

The WGC and the Whole Grain Stamp



PDFs and videos of most presentations will be available for downloading at WholeGrainsCouncil.org/attend-our-conference sometime in December

WHOLE GRAINS: BREAKING BARRIERS CONFERENCE

November 9-11, 2014, Boston, MA

THE WHOLE GRAINS COUNCIL AND ITS WHOLE GRAIN STAMP PROGRAM

In October of 2014, the Whole Grains Council and the Whole Grain Stamp Program hit an important and exciting milestone: 10,000 products with the Whole Grain Stamp! Now in its eleventh year, the Whole Grains Council has over 375 wonderful members and the Stamp is on products in 42 countries.

This section talks about the development of the Whole Grains Council and the exciting growth of the Stamp Program, and provides a glimpse of the other creative programs, events, and promotions developed by the Whole Grains Council.

The Whole Grains Council's Mission and History

- Mission, Goals and Programs of the Whole Grains Council
- Whole Grains Council Timeline

Whole Grain Stamp Facts and Figures

- Explanation of 100% Stamp and Basic Stamp
- Statistics highlighting growth for the Whole Grains Council and the Whole Grain Stamp
- The Whole Grain Stamp Worldwide

WGC: Breaking Barriers, Making a Difference

- Online outreach around the world
- Partnerships and Media
- Consumer Hotline

WHOLE GRAINS COUNCIL

MISSION, GOALS AND PROGRAMS

In April 2002 a group of concerned millers, manufacturers, scientists and chefs gathered in San Diego at a Whole Grains Summit organized by Oldways. Inspired by Oldways Founder K. Dun Gifford, they made plans to band together to promote increased consumption of whole grains. With Oldways, they organized the Whole Grains Council to develop and carry out a consumer education campaign and to enlist others to join in this important effort. The WGC's first meeting was held in July 2003.

Oldways and the Whole Grains Council set these initial goals:

- To reach scientific consensus on the definition of “whole grain” and on the health benefits of whole grains, and to advocate additional research about whole grains and health.
- To educate consumers about the benefits of whole grains and to help them find, buy and cook whole grains.
- To help grain-product companies, retailers and restaurants meet the needs of health conscious consumers with appealing products.
- To serve as a conduit between science, industry and consumers.

In the decade since, we have met these goals and exceeded them:

- Grown from nine members to over 375!
- Created a dynamic, ever-growing website at www.wholegrainscouncil.org
- Achieved consensus on a consumer-friendly definition of whole grains, which is now widely accepted.
- Held conferences in November 2004, January 2006, November 2007, April 2009, January 2011, and October 2012.
- Managed a continuing campaign to educate the media and the public about the health benefits and delicious tastes of whole grains.
- Launched the Whole Grain Stamp.

Today, we define our mission in three parts: The Whole Grains Council

1. Helps consumers find whole grain foods and understand their health benefits;
2. Helps manufacturers and restaurants create delicious whole grain foods; and
3. Helps the media write accurate, compelling stories about whole grains.

In addition to the Stamp, our educational programs are far-reaching, including:

- **Whole Grains Month:** September is Whole Grains Month, celebrated every year with special events and promotions all month.
- **Whole Grain Sampling Day:** Every year on the first Wednesday in April, our annual Whole Grain Sampling Day, works with partners worldwide to encourage people to try more delicious whole grain foods.
- **Year-Round Outreach:** Throughout the year we provide free materials to schools and health professionals about whole grains and health, and we host a “Whole Grain Hotline” answering questions by phone and email.

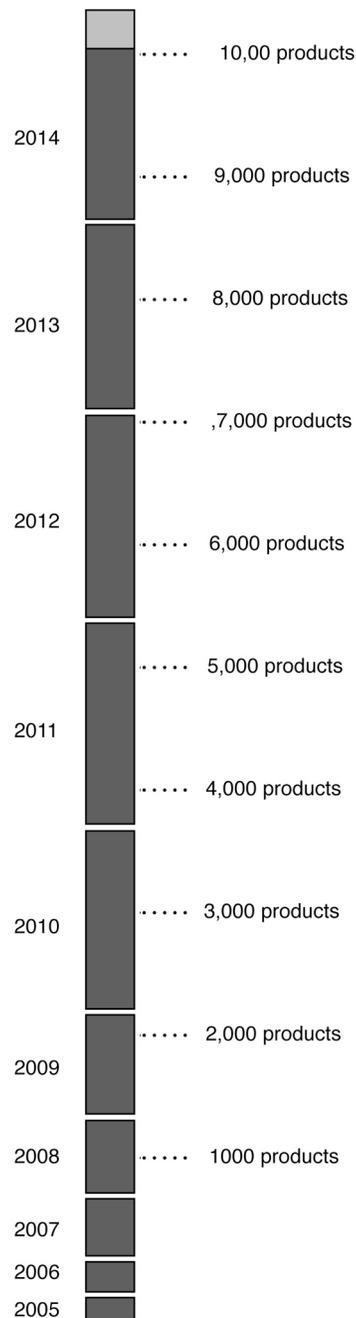
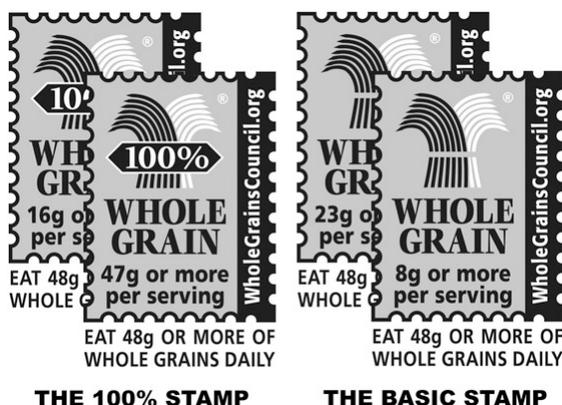
WHOLE GRAINS COUNCIL TIMELINE

April 2002	Oldways issues original Whole Grains Challenge in San Diego; planning begins for foundation of the WGC.
July 2003	First meeting of the Whole Grains Council; leadership and initial goals decided.
May 2004	Second meeting of the WGC members and Advisory Board; agreement on definition of “whole grains.”
November 2004	WGC Summit Conference in New Orleans; Whole Grain Stamp program unveiled to members and media.
January 2005	Stamp unveiled to public and made available to members for use on qualifying products
February 2005	First products carrying Whole Grain Stamp appear in stores.
June 2006	Phase II of Whole Grain Stamp program launched, offering gram-specific content information for shoppers.
September 2007	WGC declares September to be Whole Grains Month; National Health Observances calendar of the US government makes it official.
January 2008	Launch of the first foreign language Whole Grain Stamp, a bilingual French/English Stamp for products sold in Canada.
April 2008	The Stamp is used in the UK for the first time, followed quickly by Ireland and New Zealand.
May 2008	Spanish version of the Whole Grain Stamp is created for Mexico and the Dominican Republic. Within two years it spreads across Central and South America.
June 2009	Portuguese version of the Stamp created for Brazil.
March 2010	Chinese version of the Stamp created for China.
January 2011	McDonald’s begins using the Whole Grain Stamp on its newly-launched oatmeal; the Stamp makes a solid leap from supermarkets to foodservice.
April 2011	WGC leaders help the Chinese government host a whole grains conference in Beijing.
July 2011	Arabic version of the Whole Grain Stamp created for UAE.
April 2012	The WGC celebrates the first Whole Grain Sampling day.
September 2013	USDA announces that whole grain consumption rose 23.4% from 2008 to 2010. Our efforts are working!
April 2014	Whole Grain Sampling Day goes international, as Google partners with us to do whole grain promotions at its locations around the world.
October 2014	The Whole Grain Stamp passes the 10,000 product milestone.

WHOLE GRAIN STAMP BASICS

The Whole Grain Stamp was introduced in January 2005, and quickly became a standard throughout the industry. The chart to the right plots this growth, from year to year, as products approved to use the Stamp surged toward the current total of 10,000+.

The Whole Grain Stamp comes in two versions. The **100% Stamp** is used on products where *all* the grain is whole grain; these products must *also* contain at least 16g of whole grain per serving. Products using the **Basic Stamp** may contain some refined grain in addition to a significant amount of whole grain (at least 8 grams).



All Whole Grain Stamps also denote the number of grams of whole grain in a serving of the product. As you can see in the graphic above, products with both the Basic and the 100% Stamp may contain widely varying amounts of whole grain.

Although the minimum level of whole grain content to use the Basic Stamp is 8 grams per serving, two-thirds of products have at least double that amount:

100% Stamp	16 grams or more	32%
Basic Stamp	16 grams or more	34%
Basic Stamp	8-15 grams	34%

Your daily need for whole grain is 48g or more, spread over six daily grain-food servings. Although the Stamp clearly states a product's whole grain content in grams, there's no need to "eat by the numbers" – simply choose all six of your grain products with the Basic Stamp, or at least three of them with the 100% Stamp, and you'll meet the recommendations for whole grain intake.

WHOLE GRAIN STAMP WORLDWIDE

When the Whole Grain Stamp was introduced in 2005, Oldways envisioned it solely as a domestic program, designed to meet U.S. regulatory requirements. As the Stamp gained in popularity in the U.S., however, some WGC member companies based in Canada asked if they could use the Whole Grain Stamp there. We worked on modifications to meet Canadian regulations, then introduced our bilingual French/English Canadian Stamp in early 2008.

Member companies then expanded use of the Whole Grain Stamp country by country, using their knowledge of regulations in countries where they regularly do business. A special thanks go to Mexico-based Grupo Bimbo, whose regulatory staff worked with health ministries throughout Central and South America and in China to ensure the Stamp was compliant with local labeling and health regulations.



Today, one-fifth of the 10,000 products using the Stamp are approved for use in one or more countries outside the United States. Top countries are:

U.S.A.	8,704	Guatemala	39
Canada	1,704	Panama	39
Mexico	337	El Salvador	36
Colombia	152	Venezuela	36
France	131	Honduras	35
Brazil	109	U.K.	35
Peru	79	Dominican Republic	34
Chile	76	China	30
Costa Rica	41	Australia	28

In addition to the countries listed above, the WGC has also approved products for Stamp use in Argentina, Barbados, Belize, Ecuador, Germany, Greece, Ireland, Italy, Jamaica, Mauritius, Netherlands, New Zealand, Nicaragua, Paraguay, Poland, Portugal, Romania, Singapore, Spain, Taiwan, Tanzania, Trinidad and Tobago, United Arab Emirates, and Uruguay. (Note: total is more than 10,000, as many products are registered for use in multiple countries.)

BREAKING BARRIERS, MAKING A DIFFERENCE

Educating Online

The education efforts of the Whole Grains Council have worldwide reach. In the past year, our website (WholeGrainsCouncil.org) welcomed 2,067,071 unique visitors from 232 countries and territories, who viewed more than four million pages. The top ten source countries for visitors were:

U.S.A.	60.9%	Philippines	0.92%
Canada	7.2%	Singapore	0.90%
U.K.	6.5%	South Africa	0.72%
India	4.9%	New Zealand	0.70%
Australia	4.2%	Malaysia	0.68%

(Keep in mind that, with such a large overall pool, that still means 16,614 visits from Malaysians, for example!)

What information are these visitors seeking when they visit our website? Here are five of the top pages:

Gluten Free Whole Grains	9.12% of visits	365,153
Whole Grains A to Z	7.29% of visits	292,056
Definition of a Whole Grain	4.19% of visits	167,855
Health Benefits of Oats	2.57% of visits	102,869
Identifying Whole Grains	2.52% of visits	100,850

Educating and Promoting through Partners

Our efforts are multiplied by the work of the many partners who collaborate with us to help us spread our message. Our annual Whole Grain Sampling Day, on the first Wednesday of each April, illustrates how such partnerships can work. Here are just a few examples from 2014:

Organizations. AICR (the American Institute of Cancer Research) worked with us on to create an infographic on whole grains and cancer risk reduction, then reached out to TKTK people through their newsletter.

Workplace Health. Google held special whole grain demonstrations and gave away grain samples at its workplace cafés worldwide.

Restaurants. Dunkin Donuts promoted a “Buy One, Get One” offer on whole wheat bagels at thousands of U.S. locations.

Manufacturers. Barilla offered a case of free whole grain pasta to any foodservice operation interested in trying new whole grain pasta dishes.

Media Outreach

In a typical year, the Whole Grains Council is involved in about 200 media stories about whole grains. Many of these involve direct interviews, while in other cases journalists use the copious information on our website, from health studies to recipes.

Our Whole Grain Hotline

We also answer questions from consumers and health professionals on the phone and through email. Here are just a sample of the types of questions we're asked in a typical month:

Would you happen to know of any studies done on the nutritional benefits of sprouted grains in the past 1-3 years?

Could you help me understand the recommended intake of whole grains?

I mill my own wheat berries into whole wheat flour. How do I make my own whole wheat pastry flour?

Does rice milk provide a serving of whole grains?

I was curious whether sprouted grains are whole grains. I have noticed "sprouted wheat" as the first ingredient in some breads that I have looked at, and I am curious if it is still a whole grain since it doesn't have the term "whole" in front of the wheat.

To augment our Hotline efforts, we also send out thousands of brochures, stickers, buttons and posters to schools and other health education organizations. All of our educational outreach is provided free of charge, through funding provided by the administrative fees of companies using the Whole Grain Stamp.

The WGC's work makes a difference. We know, when we receive emails like these:

Hi Kelly, Thank you so much for sending those out! Monday is our first meeting where I will have some eager nutrition students make up a nice poster all about whole grains and their benefits. I have already downloaded several of your educational flyers to feature at our event as well. Thank you again for your support, Food Day would not be the same without whole grains making an appearance!
- Kristine from California

Thanks so much, Kelly. I really appreciate the thorough (and quick) response to my question! Your answer helps a lot.
- Jaclyn from North Dakota

Cynthia - thank you for your prompt reply. This truly helps. Many thanks to you and Oldways for the wonderful work you do in promoting healthy eating.
- Craig from Pennsylvania

Dear Ms. Toups, Thank you so much for your help and support of our nutrition program. Now I can use the word "germ" with confidence and explain it with accuracy... and my students will love the items you are sending... Thanks again for your help.
- Teresa from Florida

WHAT'S NEXT FROM THE WGC?

The momentum will continue in 2015 and beyond. Here's a brief overview of Whole Grains Council plans for the upcoming year:

Whole Grain Sampling Day

April 1, 2015

Whole Grain Sampling Day falls on April 1 this year – a great opportunity to remind people to switch to whole grains, and not to fool around with their health! Even though we're still six months away, we have a great lineup of early committed partners already, including:

- Healthy Dining Finder
- National Restaurant Association
- Genghis Grill
- Rubio's Fresh Mexican Grill
- Google
- Compass

Look for Whole Grain Sampling Day 2015 to be bigger than ever!

Support for Schools

Yearlong

Now that virtually all grains served in schools are required to be whole grain-rich, we're doubling down on our efforts to support schools. We'll be adding new tools for teachers that will help the WGC serve as a hub for whole grains education, so that we can reinforce nutrition for kids and families outside of the cafeteria line.

Whole Grains Month

September 2015

Each year, we plan at least one "centerpiece" event to help get consumers excited about whole grains and/or to help make whole grains more available to more people. We've narrowed our choices for 2015 down to three great options:

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 or Early 2016

Most chefs and foodservice workers received their training years ago, when whole grains weren't as popular as they are today. They need inspiration, tips and techniques to learn how to get the best out of available whole grain ingredients. Our aim is to gather top culinary professionals – experts in cooking with intact grains, with whole grain pasta, and in baking with whole grains – to share their secrets in a hands-on workshop with other foodservice professionals interested in becoming whole grain experts themselves.