

JUST ASK FOR WHOLE GRAINS

November 5-7, 2007, Kansas City

WHOLE GRAIN MOMENTUM!



Just a few short years ago, most discussions of grain foods lumped whole and refined grains together, or at best made a tepid call for the occasional whole grain.

Today, Dietary Guidelines in both the U.S. and Canada specify that consumers should make at least half of their grains whole. Governments in other countries are also becoming more specific in their call for whole grains, as are leading health-promotion organizations.

This section captures a snapshot of the quickening momentum of whole grains, as they claim an increasing share of interest from consumers, governments and health professionals.

Consumer Attitudes are Positive

- Repeated surveys indicate that consumers have a very positive attitude toward whole grains, and increasingly seek them out
- Recent studies document that taste may no longer be a barrier to the enjoyment and consumption of whole grains

Whole Grain Products are Up Sharply

- Mintel's Global New Product Database shows new whole grain products doubling
- Whole grain milling is also up sharply

Governments and NGOs Recommend Whole Grains

- Recommendations for increased consumption of whole grains are on the rise, in country after country
- Leading health-promotion organizations also call for whole grains

Grassroots Interest in Whole Grains is High

- Quotes from consumers who "Just Ask" for whole grains in restaurants
- A summary of whole grain health promotion efforts nationwide

CONSUMERS: POSITIVE ATTITUDES TO WG

Several recent surveys offer insights on consumers' increasingly positive attitudes toward whole grains.

Whole Grains and Fiber Take 3 of Top 6 Spots

When consumers are asked, unaided, to name a specific food or component with health benefits, these were the top six foods named. Compared to a similar survey two years earlier, awareness of whole grains grew 25% from 2005 to 2007.

Top Functional Foods

1. Fruits and vegetables
2. Fish, fish oil, seafood
3. Milk
4. **Whole Grains**
5. **Fiber**
6. **Oats, oat bran, oatmeal**

When asked about the specific benefits of the top functional foods, 72% of these consumers (again unaided) associated whole grains with benefits related to cardiovascular disease, and 86% associated both fiber and whole grains with intestinal health.

2007 Consumer Attitudes toward Functional Foods / Foods for Health. IFIC, October 2007

Whole Grains Up, Refined Carbs Down

When consumers were asked to "Please indicate whether you are trying to consume more or less of the following," they said they were seeking out whole grains:

Refined carbs..... 61% "trying to consume **less**"
Whole grains..... 71% "trying to consume **more**"

2007 Food & Health Survey. IFIC, May 2007

Consumers Believe in Whole Grains, and Increase Consumption

Although major efforts to promote whole grains accelerated only in January 2005, by the end of that year, almost a third of consumers reported eating more whole grains.

	Men	Women
Agree that it is important to me personally to eat whole grains as part of my daily diet	70%	77%
I am eating more whole grains than I did one year ago	27%	35%

Harris Interactive Survey of 1804 consumers, conducted December 2005 for Uncle Ben's

Shortly afterward, another Harris Interactive poll asked a similar question: “Thinking about your eating habits in the last year, would you say you are now eating whole grain products...?”

More often (NET)41%
No change54%
Less often5%

Harris Interactive Survey of 1,040 adults, conducted January 2006, titled “Healthy Eating: Impact on the Consumer Packaged Goods Industry”

Taste Becomes One of Many Motivators

While it is commonly believed that many consumers eat whole grains *despite* their stronger taste, we are learning that some consumers have come to *prefer* the fuller, nuttier taste of whole grains – and only ten percent of those survey reported never eating whole grains.

“What is your primary reason for choosing to eat whole grain products?”

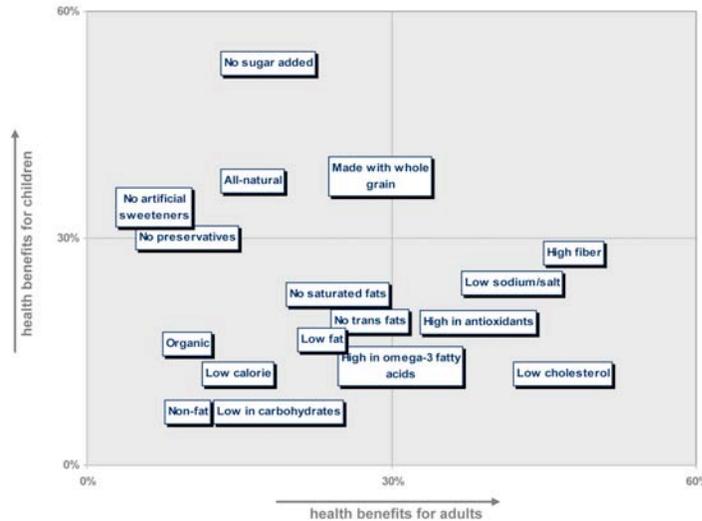
Nutritional value32%
Increased fiber31%
Better taste 13%
Reduced calories4%
Change of pace4%
Less refined grains.....3%
Other5%
None – I don’t eat them..... 10%

Harris Interactive Survey of 1,040 adults, conducted January 2006, titled “Healthy Eating: Impact on the Consumer Packaged Goods Industry”

BENEFITS HIGH, BARRIERS LOW

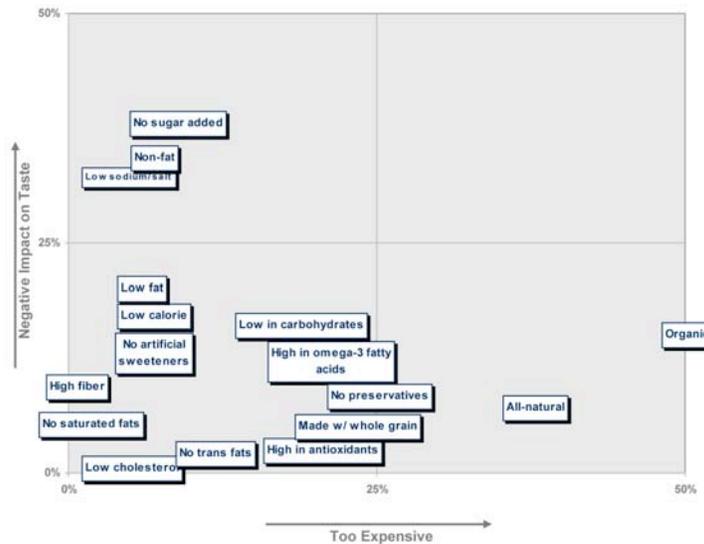
Consumers consider “whole grain” to be a very important attribute of foods. In products for children, only “no sugar added” is more attractive, while for adults, whole grain trumps “low-carb” and “low calorie,” among others. Only “high fiber,” “low cholesterol,” “low sodium,” and “high in antioxidants” ranked higher, and whole grains *also* tend to be (surprise!) low in cholesterol and sodium, and high in fiber and antioxidants.

Figure 3.1 Perceived importance of health benefits



Taste and cost, two of the most often-cited “barriers” to whole grain consumption, may not in fact be major barriers. As the chart below shows, only 25% of consumers see the cost of whole grains as too expensive, and only about 5% see whole grains as having a negative impact on taste.

Figure 3.2 Impact on taste and price



Source, this page: Report on Healthy and Organic Foods, June 2006. novaQuant, Inc. www.novaquant.com

Taste may not be such a barrier for wholegrain acceptance - study

By Stephen Daniells

8/21/2007- The taste of wholegrain breads, compared to bread made from refined grains, may not inhibit consumption amongst consumers as much as previously thought, suggests a new study.

Taste has been identified as a key restraining factor on consumer acceptance of wholegrain products, despite the health benefits associated with wholegrains over refined grains.

Indeed, Dr. Richard Shepherd from the University of Surrey told attendees of an AACCC International conference in Montpellier, France in May that consumers refuse to sacrifice taste over health.

As survey carried out across the United Kingdom, Finland, Italy and Germany, found that consumers rated whole grain products above refined grain products, in terms of perceived healthiness. But no matter how much awareness there is about the healthiness of certain products, the majority of consumers would not purchase them if they do not bring the added value of good taste, he said. "In general, most people will not sacrifice taste and sensory enjoyment," said Shepherd.

The new study, published in the *Journal of Food Science*, supports the view that taste plays a key role, but the barrier to acceptance may not be high as previously thought.

"A segment of the consumer population liked refined breads better than whole wheat breads, indicating that sensory properties are a barrier to consumption of whole wheat bread," wrote the researchers, led by Zata Vickers from the University of Minnesota.

"A large proportion of participants, however, liked the commercially available samples of refined and whole wheat bread equally well, which may indicate that taste is not as great a barrier as has been previously assumed," they stated.

The researchers recruited 89 people to take part in a taste test of nine different breads chosen to represent refined and whole wheat breads. The tasters were also rated according to their 6-n-propylthiouracil (PROP) taster status (a bitter tasting compound), and completed a questionnaire about preferences and purchasing habits for bread.

The researchers report that when the breads were made in the laboratory using equivalent ingredients and procedures, the taster preferred the refined bread to the whole wheat bread. When the bread was made with commercial samples of refined and whole wheat, the breads were equally well liked.

When the volunteers were classified according to bread preference, those who stated a preference for refined bread liked the refined bread better in all taste comparisons, said the researchers.

"Sensory preferences are a barrier to whole wheat bread consumption, but ingredient or processing modifications can improve liking of whole wheat bread to the level of refined bread," concluded the researchers.

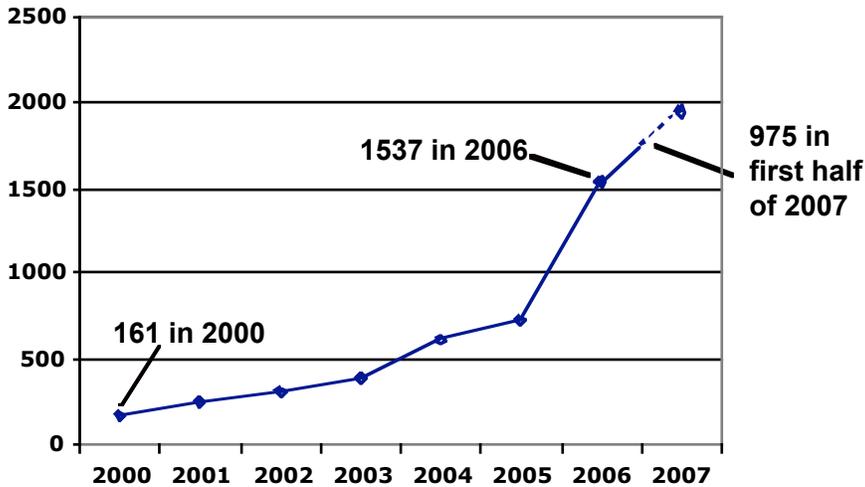
Whole grains have received considerable attention in the last year, especially in the US where the FDA permits foods containing at least 51% whole grains by weight and are low in total fat, saturated fat, and cholesterol to carry a health claim linking them to a reduced risk of heart disease and certain cancers.

The term wholegrain is considered to be more consumer-friendly than the term fibre, which leads some manufacturers to favour it on product packaging since it is likely to strike more of a chord of recognition for its healthy benefits.

*Source: Journal of Food Science
Published online ahead of print (OnlineEarly
Articles) doi:10.1111/j.1750-3841.2007.00440.x
"Consumer Liking of Refined and Whole Wheat
Breads" Authors: A. Bakke, Z. Vickers*

WHOLE GRAIN PRODUCTS & INGREDIENTS UP

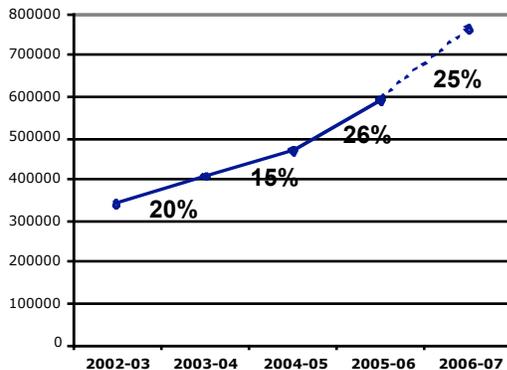
New product launches of foods making a "whole grain" claim have grown sharply since 2000. In fact, according to the Mintel Global New Products Database, in 2006 nearly ten times as many new whole grain products were introduced as in the year 2000.



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

* 2007 data run through June 30, 2007

The sharp growth in whole wheat flour during the same period shows that many of the new products launched above are resulting in repeat sales to satisfied consumers.



Whole grain flour up 26% last year

“The 26% growth in whole wheat flour production [in] 2005-06 represented an extraordinary pace of increase for an industry as mature as grain-based foods.”
World-Grain.com / Milling & Baking News, May 2007

CALLS MOUNT WORLDWIDE FOR WHOLE GRAINS

As more and more research clearly shows the health benefits of whole grains, countries and organizations around the globe are increasingly including whole grains in their dietary recommendations. Here are some of those we're aware of:

United States – Dietary Guidelines for Americans

“All age groups should consume at least half the grains as whole grains...”. At least three servings of whole grains are recommended for all Americans age 9 and up.¹ (2005)

Canada – Canada’s Food Guide

“Make at least half of your grain products whole grain each day. Eat a variety of whole grains such as barley, brown rice, oats, quinoa and wild rice. Enjoy whole grain breads, oatmeal or whole wheat pasta.” At least three servings of whole grains are recommended for all Canadians age 9 and up.² (2007)

United Kingdom – Guidelines for a Healthy Diet

The UK’s “Guidelines for a Healthy Diet”³ have no specific recommendation for whole grains or even servings of grain overall, although whole grains are mentioned under the heading “Eat plenty of foods rich in starch and fibre...Most people do not eat enough of the starchy, fibre-rich foods like bread, potatoes, rice and pasta and need to eat about half as much again. Wholegrain cereal foods are particularly rich in insoluble fibre, which helps to prevent constipation.”

Australia – The Australian Guide to Healthy Eating

“Eat plenty of cereals (including breads, rice, pasta and noodles), preferably wholegrain. *Wholegrain* refers to cereal foods that incorporate all the components of the natural grain, including the bran and germ. Foods that contain at least 51 per cent by weight of any combination of whole grains can be termed *wholegrain*. The recommended number of daily cereal servings for adults aged 19 to 60 years is four to nine for women and five to 12 for men. A serving equates to two slices of bread; one cup of cooked rice, pasta or noodles; one cup of porridge; one-and-a-third cups of breakfast cereal; or half a cup of muesli.”⁴ (2003)

France – La Santé Vient en Mangeant (Health comes from Eating)

Eat bread and starchy foods at every meal... Whole grains are ... rich in fiber. Bread [should be] preferably whole grain or semi-whole grain.⁵

Germany – 10 Guidelines of the German Nutrition Society (DGE)

“Plenty of cereal products - and potatoes. Bread, pasta, rice, grain flakes preferably made of whole grain, and potatoes contain nearly no fat, but plenty of vitamins, minerals, trace elements as well as dietary fibre and phytochemicals. Combine these products with low-fat food items.”⁶

¹ Full text at <http://www.health.gov/dietaryguidelines/>

² Full text at http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/index_e.html

³ Full text at <http://www.wiredforhealth.gov.uk/cat.php?catid=888&docid=7267>

⁴ Full text at <http://www.healthysactive.gov.au/internet/healthyactive/publishing.nsf/Content/eating>

⁵ Full text at <http://www.lasantevientenmangeant.inpes.sante.fr/>

⁶ Full text at <http://www.dge.de/modules.php?name=Content&pa=showpage&pid=16>

Other EU Guidelines on Whole Grains

In 2002, the WHO Regional Office for Europe, Nutrition and Food Security program prepared a report comparing Dietary Guidelines in 49 countries in Europe and western Asia. This report noted the following specific recommendations for whole grains: ⁷

Hungary: 5-9 unit/day of cereals (mostly whole grains)

Norway: More whole grain products

Germany: 5-7 slices/d of bread (250-350g) of which 2 slices should be whole grain;

Greece: 8 servings/d of non-refined cereals and products: whole grain bread, whole grain pasta, brown rice etc, not including potatoes on daily basis.

Slovak Republic: Increase intake of cereals and cereal products (mainly whole grain products)

Croatia: Bread, grains and preferably whole grain products, rice and potatoes.

WHO / FAO

In 2003, the World Health Organization and the Food and Agricultural Organization of the United Nations released a report titled "Diet, Nutrition and the Prevention of Chronic Diseases." The summary of this report recommended that governments institute policies "supporting the availability and selection of nutrient-dense foods (fruits, vegetables, legumes, whole grains, lean meats and low-fat dairy products).⁸

⁷ Full text at <http://www.euro.who.int/Document/E79832.pdf>

⁸ Full Text at http://whqlibdoc.who.int/trs/WHO_TRS_916.pdf

HEALTH GROUPS RECOMMEND WHOLE GRAINS

American Heart Association

Dietary Recommendation's for Children and Adolescents: "Serve whole grain breads and cereals rather than refined grain products. Look for 'whole grain' as the first ingredient on the food label and make at least half your grain servings whole-grain. Recommended grain intake ranges from 2 oz. per day for a one-year-old to 7 oz. per day for a 14-18 year old boy."⁹

Five Healthy Eating Goals: "Eat more whole-grain foods. Like fruits and vegetables, whole-grain foods are low in fat and cholesterol and high in fiber. Whole-grain foods include whole-wheat bread, rye bread, brown rice and whole-grain cereal."¹⁰

American Diabetes Association

Making Healthy Food Choices: "Choose whole grain foods over processed grain products. Try brown rice with your stir fry or whole wheat spaghetti with your favorite pasta sauce."¹¹

Evidence-Based Nutrition Principles and Recommendations for the Treatment and Prevention of Diabetes and Related Complications (2002): "Foods containing carbohydrate from whole grains, fruits, vegetables, and low-fat milk should be included in a healthy diet."¹²

American Cancer Society

Recommendations for Nutrition and Physical Activity for Cancer Prevention:

"Choose whole grains in preference to processed (refined) grains and sugars. Choose whole grain rice, bread, pasta, and cereals. Limit consumption of refined carbohydrates, including pastries, sweetened cereals, soft drinks, and sugars."¹³

American Gastroenterological Association Institute

"Because the purported protective effect of dietary fiber against CRC [colorectal cancer] is demonstrated better by fiber-rich foods (e.g., vegetables, fruits, grains, cereals) than by dietary fiber alone, it is also reasonable to recommend consumption of 5-7 servings of vegetables and fruits per day and generous portions of whole-grain cereals."¹⁴

European guidelines on cardiovascular disease prevention in clinical practice

"The consumption of the following foods should be encouraged: fruits and vegetables, whole grain cereals and bread, low fat dairy products, fish, and lean meat."¹⁵

⁹ Full text at <http://www.americanheart.org/presenter.jhtml?identifier=3034000>

¹⁰ Full text at <http://www.americanheart.org/presenter.jhtml?identifier=3048090>

¹¹ Full text at <http://www.diabetes.org/nutrition-and-recipes/nutrition/healthyfoodchoices.jsp>

¹² Full text at http://care.diabetesjournals.org/cgi/content/full/25/suppl_1/s50

¹³ Full text at http://www.guideline.gov/summary/summary.aspx?ss=15&doc_id=3531&nbr=2757#s23

¹⁴ Full text at http://www.guideline.gov/summary/summary.aspx?doc_id=3070

¹⁵ Full text at http://www.guideline.gov/summary/summary.aspx?doc_id=4766

CONSUMERS JUST ASK FOR WHOLE GRAINS

In March of 2007, the Whole Grains Council kicked off the “Just Ask for Whole Grains” contest, encouraging consumers across the country to ask for whole grain options at their favorite eateries. With hundreds of entries pouring in each month, the message is clear – when consumers ask, restaurants and dining halls listen!

“The salmon salad has wheat berries on it! I'd never had wheat berries before and I don't think I'd even heard of wheat berries before, but it turns out that I like them and am going to try to find them at the grocery store so that I may enjoy them at home. Thanks, Panera!”

Panera, Shakopee, MN (from Kate N.)

“Finally, an Italian restaurant that isn't afraid of whole-grain pasta! LoRusso's has recently added Barilla PLUS pastas as an option for many dishes, which makes me so happy! Much better than the comparatively nutritional emptiness of refined pastas and another great initiative from this treasure of an independent restaurant.”

LoRusso's Cucina, St. Louis, MO (from Amanda D.)

“Inside the Whole Foods store they sell soups, pizza made with whole grains, wonderful breads, etc. I have enjoyed their fresh vegetables too from their Asian cooking area. Everything they make is delicious!”

Whole Foods Market, Baton Rouge, LA (from Lisa L.)

“Whole grains were left off one of my dishes at Boston Market and the Manager gave me my meal for free. I request whole grains at all of my restaurant outings. Do you?”

Boston Market, Sacramento, CA (from Pat W.)

“I love Pei Wei because I can choose to have brown rice with my entree instead of the typical white rice you get at most chinese restaurants. I'd never eaten short grain brown rice before I had it a Pei Wei's but I loved it so much I found it at Whole Foods (and I bought a rice cooker!).”

Pei Wei, Austin, TX (from Tracy A.)

“Alexian Cafe is my employers' cafeteria. They try to include couscous, brown rice, and whole wheat breads. We would like to see more whole grains served! During National Nutrition Month, we had whole wheat wraps - wonderful!!”

Alexian Café, Elk Grove Village, IL (from Rhonda R.)

“Every time I have eaten breakfast, lunch or bought a product from Dakota Harvest Bakers I'm amazed at the hearty whole grains that they use in there breads. They catered a luncheon I was putting on and the guests were wowed by the quality of their food and hearty whole grain breads! DHB are worthy of recognition from the WGC.”

Dakota Harvest Bakers, Grand Forks, ND (from Gina S.)

“It's just a diner, but whole-grain waffles like theirs are hard to come by even at the fanciest brunch eateries. And they are delicious!”

New Venus Diner, New York, NY (from Lisa S.)

“We enjoy whole grain buns these days. We eat them with sandwiches rather than bread.”

Alaska Gateway School District, Tok, AK (from Ann P.)

"When dining at T.G.I. Friday's last week, I noticed that several items on the menu are served with brown rice. I tried the Dragonfire Chicken, one of their 'low fat' options. It included marinated chicken breast, mandarin oranges, pineapple salsa, and lime-seasoned broccoli. It was healthy and delicious! My boyfriend had the Island Grilled Mahi Mahi, which also came with brown rice. Next time we're going to try their turkey burgers, served on whole wheat buns!"

T.G.I. Friday's, Austin, TX (from Robin O.)

"Eden Alley is a vegetarian restaurant and serves many whole grain items, including the wonderful multi-grain breads for sandwiches and in the tabletop bread basket. The last time I was at Eden Alley I was so hungry I nearly scarfed down the entire bread basket by myself. Since it was good whole grain bread, that wouldn't have been such a bad thing!"

Eden Alley, Kansas City, MO (from Barbara J.)

"I was so hungry for a nutritious and filling lunch that I stopped by the Oak Room at the Fairmont Copley Plaza one day after I did some shopping in downtown Boston. Their menu offered me just what I wanted: a BLT on whole wheat bread. I was thrilled because I watch my diet closely, and incorporate whole foods in my regime in hopes of maintaining good health. Thanks Oak Room for helping me meet my needs."

The Oak Room, Boston, MA (from Karla C.)

"Whole grains have become a lot easier to find, but back when I started college 8 years ago, things were a little different. The cooperative has been a reliable source of whole grains for nearly a decade now. Thanks to them for being a pioneer!"

North Country Cooperative, Minneapolis, MN (from Bria K.)

"This Italian restaurant served two types of whole grain bread with a dollop of seasoned olive oil before we ordered. It was really delicious! I commented to our waitress how good the bread was. She told us that many of their guests come regularly and eat only the breads and a salad or with some soup. The whole grain breads are so popular that the kitchen has two huge ovens that bake the bread continually. I can see why. Toasty, tasty and good for you too!"

Bravo!, Dayton, OH (from Julia K.)

"Chesapeake Bagel is one of my favorite bagel shops in DeKalb. It is locally owned and operated. They serve breakfast and lunch. They offer a variety of bagels including their whole grain bagel as well as their whole wheat bagel. They also have an option to get any lunch sandwich on a whole grain roll. As a dietitian and diabetes educator, I am very satisfied with the different options Chesapeake Bagel has to offer."

Chesapeake Bagel, DeKalb, IL (from Milissa J.)

"There are dozens of places to eat in my Dupont Circle (Washington DC) neighborhood, but only ONE consistently offers sandwiches made with whole grain bread -- Cosi. Others even put "whole wheat" on the menu, but serve a processed bread with the color, but none of the goodness, of whole wheat. Cosi, though, bakes up fresh "Etruscan whole grain" bread all day long and it's delicious."

Cosi, Washington, DC (from Deacon M.)

"My favorite lunch deli is the Whole Wheatery in Lancaster, CA. They have everything on their menu, very healthy and nutritious."

Whole Wheatery, Lancaster, CA (from Karin C.)

"If you ask for Whole Grain bread at Red Lobster it is readily available."

Red Lobster, Virginia beach, VA (from George B.)

"Getting our students at Clymer Central School to eat a whole grain bread was a challenge. I have purchased whole grain white bread from my supplier for the peanut butter and jelly sandwiches we serve every day, and the children love it. They think they are getting plain old white bread, but they are really getting the benefits of the whole grain. I am slowly introducing the whole grains into our other menu items also. All of our 6 inch subs made for the high school are made on whole grain sub buns."

Clymer Central School Cafeteria, Clymer, NY (from Sue R.)

"I enjoyed a delicious whole grain bagel that was perfect for the mood I was in. It gave me the energy I needed for my busy day ahead."

Denny's, Monroe, WG (from Teresa N.)

"They have the most delicious whole grain breads that they put on your table along with some olive oil. HmMMM hmMMM good!!"

Maggiano's, Philadelphia, PA (from Leslie M.)

"McDonald's has a new premium ranch BLT chicken sandwich on a wheat bun as opposed to the white flour buns offered on most of their sandwiches. I just ordered one last night."

McDonald's, St. Paul, MN (from Kelli R.)

"Each week this local cafe serves us a whole grain based salad. The Quinoa Shrimp salad is terrific--in addition to the quinoa and shrimp, it has zucchini, onion and fresh limes to squeeze on top. It sells out every day!"

Piperade Café, San Francisco, CA (Rachel H.)

"Ken's Artisan Bakery is my favorite place to grab lunch. The fresh whole grain bread makes an excellent sandwich!"

Ken's Artisan Bakery, Portland, OR (from Suzanne L.)

"I love spreading my passion for whole grains to everyone I know, and I always ask for whole grain options at every restaurant or fast food establishment. I live in between Dallas and Fort Worth, Texas, in what is called the Mid-Cities. There is an Italian restaurant called Italianni's, that serves whole grains and offers whole wheat pasta as a substitute. The food is delicious and reasonably priced. I am always telling everyone about Hurst's best-kept secret Italian restaurant."

Italianni's, Hurst, TX (from Stacey S.)

"I have been on the South Beach diet and I was a bit hesitant when my fiancé wanted to go pig out at the Olive Garden, but I love eating there so we went. The menu is full of pastas and free breadsticks! I love the chicken Parmesan so I decided it would still be a decent choice. Then I looked at the very bottom of the menu and saw you can substitute whole grain pasta for regular pasta, so I did. When I tried the pasta with the marinara sauce, I was pleasantly surprised that the dish was still delicious and way more healthy with the substitution."

Olive Garden, College Station, TX (from Cathy R.)

"This establishment serves whole grain muffins, pancakes, and whole grains on salads. Delish!!"

Morning Glory's, Philadelphia, PA (from Leslie M.)

“One of our family’s favorite places to eat is Border Grill. Their food is healthy and YUMMY! And what is even better is that you can order many of their menu choices with their whole wheat tortillas!”

Border Grill, Negaunee, MI (from Jaimie M.)

“Balance It Out: Arkansas - a health incentive in the Harrison School District, as a kick-off activity for our program, we had a family swim night with healthy foods. We served Whole wheat Hot Dog Buns with Turkey Franks, baked chips, carrots, celery and pretzels. All of the feedback was very positive and several comments were made about how wonderful the buns were. These were people who would have never dared to try a Whole Wheat Hot Dog bun. They have now been introduced to the wonderful world of whole grain and a healthier lifestyle.”

Balance It Out: Arkansas, Harrison, AR (from Kim G.)

“The Oriental Wok restaurant in Ft. Mitchell, KY is an upscale Chinese Restaurant owned by Mike and Helen Wong. A few years ago, their daughters suggested adding a brown rice option for the menu. Mike Wong, who immigrated to the U.S. in 1972, was resistant at first because in China, brown rice is considered “inferior,” and he prides himself in only serving high quality food. The daughters prevailed, convincing him that these days people realize brown rice is nutritionally superior, and you can now choose between brown and white rice.”

The Oriental Wok, Ft. Mitchell, KY (from Heather G.)

“This small vegan restaurant is a delight! Everything is fresh, tasty, and they use produce grown by local farmers. With every meal, they serve some of their delicious, homemade, whole-grain vegan bread. The last time I ate there, I enjoyed their version of spanakopita made with whole wheat phyllo dough and vegan cheese. This place makes healthy eating easy, enjoyable, and delicious.”

The Red Avocado, Iowa City, IA (from Laura M.)

WHOLE GRAIN PROMOTIONS BY HEALTH GROUPS

A pediatric nurse from North Carolina... The sole RD on a U.S. naval base in Sicily... Health educators for a state-wide non-profit healthcare system nearing 19,000 employees. What do all these people have in common? They've all called or written to the Whole Grains Council and asked for resources and materials, wanting to help us educate about the importance of whole grains for better health. Inspired by the great work they do, we're always happy to help!



I am a pediatric nurse and kids' fitness instructor. Every summer I teach nutrition at Camp Sweet Freedom, a day camp for children who use insulin, and Camp Strongheart, a camp for overweight children. During these camps, I not only teach nutrition but also cook for up to 30 people daily, teach the children cooking lessons and challenge them to try new foods. I would like to give out "Just Ask " buttons as part of my lesson on whole grains. My local grocery store has been helpful in donating whole grains for tasting, including quinoa, oats, bulgur wheat, barley, brown rice and millet. I occasionally also do presentations for schools and I work in a pediatric endocrinology office where we see many obese children. I could easily use 100 buttons in getting out my message! Whole grains is always my first lesson! Thank you for great resources! [Pictured above]

Susan P., Kannapolis, NC

I'm the district nurse for Mt Morris School District. We're having our Annual Family Fitness/Nutrition Night on May 1st [2007], a very large community event. I would love to have your buttons to give away to increase the knowledge of whole grains.

Nila C., LPN, Mt. Morris (MI) School District

I am working with the city of Louisville through my university on developing healthy menu options that we will highlight on the menus. It is a part of our mayor's health initiatives for the city of Louisville. I was interested in incorporating some of your buttons in the program as well as any literature you could send me for use with the restaurants. Thanks so much.

Cynthia K., RD, Louisville, KY

I work for the Better Living for Texans program, a free program sponsored by Texas Cooperative Extension, Texas Health and Human Services Commission, and USDA Food and Nutrition Services. I present programs for low-income audiences that include but not limited to Head Start, Taylor County WIC, Health and Human Services Commission, Summer Food Programs, and after-school programs. I will be doing a program in January [2008] for our two head start campuses. This will include 500 students and 21 teachers. If you provide items for non-members, I am interested in getting some postcards, buttons, [and] stickers. I am currently teaching my after-school youths about the whole grain stamp. I would greatly appreciate it, and I know my audiences would like the items.

Jody G., Abilene, TX

I am writing to you from the UND Med School where our Center of Excellence in Women's Health is busy planning a North Dakota Women's Health Connection 2007 to be held in September. We are fortunate to have a very well-connected, knowledgeable dietician with Public Health on our Planning Committee, and she suggested contacting your Whole Grains Council to see if you might have handouts or informational material available to disseminate at our Connection.

Susan S., Grand Forks, ND

I would like to set up a "Just Ask For Whole Grains" display in our Navy Hospital. I will also distribute them to participants in our weight management and diabetes classes. I have approximately 35 new patients each month in those classes.

Janet M., RN, MS, Naval Hospital, Bremerton, WA

One of our goals is to assist families in choosing healthy foods. Part of our federal standards includes talking about nutrition at least twice a month, as well as holding weekly social events that include a healthy meal or snack. A huge part of my push for healthy eating is looking for products that contain whole grains. I think that my families would be great to share the buttons with. Thank you so much and please keep up the great work!

Jaimie M., Early Head Start Teacher, Michigan

I am a Health Educator/Registered Dietitian for Harrah's employees in Las Vegas. I will be doing an information table at different hotel properties promoting whole grains and would like to provide some sort of incentive for the employees to walk away with. Usually our booths are visited by about 100 people each set up, and will service 5 different properties, so around 500 people. Whatever buttons or other promotional items you could spare would be much appreciated. Thank you for offering such programs/incentives and you should know you do make a difference.

Jennifer T., Flamingo Las Vegas Health Education Center, Las Vegas, NV

I am the Child Nutrition Services Director for a small school district in rural Alaska. I would love to be able to hand out "Just Ask" buttons. I am involved in all of our school nutrition programs with 365 students in seven schools. I also am involved with the health fairs in our areas. Please send me some "Just Ask" buttons to hand out at these events.

Ann P., Tok, AK

Just wondered if I could get about 50 of the "just ask" buttons to pass out to family day care providers at trainings. I've been doing a whole grains challenge training for a few years and it is working...providers are trying whole grains with the kids in care! Thanks.

Angela Y., ChildCareGroup, Dallas, TX

I teach the CHIP (Coronary Health Improvement Project) class at Illinois Central College and also am teaching several nutrition classes for junior high students this summer. I have lectures on whole grains/fiber and talk about the whole grain stamp and feel these pins would be a great addition!

Amy F., CHIP Clinical Manager, Peoria, IL

We have been using whole grain hamburger rolls, hotdog rolls, dinner rolls and sandwich bread for the past two years in our cafeterias. The transition from white bread products was not smooth. Now the kids are used to seeing them on the serving lines and don't even question it anymore. We have an enrollment of 900 students and serve 500 meals per day. We would love to hand out these buttons to our students. We are doing our best to educate our students on healthy eating.

Kathy B. and Deborah B., South Seneca Schools, Ovid, NY

We teach 4th graders. Our classes are studying Nutrition and how to use the new food guide pyramid. In the classroom we've been talking about what are whole grains and what are processed grains. We've examined the ingredient panels on food labels and packages. And have taste tested foods made from a variety of whole grain. Would it be possible to get 60 of your JUST ASK buttons for our students?

Dori T. and Doug S., Spirit Lake, IA

I am the sole Dietitian on a Naval Base in Sicily. We are planning a weight loss challenge and commissary (our supermarket) tour, both promoting whole grain foods. It would be great to be able to pass out some buttons for these events. We're expecting at least 300 people.

LCDR Jim M., RD, Naval Hospital Sigonella, Sicily

We are Registered Dietitians...in Eau Claire, Wisconsin and we were asked to give a talk and set up a display on the topic of whole grains and we would like to have your permission to utilize the graphic of your whole grain (that shows the bran, germ and endosperm) and whole grain stamp as we would like to educate the public. We would love to have some buttons available. We are expecting 900+ people to our event.

Marshfield Clinic, Eau Claire, WI

We are working more and more whole grain foods into our daily cafeteria menu [at our company]. One recent example is we have switched to a whole grain pizza dough for our entire pizza program. We serve 95 % of our sandwiches on whole grain buns, breads etc. This is a new initiative for us and I would like our staff to wear the buttons to help promote it.

Lynne B., Company Foodservices Mgr., Wilkes-Barre, PA

I have been traveling to numerous parts of Louisiana giving a presentation entitled 'Healthy Managers Make Better Choices'. In my Powerpoint presentation, I educate my audiences about whole grains and the whole grain stamp. I would love to be able to give out "Just Ask" buttons.

Maxine M., Thibodaux, LA

We at Stanford University (student health services and Stanford Dining) for National Nutrition Month will be promoting whole grains as part of a nutrition education campaign to our 6,000 undergraduates. We would like to hand promotional items out to students to encourage their selection of whole grain foods.

Vivian C., Vaden Health Center, Stanford, CA

We are including whole grains on our school meals but could use any promo material you offer to encourage our 3000 students to ask for whole grains.

Heidi B., School foodservice director, Oakdale, CT

We are implementing a grant [with] two facets. The first is the prevention of obesity with pre-school children and their parents, and that is where we are doing our presentation on Saturday for Head Start. The second is intervention, and we are teaching 3 nine-week sessions of KidShape, a national program for healthy lifestyles for children 10-13 and their families at a park district field house in our area. I think the whole grain message fits in perfectly with the nutrition messages we are sharing with our families, and I am especially grateful for the Spanish-language handouts your website provides for our use. I look forward to additional events promoting whole grains, and wish you continued success in your work.

Elizabeth R., MPH, RD, Chicaco, IL

[We are] Health Educators for a Healthy Life style and Weight loss program for a large state-wide non-profit Healthcare system (nearing 19,000 employees). In our comprehensive program, we continually educate & promote the benefits of eating 100% whole grains to our clients in achieving and maintaining a healthy weight and life style. We would love give our current clients your "Whole Grains" buttons as well hand out at our program promotional events! These events regularly take place across our 10 hospital & 30+ primary care clinic system and are targeted towards our employees but are also open to the public as well.

Can Do Health Educators, Edina, MN

Omaha Public Schools Nutrition Services will be targeting whole grains next school year with our students. We plan on sending out newsletters, posters, fun games, decorations, etc. Is it possible for us to get some of the buttons - for our students or if that is too many, for our staff? We have around 400 staff members. Convincing our students to take whole grain products is one of our most challenging tasks. Each year it gets a little better...but we are impatient and that is why we are making it our year's campaign. Every year we focus on a theme and use it every month in all of our newsletters, etc. It seems to make a difference to our parents and customers.

Tammy Y., nutrition services, Omaha (NE) Public Schools

I work with low-income families, individuals and schools in Michigan's Luce County. It is my job to provide nutrition education to this group of people. I do that through health fairs, one-on-one home visits, in-school programming, community programs, after school programs and more. I have found it difficult to get people excited about whole grains and I love being able to give things like buttons, magnets, stickers, etc. I would like to receive 50 to 100 buttons if that is possible to distribute to the families and individuals I will come in contact with this summer.

Jessica P., Luce County MSU Extension Office, Newberry, MI

CULINARY ADVISORS TO THE WHOLE GRAINS COUNCIL

Our Culinary Advisors help us throughout the year, answering questions from members and consumers, supplying recipes for our website, and otherwise spreading the word about the most delicious ways to enjoy whole grains. This wonderful group of culinary experts includes:

ROBIN ASBELL, AUTHOR

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