WHEAT FOODS COUNCIL

Promoting Whole Grains

Marcia Scheideman, MS, RD
President

WFC Mission

- The **Wheat Foods Council** is an industry wide partnership dedicated to increasing the consumption of wheat and other grain foods through nutrition information, education research and other promotional activities.

Wheat Foods COUNCIL

Strength and Growth

- Producers organized in 1972
- Voluntary members include all facets of grain industry – growers, millers, bakers, manufacturers, trade associations

Wheat Foods COUNCIL

WHEAT FOODS COUNCIL 35th 1972 ANNIVERSARY 2007

2005 Dietary Guidelines

- Grain message – make ‘half’ your grains whole
  - Whole grain consumption < 1 serving
- WFC message – nutritional benefits of grains
- Promoting whole grains

Wheat Foods
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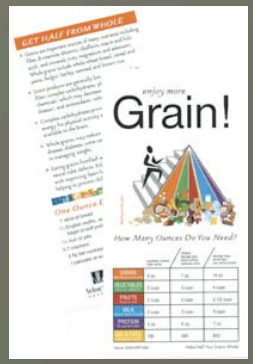
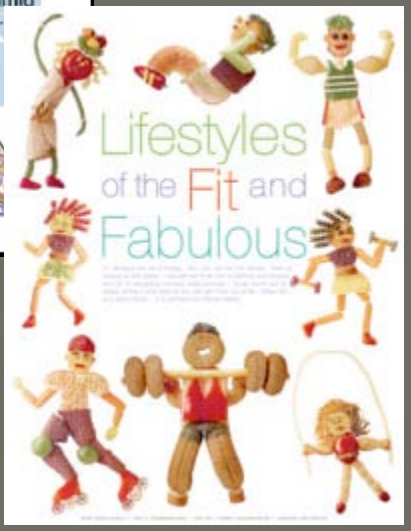
Wheat Foods Council Library





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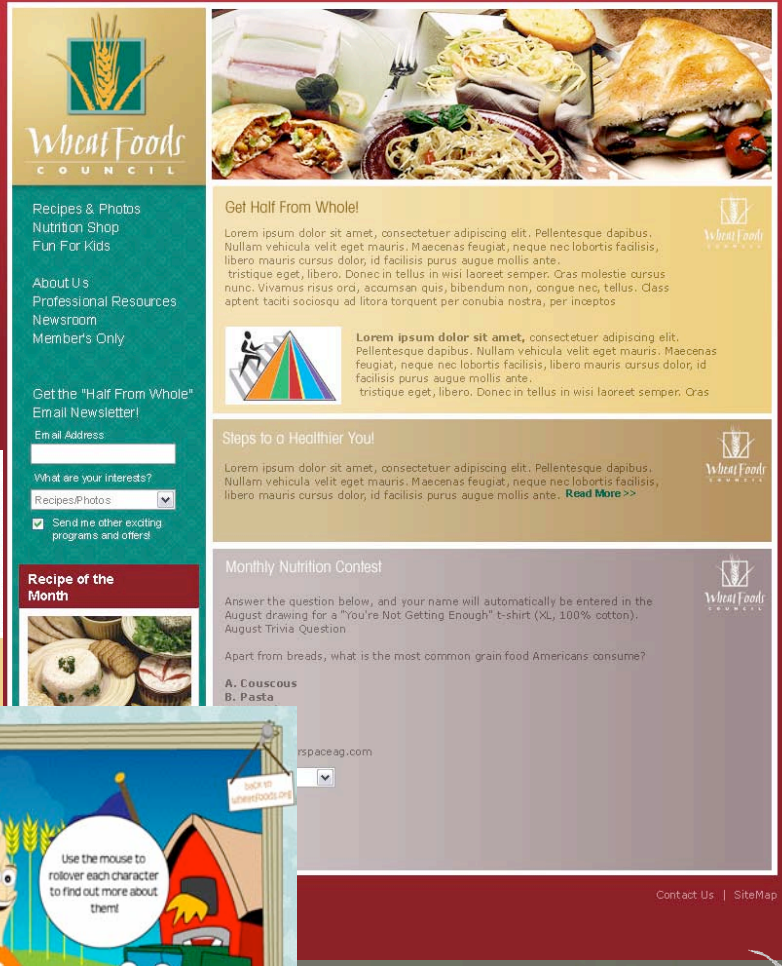
www.wheatfoods.org



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Food Photography & Recipes

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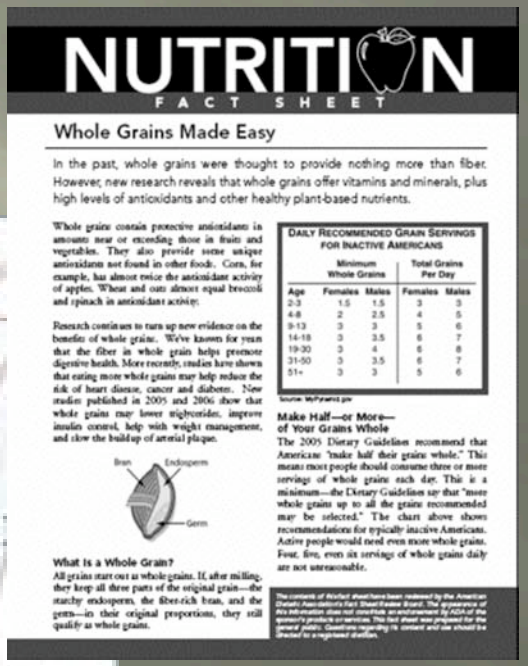
Collaborations

Wheat Foods Council - Whole Grains Council



ADA

General Mills

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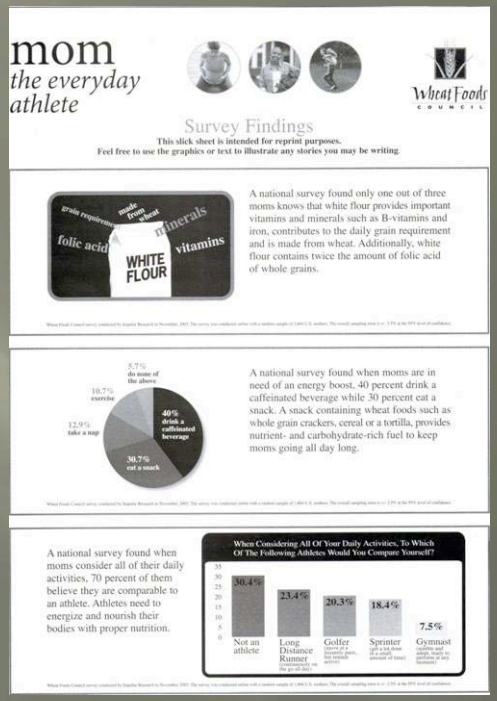
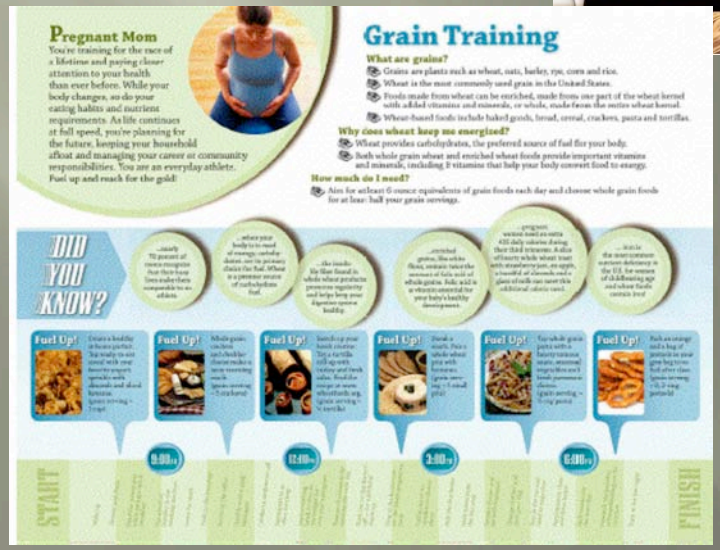
Media Promotions





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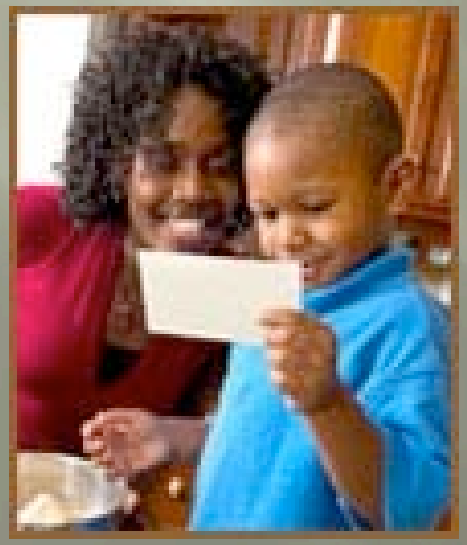
35th Anniversary Cookbook



Criteria:

- Wheat based
- Child–friendly
- Convenient
- Nutritious

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Research Initiatives

- Support research project at UVA looking into high carbohydrate/high fiber diet vs. low carbohydrate
- Other pertinent research

Wheat Foods COUNCIL

Member Education

- UPDATE Newsletter
- Conferences and Annual Meetings

UPDATE

January 2007, Volume 17, Issue 1

The Wheat Foods Council is an industry-wide partnership dedicated to increasing grain foods consumption through nutrition education and promotion programs.

Wheat Foods COUNCIL

ADA Fact Sheet ready for publication

A fact sheet written specifically for the American Dietetic Association will appear in the February 2007 issue of *The Journal of the American Dietetic Association*. Entitled "Whole Grains Made Easy," it covers the definition of whole grains, recommended grain servings for inactive Americans, the 'half from whole' message, a whole grain ideas chart and a whole grain serving definition.

The two-sided fact sheet will be inserted inside the back cover. Having a perforated edge for easy removal, the fact sheets are widely used and easily copied by dietitians in their work with consumers and the general public.

Done as a joint special project by WFC and the Whole Grains Council, this fact sheet goes to approximately 60,000 registered dietitians across the country and will be posted on the ADA website, www.eatright.org for one year. WFC thanks General Mills for their generous contribution to this project.

Whole grains may protect against childhood asthma

Incorporating whole grain products and fish into children's diet may reduce the risk of developing asthma according to newly released data in the medical journal *Thorax*.

Children between the ages of 8 and 13 were given a variety of foods in the study, including citrus fruits, vegetables, dairy products, whole grains and fish. Researchers found a distinct link with the consumption of whole grain products and fish and a reduction of asthma and wheezing.

Whole grains and fish were linked to reducing the likelihood of asthma and wheezing by 54 percent and 66 percent respectively.

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Council members are encouraged to reprint articles from this publication.

Mom, the Everyday Athlete opportunities

A letter pertaining to additional participation in the *Mom, the Everyday Athlete* campaign was included in the Annual Report mailing in December. We hope that you, as members, have had the time to read this over and consider your additional involvement and funding in year two of this very popular program.

An extensive media relations campaign will be key in getting this year's event off the ground. We will be working with a well-known celebrity "spokesMom" to increase the visibility of the WFC program. We realize that we can do this only with your ongoing support for which we greatly appreciate.

Please contact the WFC office for additional information and to pledge your part in this growing campaign.

January Holidays:

- January 1, New Years' Day
- January 15, Martin Luther King Day

UPDATE

February 2007, Volume 17, Issue 2

The Wheat Foods Council is an industry-wide partnership dedicated to increasing grain foods consumption through nutrition education and promotion programs.

Wheat Foods COUNCIL

WFC board member Carol Pratt retires from Kellogg's

Carol Pratt, Director of Regulatory and Scientific Affairs for the Kellogg Company in Battle Creek, Michigan, and current WFC board member retired from her position effective January 24, 2007, after thirty years of continuous service. Carol began her career at Mrs. Smith's frozen foods, a division of Kellogg's, on January 24, 1977, in Pottstown, Pennsylvania. When Kellogg's sold off that division in 1994, she moved to the company headquarters in Battle Creek. During her tenure at Kellogg's she has held positions in Product Development, Marketing and Quality Control. Her retirement plans include consulting, teaching a management and leadership course at Western Michigan University in nearby Kalamazoo, and spending as much time as possible at her family cabin in northern Michigan.

Thank you Carol, for your dedication and commitment to the Wheat Foods Council board. We wish you all the best in your retirement years.

Best heart healthy breakfasts include whole grains

Start the day with a whole grain meal to cut your heart attack risk, especially if you suffer from metabolic syndrome. Metabolic syndrome includes obesity, elevated blood pressure and cholesterol, and unstable blood sugar levels. Eating a meal with 19g of whole grain fiber helped widen arteries by 40 percent in people with metabolic syndrome in a study recently published in *Diabetes Care*.

This WFC funded research was conducted by Dr. Glenn Gaesser of the University of Virginia.

SOURCE: Prevention, February 2007

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February Holidays:

- Presidents Day, Monday, Feb. 19

WFC winter board meeting held

The WFC winter board meeting was held January 17-18, 2007 at the Hotel Teatro in downtown Denver. All board members were present for the meeting.

Darrell Hanavan, Executive Director of the Colorado Wheat Committee, gave a presentation on biotechnology and the wheat industry. Additional presentations were given from different industry groups on their respective perspectives on biotechnology. Additional presenters included Betsy Faga of NAMA, representing millers, and Lee Sanders, of ABA, representing bakers. A panel discussion followed with all members to discuss next steps.

PR firm Burson-Marsteller presented the next phase of the *Mom, the Everyday Athlete* campaign, which will include a nationwide walk/run event coming up in May. Several board members expressed interest in funding of the additional premium items to be given away for the event registrants.

The next board meeting will be held in Chicago in June 2007, hosted by PR firm Burson-Marsteller.