los Americanos pueden disfrutar de una gran variedad de alimentos hechos con granos integrales, por ejemplo los cereales listos para comer, el pan blanco integral, el arroz integral que se cocina en 90-segundos, la avena instantánea, las palomitas de maíz, las galletas integrales, y muchas más opciones hechas para el siglo XXI.

¿Qué Constituye un Porción de Granos Integrales?

Las Guías Alimentarias definen una porción (o equivalente en onzas) de grano integral como 1 rebanada de pan 100% integral, 1 taza de cereal 100% integral, ó ½ taza de cereal caliente 100% integral, pasta cocida,

arroz u otro grano. Mientras los Americanos empiezan a apreciar el sabor intenso y variado de los granos integrales, muchos empiezan con productos hechos con una mezcla de granos integrales y enriquecidos. En estos alimentos, las porciones se determinan de una manera diferente: 16 gramos o más de ingredientes hechos de granos integrales cuenta como una porción entera. Esto quiere decir que la mayoría de los Americanos necesitan 48 gramos o mas de granos integrales diarios. Un creciente número de alimentos empiezan a incluir información sobre el contenido de granos integrales (generalmente en gramos) en sus etiquetas nutricionales. Lo cual ayuda a los consumidores identificar estos productos más sencillamente. Aquellos alimentos hechos solamente con salvado no están hechos con granos integrales. Un alto contenido de fibra no siempre es equivalente a un grano integral. Revise los ingredientes y asegúrese de que los granos integrales sean los primeros en la lista.

COMIDAS HECHAS CON GRANOS INTEGRALES: IDEAS PARA TODA LA FAMILIA

	DESAYUNO	COMIDA	MERIENDA	CENA
LUNES	Bagel integral	Sándwich de pan Árabe integral	Palomitas de maíz	Arroz integral con pollo
MARTES	Pan tostado integral con pasas	Sándwich hecho con pan centeno	Galletas saladas integrales	Pasta integral con tu salsa favorita
MIERCOLES	Cereal integral listo para comer	Burrito hecho con tortilla integral	Galletas de Avena	Tacos hechos con tortilla de maíz
JUEVES	Avena	Sándwich hecho con pan integral	Chips integrales	Arroz salvaje
VIERNES	Huevo revuelto con tortilla de maíz	Hamburguesa vegetariana con pan integral	Barrita de granola integral	Ensalada de Quinoa y verduras
SABADO	Waffles integrales	Hamburguesa con pan integral	Galletas integrales graham	Pizza casera hecha con masa integral
DOMINGO	Panqueque integrales	Sopa de cebada y champiñones	Pretzels integrales	Pan de maíz integral

Para recomendación a un dietista registrado y para más información sobre alimentos y nutrición, visite WWW.EATRIGHT.ORG

¿Cuál es la fuente de información nutricional más importante para usted? Los Dietistas registrados son expertos cuando se trata de ayudar a las personas a comer bien y mantenerse sano. Los dietistas registrados tienen el conocimiento y la experiencia necesaria para desarrollar un plan de alimentación que satisface las necesidades de todo tipo de individuos.

American Dietetic Association
www.eatright.org

Esta Guía de Datos Nutricionales ha sido patrocinada por



Visite www.wheatfoods.org y www.wholegrainscouncil.org para más recetas e ideas para menú.

Quick & Easy Whole Grain Recipes for Families from The Whole Grains Council

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Whole Grain Pita Pizza

makes 2 servings

- 2 round 6-7" whole wheat pitas
- 6 oz spaghetti sauce (about 1/4 of a typical jar)
- 3 oz part-skim shredded mozzarella cheese
- 1 cup chopped vegetables (onions, peppers, mushrooms, spinach, olives – your choice)
- drizzle olive oil

- 1) Preheat oven to 350°F. Spread half the sauce on each pita round. If you're using chopped fresh spinach, add it now, before the cheese, so it won't dry out too much.
- 2) Top with cheese, divided between the two pizzas, and then vegetables. Drizzle with oil.
- 3) Bake at 350°F for 15 minutes on a pizza pan or cookie sheet.

Much healthier than store or restaurant pizza because you have a whole-grain crust, plenty of vegetables and a reasonable amount of cheese. Add small bits of Italian chicken or turkey sausage if you like. Kids love to decorate their own pizzas!

Irish Oatmeal with Apples

makes 4 servings

- 1 cup steel-cut oatmeal
- 4 cups water (we use slightly less)
- 4 small apples or pears, washed, cored and chopped (no need to peel them)
- dash cinnamon and / or nutmeg
- 1 handful walnuts or pecans (optional)
- enough milk (soy milk and cow's milk are both good)

- 1) Measure oats into saucepan and add water. In general you want about 1/4 cup oats and one cup water per person. Use less water next time if you like drier oatmeal.
- 2) Bring to a boil, then simmer "actively" -- keep temperature where the oatmeal will bubble a lot but won't start rising up the pan. Keep pan uncovered and stir every 5 minutes or so.
- 3) Meanwhile, core and chop apples, into four microwave-proof cereal bowls. Add a little cinnamon and nutmeg to taste, then microwave uncovered bowls on high for 4 minutes.
- 4) When the oatmeal has thickened as much as you like (takes about 15-20 minutes), spoon it into the four cereal bowls, right on top of the apples.
- 5) Sprinkle with nuts; add milk as you eat it, to keep the thickness just the way you want.

Steel-cut oats have a different texture than regular oatmeal; try them for variety. Regular oats make a wonderful healthy meal too – and they cook faster. Try different fruits: peaches, raw blueberries.



Trust the Stamp. The Whole Grain Stamp guarantees that a product offers at least half a serving of whole grain in every portion. Look for the Whole Grain Stamp on breads, bars, cereals, pizzas, cookies, crackers, waffles, and all your favorite grain foods. A complete list of foods bearing the Stamp is at WholeGrainsCouncil.org, under "Find Whole Grains."

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Quinoa Corn Salad

makes 4 servings

Dressing:

- 3 TBS fresh lemon juice (juice of one small lemon)
- 2 TBS olive oil
- 2 TBS fresh cilantro or parsley, chopped
- 2 stalks scallions, chopped
- 1 tsp minced garlic
- 1 tsp cumin

- 1/4 cup quinoa (rinsed under water) or bulgur
- 1/2 cup chicken or vegetable broth
- 1 can black beans, drained and rinsed
- 1 tomato, seeded and diced
- 1 cup fresh or frozen corn (use three ears if fresh corn)

- 1) Cook quinoa or bulgur in broth for 12-15 minutes, until liquid is absorbed.
- 2) While grain cooks, mix dressing ingredients in a large bowl.
- 3) Add drained and rinsed beans, tomato and corn.
- 4) Cool grain to room temperature, then mix with other ingredients; chill until ready to eat.

This salad is best in the summer, with fresh tomato and corn. If you use quinoa, rinse it first in a strainer to remove any traces of saponin, a bitter coating found naturally on quinoa.

Bulgur & Black Bean Salad

makes 4 servings

- 1 orange (or lemon), grated rind and juice (grate rind first, THEN juice it!)
- 1 cup uncooked bulgur
- 1 can black beans, drained and rinsed thoroughly (14-15 oz can)
- 1 red bell pepper, chopped in small pieces
- 6 stalks green onions, chopped in small pieces (green & white parts)
- 4 TBS fresh parsley, chopped
- 2 tsp vinegar
- 2 TBS canola or olive oil
- 1/2 tsp ground cumin

- 1) Put 1 cup bulgur and 2 cups water in covered sauce pan. Bring to boil then simmer 12-15 minutes until excess liquid is absorbed.
- 2) Scrub orange, then grate the rind off (I use a cheese grater). Cut orange in half and squeeze juice into a large mixing bowl.
- 3) Add orange rind, vinegar, oil and cumin to the orange juice in the bowl.
- 4) Chop all the vegetables while the bulgur is cooking.
- 5) Throw vegetables and rinsed beans in the bowl and mix. Add cooked bulgur and mix again.

Use cooked bulgur or brown rice, leftover from last night's dinner. Or use whole-wheat couscous. Add any vegetables you want. Use a lemon instead of an orange. It's up to you.

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Mushroom Brown Rice Pilaf

makes 4 generous servings or 6 smaller servings

- 1/2 large onion, chopped
- 1 cup sliced mushrooms (4-5 mushrooms)
- 1 TBS olive or canola oil
- 1 cup brown rice
- 2 cups chicken or vegetable broth

- 1) Heat the oil in a large saucepan and brown onion and mushrooms for about five minutes.
- 2) Add one cup brown rice and stir to coat grains in oil.
- 3) Add two cups broth, bring to a boil, then turn down to a simmer.
- 4) Simmer for about 45 minutes or until all liquid is absorbed. Cooking time for whole grain rice varies according to the variety of rice; check package directions.

Whole grain rice isn't always brown! Check out some of the exotic varieties from companies like Lotus Foods. Their Bhutanese Red Rice, for instance, cooks up in about 20 minutes and makes a great gourmet side dish.

You can make a pilaf like this with any grain – not just rice. Simply vary the amount of broth and the cooking time according to the different grain. In a hurry? Try bulgur or quinoa, which both cook in under 15 minutes.

Italian Sausage Sandwich

makes 4 servings

- 4 links pre-cooked chicken or turkey Italian sausage
- 2 red or green sweet peppers, sliced thinly
- 1 large onion, sliced thinly
- 2 large rounds of whole-wheat pita bread, cut in half to make pockets

- 1) Cut the sausages in half the long way, and brown flat side down in a little olive or canola oil.
- 2) Saute the pepper and onion slices in a little oil until limp (you decide -- some like 'em crunchy)
- 3) Stuff one-quarter of the veggies, and 2 sausage halves into each pita pocket.

Italian sausage can be healthy? Who knew! Good chicken or turkey sausage has all the taste of fatty pork sausage but without the extra unhealthy fats. Some big plusses:

- It has great flavor. Look for varieties like Italian, teriyaki ginger, roasted garlic, tomato-and-basil, and spicy jalapeño.
- It has about 1/2 the calories, 1/3 the total fat and and 1/3 the saturated fat.
- It's pre-cooked and quick. Use as is, or brown lightly for additional flavor and eye-appeal.
- You can chop leftover sausage in small bits and freeze. A little of it adds great meat flavor to omelettes, soups and salads.

Add plenty of vegetables and serve with whole wheat pita or buns, and this is a VERY healthy meal.

You can substitute whole wheat sandwich rolls for the pita, but good whole wheat pita is usually easier to find and all the veggies stay in the sandwich better.

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Shrimp Pasta Primavera

makes 4 servings

- 1/2 lb frozen pre-cooked shrimp
- 2 cups mixed chopped veggies—your choice
(good choices include red peppers, zucchini, onion, mushrooms, broccoli, garlic)
- 1 cup cleaned chopped spinach
- 1 jar unsweetened spaghetti sauce (your choice of flavor)
- 8 oz whole wheat spiral pasta
- some freshly grated parmesan cheese (optional)

- 1) Fill a large sauce pan with water and bring to boil. Add pasta and cook according to package.
- 2) Thaw shrimp in cool water, and pinch off their tails.
- 3) Chop the veggies and saute in a little olive oil until tender-crisp.
- 4) Add the spinach, spaghetti sauce, and shrimp to the veggies and warm until spinach wilts.
- 5) Drain pasta and combine with sauce/veggie/shrimp mix. Top with cheese, if desired.

Vary the vegetables... substitute leftover chicken or beans or good chicken sausage for the shrimp. There are endless ways you can re-invent this dish, but they can all be made in about ten minutes.

Some brands of whole grain pasta are gummy. In our experience, Hodgson Mills' spiral pasta is a great choice for starting your family on whole-grain pasta. It's never gummy, and cooks up to a fairly light, attractive color.

Spinach Pasta Salad

makes 4 servings

- 6 oz uncooked whole wheat, whole rice, or quinoa/corn pasta
- 2 TBS lemon juice (Just juice half a lemon. Close enough.)
- 3 TBS olive oil
- 2 tsp minced garlic (2 cloves)
- 4 cups fresh spinach leaves, cleaned and chopped
- 1 can chickpeas or other white beans, drained and rinsed
- 2 oz feta cheese

- 1) Bring a large saucepan of water to a boil, and cook pasta according to package directions. (Spiral whole-wheat pasta is good, and takes about 8 minutes to cook.)
- 2) In a large salad bowl, mix the lemon juice, oil and garlic. Minced garlic in a jar is handy!
- 3) While the pasta boils, clean and chop spinach, drain and rinse beans.
- 4) Drain pasta and mix with dressing in the salad bowl. Add spinach, beans and feta and mix.
- 5) Chill for one hour or more, or simply enjoy it warm, with salt & pepper to taste.

Whole grain pasta comes in lots more varieties besides just whole wheat. Check out area markets for rice pasta or pasta made with a mix of quinoa and corn. Try them all!

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Curried Barley & Raisins

makes 4 servings

1/2 cup	lightly pearled barley	
2 cups	broth or water	
2 tsp	tsp olive oil	
1	large onion (about 2 cups), in thin slices	
1 tsp	minced garlic	
1 tsp	curry powder	
2 TBS	raisins	
2 TBS	fresh parsley, chopped	<i>These 3 amounts are approximate. You decide!</i>
2 TBS	slivered almonds, toasted	

- 1) Cook the barley in the broth or water for about 45 minutes, until liquid is absorbed.
- 2) While the barley cooks, saute the onion in the oil in a very large skillet for about 15 minutes, until golden brown, stirring occasionally.
- 3) Add garlic and curry powder, mix, and cook one more minute to blend spices.
- 4) When barley is done, add it to the skillet and mix thoroughly so barley gets coated with delicious spices and oil.
- 5) Turn off heat and add raisins, parsley, and almonds. Add salt and pepper to taste.

Barley's not just for soups! You can add shrimp, chicken, or other lean protein to this recipe; as a one-dish entrée served with a salad, it makes a healthy complete meal.

Chocolate Chip Cookies

makes 4 dozen cookies

1 1/2 sticks	butter	
3/4 cup	Splenda or sugar	
1/2 cup	brown sugar	
1 tsp	vanilla	
2	large eggs (or 1/2 cup Egg-beaters)	
1 tsp	baking soda	
1 3/4 cup	whole wheat flour	
1/4 cup	wheat bran	
1/4 cup	flax meal	
1 1/2 cups	semi-sweet chocolate chips	
1 1/2 cups	walnuts, chopped	

- 1) Preheat oven to 375°F.
- 2) With an electric mixer, cream together butter and sugars, then add vanilla and eggs.
- 3) In a separate bowl, combine the soda, flours, bran and flax meal. You can use 2 1/4 cups whole wheat flour in place of the mix of flours, bran and flax meal.
- 4) Gradually add flour mixture to mixing bowl; mix well.
- 5) Add nuts and chocolate chips and mix well.
- 6) Drop by rounded spoonfuls on a cookie sheet and bake for 8-10 minutes at 375°F.

This recipe was contributed by Arline Wills of Lynnfield, MA, who modified the traditional recipe on the chocolate bits package to create a healthier cookie.

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Apple Blueberry Crisp

makes 8 servings

4 apples (McIntosh and Cortland are good for cooking)
2 cups blueberries

1/3 cup whole wheat flour
1 cup regular rolled oats
1 tsp cinnamon
1/2 cup brown sugar
4 TBS canola oil

- 1) Preheat oven to 350 degrees. Spray an 8x8" or 9x9" dish with cooking spray or rub with butter.
- 2) Wash, core and chop apples. No need to peel them. Put in cooking dish with blueberries.
- 3) In another small bowl, mix flour, oats, sugar and oil until crumbly. Spread evenly over fruit.
- 4) Bake at 350 degrees for about 40 minutes or until bubbly.

Serve as is, or with low-fat frozen yogurt.

You can use any fruit you want. Just make sure it totals about 5 cups of fruit.

Swedish Apple Cake

makes 6-8 servings

1 large or extra-large egg
1/2 cup sugar
1/2 cup whole wheat flour
1 tsp baking powder
1/2 tsp salt
1/2 tsp cinnamon
1/4 tsp vanilla
3 medium-size apples, cored & chopped, but not peeled
1 cup chopped nuts (walnuts or pecans are good)

- 1) Preheat oven to 350°F. Spray a 10" pie pan with cooking spray.
- 2) In a large bowl, beat egg thoroughly with a fork, until it forms a ribbon.
- 3) Add everything else EXCEPT apples and nuts, and mix thoroughly.
- 4) Add apples and nuts, and mix as well as you can. You'll wonder if you've done something wrong, as it's a very lumpy mix – not even qualifying for the word "batter." But keep going, and mix the best you can. Soon it will all hang together somewhat.
- 5) Spoon it all into the pie plate and bake at 350°F for 30 minutes or until lightly brown.

Tips:

- McIntosh, Cortland, and other pie apples are best. Eating apples (Fuji, Delicious, etc.) may result in a drier pie (but go ahead and try them if that's what you have on hand).
- Mix pears and apples if you'd like.
- Serve plain and warm, or with a dollop of vanilla frozen yogurt or with plain yogurt mixed with a little maple syrup.