

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.



Strength and Growth



Producers organized in 1972



Voluntary members include all facets of grain industry – growers, millers, bakers, manufacturers, trade associations



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 Council Library



a Kernel of Wheat

The Kernel of Wheat...sometimes called the wheat berry, the kernel is the seed from which the wheat plant grows. Each tiny seed contains three distinct parts that are separated during the milling process to produce flour.

Endosperm...about 83 percent of the kernel weight and the source of white flour.

Bran...about 14 1/2 percent of the kernel weight. Bran is included in whole wheat flour and can also be bought separately.

Germ...about 2 1/2 percent of the kernel weight. The germ is the embryo or sprouting section of the seed, often separated from flour in milling because the fat content limits flour's shelf life.

Whole Grains...whole grain products are made with the whole kernel of grain. The bran (outer layer) contains the largest amount of fiber (insoluble), B vitamins, trace minerals and a small amount of protein; the endosperm (middle layer) contains mostly protein and carbohydrates along with small amounts of B vitamins, iron and soluble fiber; and the germ (inner part) is a rich source of trace minerals, unsaturated fats, B vitamins, antioxidants, phytochemicals and a minimal amount of high quality protein.

Enriched Grains...enriched white flour is the finely ground endosperm of the kernel. Some of the nutrients that are milled out are replaced through enrichment. Slice for slice, enriched white bread as well as other enriched grain products, are a good source of iron and B vitamins (thiamin, riboflavin, niacin and folic acid) as well as complex carbohydrates. Enriched grain products have over twice the amount of folic acid as whole wheat. Compare a slice of enriched white bread with 37mcg to a slice of whole grain bread at 17.5 mcg.

Grain-based Foods...provide complex carbohydrates—the best fuel for our bodies. These foods are often low in fat and contain fiber. Grain foods provide vitamins — especially the four key B vitamins (thiamin, riboflavin, niacin and folic acid) and iron. During the milling process, white flour is produced by removing the bran and germ portions of the wheat. Most (66%) products made from white flour are enriched. Whole grain foods are made with flour that contains all three parts of the kernel. Nutrition experts recommend that at least half of our daily grains come from whole grain products. The total number needed each day depends on age, gender and activity level. MyPyramid.gov can help individuals determine the appropriate amount of foods needed.

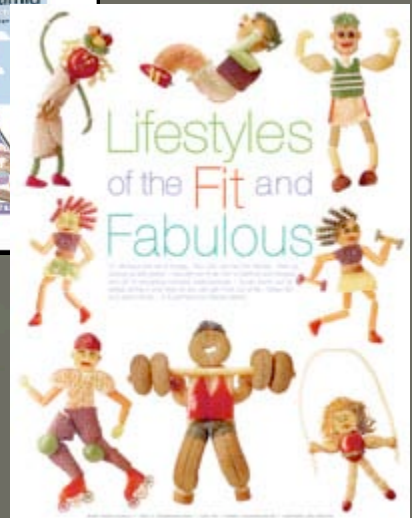
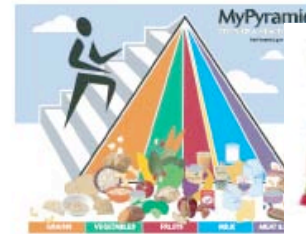
WHEAT FOODS COUNCIL
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GRAIN! GET HEALTHY FROM WHOLE!

enjoy more Grain!

How Many Grains Do You Need?

Age Group	Male	Female	Male	Female
CHILDREN	4-6	4-6	4-6	4-6
ADOLESCENTS	6-8	6-8	6-8	6-8
ADULTS	48	48	48	48



www.wheatfoods.org



Message from The President

What energizes you, fuels your daily activities, nourishes your body and provides essential nutrients? It's not an expensive multi-vitamin or exotic herbal supplement. The answer is wheat!

Created as a nonprofit organization in 1972, the Wheat Foods Council supports the nutrition and taste benefits of grain foods. The Council aims to help increase public awareness of grains, complex carbohydrates, whole grains and fiber as essential components of a healthy diet.

Study Spotlight

What energizes you, fuels your daily activities, nourishes your body and provides essential nutrients? It's not an expensive multi-vitamin or exotic herbal supplement. The answer is wheat!

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Wheat Foods Council in the News

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Sponsored by: 

Grain Talk with Marcia Scheideman

Thursday, December 14 2006
Home for The Holidays & Healthier

Grain-based foods form the foundation of the holidays. Whether traveling to grandma's house or preparing for the holidays, memories revolve around food and holiday preparations. Depending on the occasion, the following include:

- Breaking apart bread for stuffing
- Mixing and decorating cookies
- Kneading and shaping bread

One of the Wheat Foods Council's favorite holiday traditions is the "You're Not Getting Enough" Trivia Contest. The contest is a fun way to learn more about grains and their benefits.

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Get the "Half From Whole" Email Newsletter!

Email Address:


What are your interests?
 Recipes/Photos
 Send me other exciting programs and offers!

Recipe of the Month





Get Half From Whole!

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Steps to a Healthier You!

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Monthly Nutrition Contest


Answer the question below, and your name will automatically be entered in the August drawing for a "You're Not Getting Enough" t-shirt (XL, 100% cotton).
 August Trivia Question
 Apart from breads, what is the most common grain food Americans consume?

A. Couscous
 B. Pasta


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Wheat Foods
 COUNCIL



Back to Home



Marcia Scheideman, MS, RD
 President, Wheat Foods Council

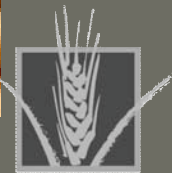
Contributors

- Lynn Holly

Recent Blog Postings

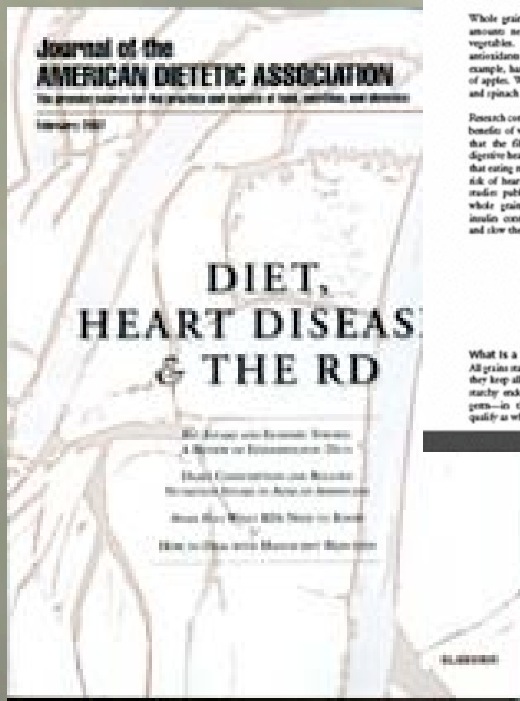
- Home for The Holidays has Never Been Healthier
- 'Tis the Season to Indulge
- To stuff or not to stuff?
- Headlines Sensationalize - The real story is in the fine

Food Photography & Recipes



Collaborations

Wheat Foods Council - Whole Grains Council



General Mills

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 grain.

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: WheatNet.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. First, five, even six servings of whole grains daily are not unreasonable.

The contents of WheatNet have been released by the American Dietetic Association's Dietitian's Resource Board. The appearance of this information does not constitute an endorsement or approval by the American Dietetic Association. This fact sheet was prepared for the general public. Questions regarding its content and use should be directed to a registered dietitian.

ADA



Media Promotions



mom
the everyday
a

mom
the everyday
athlet-

Fuel up
with v

mom
the everyday
athlete

Fuel up
and win
with wheat!



mom
the everyday
athlete

Survey Findings
This slick sheet is intended for reprint purposes.
Feel free to use the graphics or text to illustrate any stories you may be writing.

A national survey found only one out of three moms knows that white flour provides important vitamins and minerals such as B-vitamins and iron, contributes to the daily grain requirement and is made from wheat. Additionally, white flour contains twice the amount of folic acid of whole grains.

A national survey found when moms are in need of an energy boost, 40 percent drink a caffeinated beverage while 30 percent eat a snack. A snack containing wheat foods such as whole grain crackers, cereal or a tortilla, provides nutrient- and carbohydrate-rich fuel to keep moms going all day long.

A national survey found when moms consider all of their daily activities, 70 percent of them believe they are comparable to an athlete. Athletes need to energize and nourish their bodies with proper nutrition.

Pregnant Mom
You're training for the race of a lifetime and paying closer attention to your health than ever before. While your body changes, so do your eating habits and nutrient requirements. As life continues at full speed, you're planning for the future, keeping your household afloat and managing your career or community responsibilities. You are an everyday athlete. Fuel up and reach for the goal!

Grain Training

What are grains?

- Grains are plants such as wheat, oats, barley, rice, corn and rice.
- Wheat is the most commonly used grain in the United States.
- Foods made from wheat can be enriched, made from one part of the wheat kernel with added vitamins and minerals, or whole, made from the entire wheat kernel.
- Wheat-based foods include whole grain, bread, cereal, crackers, pasta and tortillas.

Why does wheat keep me energized?

- Wheat provides carbohydrates, the preferred source of fuel for your body.
- Both whole grain wheat and enriched wheat foods provide important vitamins and minerals, including B vitamins that help your body convert food to energy.

How much do I need?

- Aim for at least 6 ounce equivalents of grain foods each day and choose whole grain foods for at least half your grain servings.

DID YOU KNOW?

- Grains provide 70 percent of the energy you need to get through the day.
- Whole grains are a source of energy, unlike refined grains. The whole grain contains the entire wheat kernel, including the bran and germ, which are rich in fiber, vitamins and minerals.
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Fuel Up!

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START **FINISH**



35th Anniversary Cookbook



Criteria:

-  Wheat based
-  Child-friendly
-  Convenient
-  Nutritious



Wheat Foods
COUNCIL

Research Initiatives



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



Clinical Care/Education/Nutrition
RESEARCH REPORT

A High-Carbohydrate, High-Fiber Meal Improves Endothelial Function in Adults With the Metabolic Syndrome

Clinical Care/Education/Nutrition
RESEARCH REPORT

Influence of Glycemic Index/Load on Glycemic Response, Appetite, and Food Intake in Healthy Humans

RESEARCH REPORT

Clinical Care/Education/Nutrition
RESEARCH REPORT

A High-Carbohydrate, High-Fiber Meal Improves Endothelial Function in Adults With the Metabolic Syndrome

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Bradical artery flow-mediated dilation (FMD) using high-resolution ultrasound is a well-accepted, non-invasive bioassay for vascular endothelium. It is generally accepted that increased arterial stiffness and endothelial dysfunction are associated with the development of atherosclerosis and are linked to acute cardiovascular events. In several studies (2, 3), endothelial dysfunction is an independent predictor of future cardiovascular morbidity and mortality. The postprandial state may be critical in the development of atherosclerosis (4). A single high-fat meal can induce endothelial dysfunction, whereas low-fat meals generally neither improve nor worsen FMD (5-8). The lack of a reported effect of low-fat meals on FMD may be attributable in part to insufficient dietary fiber in the meal. In particular, more total cereal fiber consumption is associated with reduced cardiovascular disease incidence and mortality (9-11) and lower prevalence of the metabolic syndrome (12) and may reduce systemic inflammation (13). We examined whether a high-carbohydrate meal with increased fiber would improve brachial artery FMD in adults with the metabolic syndrome. For comparison, we also examined the impact of a low-carbohydrate, low-fiber meal.

RESEARCH DESIGN AND METHODS Twelve women and 3 men, 44.1 ± 1.0 years of age, 98.0 ± 10.0 kg, 170 ± 0.07 m, not smoking, nonalcoholic adults who met the International Diabetes Federation criteria for the metabolic syndrome participated in the study (14). Subjects were not taking medications to control blood lipids, blood pressure, or blood glucose. Brachial artery FMD was used to examine endothelial-dependent function, and a 400- μ g endothelial dose of nitroglycerin was used to examine endothelial-independent vasodilation. The same blinded investigator was used for all imaging studies, and brachial artery measurements were obtained using non-dimensional and Doppler ultrasound measurements (HEM 5000, ATL Philips). Ultrasound, Medias, M3 with a linear array transducer at a transmit frequency of 12 MHz. All digital images were acquired according to the guidelines of the International Brachial Artery Reactivity Task Force (15) and analyzed with customized edge-detection and wall-tracking software (Brachial Artery Medical Imaging Application, Iowa City, IA). The same image reader was used for all analyses, and the lumen-intima interface was used to determine vessel diameter.

Images were obtained on each subject's extended nondominant arm, which was immobilized by supports. Heat ray sensors were applied to capture digital still images at the onset of the Q wave. Three baseline images were captured after identification of a segment with a clear intima and posterior intimal interface between the lumen and vessel wall. A pressure cuff placed 2 cm distal of the arterial field was inflated to 50 mmHg above systolic blood pressure for 5 min. After rapid deflation of the cuff, digital still images were captured every 5 s from 0 to 120 s to determine peak dilation. Fifteen minutes later, the procedure was repeated with nitroglycerin administration. Following an overnight fast, subjects were imaged at baseline and 4 h postprandially. The order of the meals was randomized, and each subject received both meals. All meals were prepared and consumed at the general clinical center's metabolic kitchen and contained between 355 and 400 kcal, depending on age, sex, weight, and height (16). The high-carbohydrate, high-fiber meal contained 70 g all-bran cereal (100%), 70 g whole wheat bread, 210 ml nonfat milk, 107-214 ml cranberry juice, 10 g sweet of yellow, and 4.3-8.6 g margarine, with a macronutrient composition of 89-36% carbohydrate (19 g cereal fiber), 12-16% fat (11.0-4.4 g saturated, 3.0-4.0 g monounsaturated, and 1.9-2.5 g polyunsaturated), and 13-13% protein. The low-carbohydrate meal contained two-thirds egg, 28.6-36.6 g shoulder cheese, two to three turkey and egg patties, 220 ml whole milk, 100 ml cottage cheese, 21 g mozzarella, and 0.6 g margarine, with a macronutrient composition of 12-16% carbohydrate (0.5 g fiber), 58-61% fat (16.5-25.2 g saturated, 14.5-20.3 g monounsaturated, and 3.4-7.1 g polyunsaturated), and 26-29% protein. A 2 × 2 ANOVA with repeated measures was used to assess differences in FMD between diets.

RESULTS—Resting brachial artery diameter and endothelial FMD percent change, and nitroglycerin percent change did not differ at baseline,

obtained on each subject's extended nondominant arm, which was immobilized by supports. Heat ray sensors were applied to capture digital still images at the onset of the Q wave. Three baseline images were captured after identification of a segment with a clear intima and posterior intimal interface between the lumen and vessel wall. A pressure cuff placed 2 cm distal of the arterial field was inflated to 50 mmHg above systolic blood pressure for 5 min. After rapid deflation of the cuff, digital still images were captured every 5 s from 0 to 120 s to determine peak dilation. Fifteen minutes later, the procedure was repeated with nitroglycerin administration. Following an overnight fast, subjects were imaged at baseline and 4 h postprandially. The order of the meals was randomized, and each subject received both meals. All meals were prepared and consumed at the general clinical center's metabolic kitchen and contained between 355 and 400 kcal, depending on age, sex, weight, and height (16). The high-carbohydrate, high-fiber meal contained 70 g all-bran cereal (100%), 70 g whole wheat bread, 210 ml nonfat milk, 107-214 ml cranberry juice, 10 g sweet of yellow, and 4.3-8.6 g margarine, with a macronutrient composition of 89-36% carbohydrate (19 g cereal fiber), 12-16% fat (11.0-4.4 g saturated, 3.0-4.0 g monounsaturated, and 1.9-2.5 g polyunsaturated), and 13-13% protein. The low-carbohydrate meal contained two-thirds egg, 28.6-36.6 g shoulder cheese, two to three turkey and egg patties, 220 ml whole milk, 100 ml cottage cheese, 21 g mozzarella, and 0.6 g margarine, with a macronutrient composition of 12-16% carbohydrate (0.5 g fiber), 58-61% fat (16.5-25.2 g saturated, 14.5-20.3 g monounsaturated, and 3.4-7.1 g polyunsaturated), and 26-29% protein. A 2 × 2 ANOVA with repeated measures was used to assess differences in FMD between diets.

resting brachial artery diameter, FMD percent change, and nitroglycerin percent change did not differ at baseline.

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ABBREVIATIONS: FMD, flow-mediated dilation.

A table showing the influence of dietary intervention on endothelial function and arterial stiffness for each individual.

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Wheat Foods
COUNCIL

Member Education



UPDATE Newsletter Conferences and Annual Meetings



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



Mom, the Everyday Athlete opportunities

A letter pertaining to additional participation in the Mom, the Everyday Athlete.



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 "spokesmodel" 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.

Council members are encouraged to reprint articles from the publication.

January Holidays:
 • January 1, New Year's Day
 • January 13, Martin Luther King Day

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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 healthier Americans, the trail 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 my 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 6 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.



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



WFC winter board meeting held

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

Darrel Harawan, Executive Director of the Colorado Wheat Committee, gave a presentation on biotechnology and the wheat industry. Additional presentations were given from offent industry groups on their respective perspectives on biotechnology. Additional presentations included Betty Faga of NAMA, representing millers, and Lew Sanders of ADA, representing bakers. A general discussion followed with all members to discuss next steps.

PRC 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 participants.

The next board meeting will be held in Chicago on June 20, 2007, hosted by PIR firm Durson-Marsteller.

Council members are encouraged to reprint articles from the publication.



February Holidays:
 • Presidents Day, Monday, Feb. 19

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 Pittsburgh, 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 11g 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.

February Holidays:
 • Presidents Day, Monday, Feb. 19



SOURCE: Presentation, February 2007