Cynthia Harriman
Director of Food & Nutrition Strategies
Oldways & the Whole Grains Council

November 7, 2007
Just Ask for Whole Grains Conference
Whole Grains, ca. 1967
Whole Grains, ca. 2007
The Whole Grains Council

• Helps consumers find whole grain foods and understand their health benefits

• Helps the media write accurate, compelling stories about whole grains

• Helps manufacturers create delicious whole grain products
Helping Consumers
...in grocery stores
A Symbol is Sorely Needed

“It cannot be hoped to successfully educate, market and increase whole grain consumption until consumers can identify whole grain foods.”

Marquart, Wiemer, Jones, and Jacobs
1 1/2 Years in the Making...
Stamp Launched Jan. 2005

February 2005:
Bob’s Red Mill & Great Harvest using Stamp

The Whole Grains Council  Oldways Preservation Trust
Stamp Catches on Quickly

“…If you still aren't sure which of your favorite foods are really made with whole grains, look soon for these stamps on products. They're going to help take out the guesswork.”

Oprah Winfrey, May 3, 2005

“I am SUCH a believer in whole grains!”

The Whole Grains Council  Oldways Preservation Trust
Whole Grain Stamp Elements

- Grain Sheaf
- Whole Grain
- Our website for more info
Whole Grain Stamp Elements

Grams of whole grain per labeled serving

21g or more per serving
100%, if all the grain is whole grain; there is NO refined grain
Whole Grain Stamp Elements

Minimum Dietary Guidelines Recommendation for context

EAT 48g OR MORE OF WHOLE GRAINS DAILY
Different Numbers Galore

Basic Stamp
minimum 8g of WG

EAT 48g OR MORE OF WHOLE GRAINS DAILY

100% Stamp – NO refined grain
minimum 16g of WG

EAT 48g OR MORE OF WHOLE GRAINS DAILY

The Whole Grains Council
Oldways Preservation Trust
A Difference Maker

Consumer focus groups held in October 2006 in three midwest cities questioned shoppers about the Whole Grain Stamp. The majority of these adults

• associated the WG Stamp with being **healthy**

• thought it carried **helpful & meaningful** information

• believed the Stamp was reason to at least "**make me pick it up** and look at it" and that

• it would be “a **difference maker** when they were trying to decide between two similar products."
Widespread Consistent Standard

Now on 1400 products, across all segments of grain products. 178 companies support the standard.
Widespread Consistent Standard

American Italian Pasta Co.  Interstate Bakeries
Barilla USA               Kellogg and Kashi
Bimbo Bakeries            Mission Foods
ConAgra                   Nestle
Costco Wholesale          Quaker Oats
Country Home Bakers / J&J Snacks  Ralcorp
Flowers Foods             Schwan Food Company
FritoLay                  Tyson Foods
General Mills             Uncle Ben's/Mars USA Inc.
George Weston Bakeries / Thomas’         Unilever
Heartland / McKee          Whole Foods

A full list is at the back of your program binder, including companies based in Canada, Germany, Ireland, Norway, Finland, Italy
Consumers Look for the Stamp

“I am pregnant. It has been quite a bit of work for me to try and find products that not only contain whole grains, but also have them in a quantity that makes it worthwhile to purchase them.

Having the 'whole grain' stamp has made it much easier for me to find these products. I especially like having the exact gram count per serving listed on these stamps.”

A. Wilson, July 2007
...and Notice Its Absence

Dear Ms. Harriman:
I did not see any [redacted] products. Did I miss them or does their whole grain bread somehow not qualify?

D. Holt, August 20, 2007
Helping Consumers
…in restaurants
Just Ask for Whole Grains

“No one ever asks for whole grains, so we don’t bother serving them…”

“No one ever serves whole grains, so I don’t bother asking for them…”
“Just Ask” Breaks the Cycle

• I decided to ask for a healthier dinner. It was supposed to have white rice but I asked if they had anything better in the back they could throw in for me and it turns out they had brown rice and quinoa! *Applebee's, Portage, MI (Kathleen K.)*

• The salmon salad has wheat berries on it! 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 (Kate N.)*
Just Ask for Whole Grains™

- Grassroots campaign
- RDs, teachers, nurses
- Buttons, stickers
- Handouts
- Web-based info
- Positive, active

Blue states = Just Ask Campaign
Just Ask for Whole Grains™

“I am a pediatric nurse. Every summer I teach nutrition at Camp Sweet Freedom, a daycamp for children who use insulin, & Camp Strongheart, a camp for overweight children. Whole grains are always my first lesson! Thank you for what you provide to those of us “in the trenches”!

Susan Pollack, Club Strongheart, West Cabarrus YMCA, Concord, NC
Whole Grains Challenge

“At least one whole grain choice everywhere Americans eat.”

New Restaurant Memberships in 2008
Virginia Tech Dining Services

- posters, flyers
- feedback cards
- 30 choices / day
- 25 new ingredients
- WG menu symbol
- co-operation
- active, positive
Who’s Doing What…

- Premium Chicken Sandwiches have a bun with 8g of whole grain.

- Whole grain linguini available as an option in any pasta dish.

- “Smart Eating Menu” includes brown rice pilaf, whole grain tortillas.

- Whole grain baguette, whole grain loaf and whole grain miche offered.
<table>
<thead>
<tr>
<th>Restaurant</th>
<th>What's Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>P.F. Chang's China Bistro</td>
<td>Brown rice offered as an option with all meals.</td>
</tr>
<tr>
<td>Fazoli’s</td>
<td>Whole grain penne available as an option in any pasta dish.</td>
</tr>
<tr>
<td>Rubio’s</td>
<td>HealthMex burritos are served on whole grain tortillas.</td>
</tr>
<tr>
<td>Sam’s</td>
<td>Brown rice, whole wheat wraps and soba noodles available.</td>
</tr>
</tbody>
</table>
If you serve it...they will eat!

White Rice
12m pounds

Brown Rice
10m pounds

PF Chang’s China Bistro & Pei Wei’s Asian Diner / 2007
More for Consumers

- Phone and email support
- Whole Grains Month activities
- Support for RDs and others working with consumers
- Website chock full of information
Helping the Media
Amplifying Our Voice

To ensure your food choices are made with whole grains, look for an FDA health claim on packaging, as well as one of three new Whole Grain Stamps.

Shopping Toward the Goal

Quick tips to keep in mind when reading labels to find products made with whole grains:

1. **Watch the wording on packaging.** According to a research review published in the *Journal of Nutrition*, many people are unable to correctly identify whole-grain foods in the supermarket because terms like multigrain or nine-grain are so misleading. Knowing what to look for is key. If a product is made from a whole grain, it will say so explicitly in the ingredient list. For example, a true whole wheat bread will have 100 percent whole wheat flour as its first ingredient.

2. **Scan for seals.** Two new, easy-to-spot clues include a Food and Drug Administration-approved health claim linking the consumption of whole grains to a reduced risk of heart disease and certain cancers. The other is one of three yellow and black Whole Grain Stamps (left), which were developed by the Whole Grains Council, a subsidiary of the Oldways Preservation Trust, a nonprofit organization that advocates healthful eating.
Helping with 200 Stories/Year

- Health benefits of whole grains
- Details on specific grains
- Information about new products
- Market statistics
- Photos and graphics
Helping Manufacturers
A Delicate Balancing Act
Resources for Manufacturers

• Labeling Information and Advocacy
  – Regulatory clarity
  – Consumer clarity

• Scientific Advice

• Educational Materials
  – For inhouse “evangelists”
  – For customers

• “Credit” for making healthier products
New Whole Grain Products up 1200%

Mintel Global New Products Database, through June 30, 2007

The Whole Grains Council  Oldways Preservation Trust
2006+1st Half 2007 Launches

39.9% Bakery
25.5% Cereal
15.8% Snacks
8.5% Sides
4.2% Meals
2.7% Meal Centers
4.2% Baby Food
3.3% Other

All Natural Whole Wheat Triple Berry Muffin
Apple Coffee Cake
Amaranth Cinnamon Snaps
Blueberry & Oats Coffee Cake
Cinnamon Chip Oatmeal Scone Mix
10-Grain Pancake Mix

(all of the above are 100% whole grain)
2006+1st Half 2007 Launches

39.9% Bakery
25.5% Cereal
15.8% Snacks
8.5% Sides

Snacker Sunflower Cheese Kracker
Black Pepper Crackers
Amaranth Rosemary Basil Mini-Ridges
Multigrain White Cheddar Cheese Puffs
TLC Pumpkin Spice Bar
Optimum Energy Bar Orange Chocolate
Cranberry Walnut Snack Bar

(all of the above offer 16g or more whole grain)
2006+1st Half 2007 Launches

- Bakery: 39.9%
- Cereal: 25.5%
- Snacks: 15.8%
- Sides: 8.5%
- Meals: 4.2%
- Meal Centers: 2.7%
- Baby Food: 3.3%
- Other: 4.7%

Sparkling Juice Beverage
Rice-based “ice cream”
Brown-rice yoghurt
Whole Grain Flour up 26% in 1 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.”

Working Together

- 178 WGC Industry Members
- 13 Scientific Advisors
- 10 Culinary Advisors
WGC Members

July 03
first meeting
9 members

July 04
one year
22 Founding Members

January 05
Stamp launch
31 members

June 06
Stamp Phase II
96 members

October 07
Just Ask!
178 members

The Whole Grains Council
Oldways Preservation Trust

45 of 49
What’s Next?
Big Potential in Whole Grains

Consumed
- 13% Whole Grains
- 87% Refined Grains

Recommended
- 50% Whole Grains
- 50% Refined Grains
The Whole Grains Council

Helping Americans make half (or more!) of their grains whole

Thank You