Coming Up at the Whole Grains Council

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Whole Grains: Breaking Barriers, Boston, November 9-11, 2014
Whole Grain Sampling Day

April 1, 2015 – always 1st Wednesday in April

For Foodservice, Manufacturers, Restaurants, Food Trucks, Schools, Individuals, Families…

• Pick a promotion that matches your existing marketing/education goals
• Anything goes, as long as it helps make it easier for more people to try more whole grains
• We help you publicize your plans and support you with graphics, tweets, etc. – but there’s no fee, no rules for participating
Whole Grain Sampling Day

Healthcare
Chef Demo and RD Talk
Rex Healthcare

Supermarket
Quiz Game, Whole Grain Prizes
Giant Eagle Supermarkets

Food Mfr.
Sample Whole Grains
Wednesday April 3, 2013

QSR
Honey Whole Wheat Pretzel
Free Signature Pretzel with the purchase of a Honey Whole Wheat Pretzel

Buy One, Get One Free offer
Auntie Anne’s

Facebook Sweepstake
Batter4U Foods

Oldways and the Whole Grains Council
2015 Early Commitments

Email Kelly Toups at kelly@oldwayspt.org to get involved

Oldways and the Whole Grains Council
Expand School Support

More Whole Grain Support Materials
• Tools for teachers
• Hub for whole grains education
• Reinforce nutrition for kids and families outside of the cafeteria line
WG Month – September 2014

Bobbi's Kozy Kitchen

Oldways and the Whole Grains Council
Three “finalist” ideas

1. **Baking with Whole Grains**: Home bakers across the country will send in photos of their favorite whole grain baked goods and a random winner will win an all expense paid trip to King Arthur Flour’s Baking Education Center in Vermont.

2. **Whole Grains in Schools**: We’ll provide classroom materials and coupons to teachers throughout the month so they can incorporate whole grain education into their lesson plans. We’ll pick an after-school care organization at random (from nationwide nominations) to win a case of whole grain goodies.

3. **Scouting Out Whole Grains**: We’ll work with the Girl Scouts and Boy Scouts to create a curriculum to help scouts earn a nutrition and/or whole grain badge. Scouts can also send photos of something they made with whole grains for a chance to win whole grain goodies mailed to their troop.
Foodservice Workshop

Late 2015 / Early 2016
• Goal: Help food service make the switch to whole grains & increase whole grain offerings
• Vendors & Manufacturers: How can you help?
The Whole Grains Council

Helping people worldwide enjoy more whole grains

www.WholeGrainsCouncil.org