

MAKE HALF YOUR GRAINS WHOLE CONFERENCE

April 20-22, 2009, Alexandria, VA

PROMOTING WHOLE GRAINS (OR ANY OTHER HEALTH MESSAGE!)

We know what's good for us, yet all of us do things that we know are not in our own self-interest, whether it's smoking cigarettes, eating that triple-fudge brownie sundae, or being a couch potato. We're programmed to seek pleasure and ease – so the challenge to anyone crafting health messages is, "How can we make the better choice also be the easy and pleasant choice?"

In this eclectic section, we'll document some of the facts that may be useful in creating health campaigns, and detail some innovative and positive ideas for promoting whole grains.

Hot Topics Fact Sheets

- Gluten Free and Rich in Whole Grains
- On the Menu: Whole Grains in Restaurants and Foodservice
- Comfort Food: Whole Grains Made Easy
- School Meals at a Glance
- What's Inside: Better Ingredients, Better Whole Grain Foods

Promoting Whole Grains

- What Consumers Still Don't Understand about Whole Grains
- Four Approaches to Social Media
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- Denmark's Whole Grain Campaign
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Gluten Free and Rich in Whole Grains

For all too long, the perception was that those on a gluten-free diet needed to follow a grain-free diet. It's not true! Most whole grains are in fact gluten-free:

Gluten Free Grains	Grains containing Gluten
Amaranth	Wheat (including varieties like spelt, Kamut®, faro, and durum, and products like bulgur)
Buckwheat	
Corn	Barley
Millet	
Montina	Rye
Oats *	Triticale (a rye / wheat hybrid)
Quinoa	
Rice	
Sorghum	
Teff	
Wild rice	



Oats are naturally gluten-free but are often cross-contaminated during growing or processing. Those on a gluten-free diet should specify oats certified as gluten-free.

- About three million Americans are believed to have celiac disease, the majority not yet diagnosed. Ten years is the average time a person waits to be correctly diagnosed with celiac disease.¹ Fortunately, a rising level of awareness shows promise of cutting the misery caused by delayed diagnosis.
- In the twelve months ending in mid-June 2008, sales of gluten-free products increased 20%, from \$1.46 billion to \$1.75 billion.² Growth is expected to reach about \$2.6 billion in sales by 2012.³
- Although the number of celiacs (large as it is) is under 1% of the US population, market research company Mintel reports that 8% of Americans look for gluten-free products when they shop,⁴ perhaps due to a perception that a gluten-free diet may alleviate other conditions beyond celiac disease.
- FDA has not yet issued regulations defining Gluten-Free, despite a law requiring it to do so by August 2008.⁵ The agency has proposed to set a limit of 20 parts per million of gluten in foods. This is the same limit set by European regulators, who recently lowered their limit from 200 ppm to 20 ppm for gluten free.⁶ The Gluten Free Certification Organization, a leading non-profit 501c3 inspection organization, sets a limit of less than 10 ppm of gluten for products to be considered gluten-free.⁷

¹ According to the National Foundation for Celiac Awareness at www.celiaccentral.org.

² Nielsen, as quoted in the Los Angeles Times, "Going Gluten-Free for Many Reasons, July 7, 2008

³ Packaged Facts, "The Gluten-Free Food and Beverage Market: Trends and Developments Worldwide, 2nd edition.

⁴ Mintel Reports, Attitudes Towards Food, U.S., March 2007

⁵ See details at <http://www.cfsan.fda.gov/~dms/glutqa.html#q9>

⁶ See details at http://www.codexalimentarius.net/web/standard_list.do?lang=en

⁷ See details at <http://www.gfco.org/faq.php>

FAQ on Celiac Disease

Q. What is Celiac Disease?⁸

A. Celiac disease is a digestive disease that damages the small intestine and interferes with absorption of nutrients from food. People who have celiac disease cannot tolerate a protein called gluten, found in wheat, rye, and barley.

Q. What happens when they eat these three grains?

A. Their immune system responds by damaging or destroying *villi*, small protrusions that line the small intestine. *Villi* normally allow nutrients from food to be absorbed into the bloodstream. Without healthy *villi*, a person becomes malnourished, regardless of the quantity or type of foods eaten.

Q. How do people get celiac disease?

A. It's a genetic disease. As with most genetic diseases, a person can be susceptible for years, then succumb to the disease due to a trigger, such as surgery, pregnancy, a viral infection or severe emotional stress.

Q. How many Americans have celiac disease?

A. It's estimated that about 1 in 133 Americans have celiac disease. That's about three-quarters of one percent. If you have celiac disease, about 5 to 15% of your first-degree relatives are also likely to have it. About 3 to 8% of people with type 1 diabetes also have celiac disease, and about 5 to 10% of people with Down syndrome.

Q. What are the symptoms of celiac disease?

A. Digestive symptoms – abdominal bloating, gas, diarrhea, constipation – are common, as might be expected. But extreme weight loss, irritability, depression, anemia, and many other symptoms are widespread over times, as celiac disease results in overall malnutrition.

Q. How is celiac disease diagnosed?

A. Celiac disease is an autoimmune disorder; celiacs who eat gluten will have increased levels of certain antibodies in their blood. If tests for these antibodies suggest celiac disease, doctors perform a small-bowel biopsy to check for damage to the villi.

Q. What is the treatment for celiac disease?

A. There is no cure. The only treatment is to follow a gluten-free diet that avoids even trace amounts of wheat, barley, and rye, for the rest of your life. Food must be carefully prepared in a gluten-free environment – simply ordering rice (a gluten-free grain) in a restaurant is unlikely to be safe if it's been prepared or even stored in the same area as gluten-containing foods. For most people, improvements begin within days of starting a gluten-free diet, and the small intestine will be restored to health in 3 to 6 months (children) or up to two years (older adults).

The bottom line: Most whole grains are gluten-free. The enhanced health benefits of whole grains are even more important to those with chronic disease, so celiacs should take advantage of the wide array of gluten-free whole grain products now available on the market.

⁸ Information on this page from the National Institutes of Health, National Digestive Diseases Information Clearinghouse.

On the Menu: Whole Grains in Restaurants

Whole grains have caught the fancy of top chefs, and are quickly trickling down to popular quick-serve chains.

- Mintel Menu Insights named “Grain Goodness” as one of its Top 5 Trends for 2008, saying “Nutritious grains are expected to grown on menus, using options such as kamut, quinoa, barley, and millet.”⁹
- When the American Culinary Federation asked 1282 chefs to rate 194 culinary trends as “hot,” “passé,” or “perennial favorite,” only 19 trends rated higher than whole grain bread, with 56% of chefs rating it “hot” and 28% rating it “a perennial favorite.”¹⁰
- Restaurants that serve whole grains are sometimes surprised by diners’ response. Sister chains PF Chang’s China Bistro and Pei Wei’s Asian Diner offer white and brown rice equally, and find that almost half of diners choose brown rice.¹¹
- Although whole grains are growing more popular at restaurants and in foodservice, only about one-fifth of whole grains consumed in the U.S. are eaten away from home.¹²



Who’s Serving Whole Grains?

Some of the top chain restaurants in the U.S. now offer at least one whole grain choice.

Restaurant	Rank ¹³	Outlets ¹⁴	WG choice(s) / whole grain per serving
McDonald’s	#1	13,673	Premium Chicken Sandwich, 8 grams
Starbuck’s	#4	11,011	Oatmeal and whole grain pastries
Pizza Hut	#6	12,877	The Natural pizza, 8 grams
Chili’s Grill & Bar	#12	1,606	Guiltless chicken sandwich, whole wheat bun
Jack in the Box	#15	2,173	Chicken Fajita WG Pita, 16 grams
TGI Friday’s	#17	609	Dragonfire Chicken stirfry with brown rice
Olive Garden	#18	651	Whole wheat linguini in any pasta dish
Panera Bread	#25	1,185	Whole grain breads and bagels
Papa John’s	#26	2,700	Whole grain pizza crust, 40g

⁹ Mintel Menu Insights, January 2008. The top five trends were 1) Super Spices 2) Mini Foods 3) Fine Fast Food 4) Grain Goodness and 5) Ingredient Provenance.

¹⁰ National Restaurant Association, October 2007

¹¹ PF Chang’s corporate marketing department, November 2007.

¹² USDA ERS: The US Grain Consumption Landscape: Who Eats Grain, in What Form, Where, and How Much? ERR-50, November 2007

¹³ 2008 R&I Top 400 Chains, Restaurants & Institutions magazine at www.rimag.com/article/CA6574478.html

¹⁴ US outlets only

FAQ – Whole Grains on the Menu

This time FAQ means Favorite Admiring Quotes

At our pizza restaurant in Charlotte, NC we sell an equal number of pizzas on 100% whole grain crust as on our classic white crust. The whole grain pizzas and focaccias have such a loyal following that I expect to see them surpass the classic dough in the very near future. Best of all, this certified organic whole grain flour is milled right here in North Carolina from a proprietary 12-grain blend.

*Peter Reinhart, Executive Pizzaiolo/Partner, Pie Town and
Author of Peter Reinhart's Whole Grain Breads: New Techniques, Extraordinary Flavor*

Whole grains bring a new level of excitement to a meal. I've been seeing more and more interesting whole grain dishes in fun and fashionable restaurants. One I keep going back for is a sumptuous Whole Wheat Spaghetti with Duck Ragu at my neighborhood Italian restaurant. Whole grains have long been the go-to in my kitchen, but I have been having fun lately playing with different ways of using them. My favorite discovery is using quinoa as a hot breakfast cereal. My Peruvian friend told me they traditionally make it in the morning with honey and apple. It is wonderful that way, or with nuts and berries.

*Ellie Krieger, Host of Food Network's Healthy Appetite and
Author of The Food You Crave: Luscious Recipes for a Healthy Life*

Quinoa and coarse bulgur are two of my all-time favorite whole grains because they cook quickly and are extremely versatile. You can take any of your favorite rice or pasta salad recipes and simply substitute one of these grains for a wholesome and flavor-packed main course. Setting whole grains in a familiar setting – such as in a Southwest salad with black beans, olives, and chopped cilantro – is a good way to introduce a food that might otherwise seem strange.

Lorna Sass, Author of Whole Grains Every Day and Whole Grains for Busy People

When I serve whole grain dishes to my clients, students and customers, I usually find that their only resistance to them is a mind-set. They are convinced they don't like them, but when I put delicious, creative grain dishes on the plate, they are converted. A great side benefit for food service is the durability of whole grains, which can stand up to a little more abuse than their white counterparts – you almost can't overcook a barley risotto! Right now pigmented rices, like black or red, and quinoa are very hip and hot. Try them out and you may be surprised by how many people already love them.

Robin Asbell, Author of The New Whole Grains Cookbook

Whole grain quinoa is a staple in my home kitchen. It adds great texture and flavor with low cost, it is quick and easy to cook - and all of the health benefits are an added bargain. I love it with dried fruit for breakfast while my husband prefers quinoa with broccoli (indie director David Lynch's recipe, in particular!).

Kathryn Conrad, Assistant Manager, Campbell's Kitchen, Campbell Soup Company

The bottom line: While whole grains in foodservice do not yet have a momentum equal to that of whole grain packaged foods at retail, real progress is beginning to take place as restaurants discover the versatility of whole grain dishes.

Comfort Food: Whole Grains Made Easy

Consumer interest in whole grains is at an all-time high, and a slew of delicious whole grain products make it easy for people to change their eating habits for the better – without giving up the foods they love.

- More than three-quarters of Americans say they want to eat more whole grains, a number that's been climbing annually.¹⁵

	2006	2007	2008
Want more whole grains	68%	71%	78%
Want less refined carbs	56%	61%	65%

- Awareness of whole grains as a food with health benefits grew 25% from 2005 to 2007.¹⁶ In fact, 3 of the top 6 foods that consumers associated with health were whole grain related:

1. Fruits and vegetables
2. Fish, fish oil, seafood
3. Milk
4. Whole grains
5. Fiber
6. Oats, oat bran, oatmeal

- Some consumers are starting to choose whole grains *because* of their taste – not in spite of it. This shows that many Americans' palates are beginning to crave the fuller, nuttier taste of whole grains – and find old favorites a bit plain by comparison.

“What is your primary reason for choosing to eat whole grain products?”¹⁷

- | | | |
|-------------------------|------------------------|----------------------|
| 32% nutritional value | 4% reduced calories | 5% other |
| 31% increased fiber | 4% change of pace | 10% I don't eat them |
| 13% better taste | 3% less refined grains | |

- Canadians are also making whole grains a top priority. Here's what consumers there responded, when asked, “When you are selecting food to eat, to what degree, if any, does each of the following influence your food choices?”¹⁸

	Somewhat influential	Very influential	Total, influential
If it is made from whole grains	34%	50%	84%
If it contains Omega-3 fatty acids	36%	27%	63%
Added ingredients like calcium or soy	39%	21%	60%
If it is organically grown	29%	21%	50%
If it has a low glycemic index	24%	17%	41%
If it was produced using biotechnology	17%	10%	27%



¹⁵ Food and Health Surveys 2006-08: Consumer Attitudes toward Food, Nutrition & Health performed annually in USA by IFIC (International Food Information Council)

¹⁶ 2007 Consumer Attitudes toward Functional Foods / Foods for Health. IFIC, October 2007. Consumers were asked to “name a specific food or food component with health benefits.

¹⁷ Harris Interactive Survey “Healthy Eating: Impact on Consumer Packaged Goods Industry” January 2007

¹⁸ Source: Tracking Nutrition Trends VI, Canadian Council of Food & Nutrition, 2006

FAQ on Whole Grains as Comfort Food

Q. Whole grains used to be rather dense and unappealing. How are today's whole grains different from whole grain choices of a decade or two ago?

A. We've left the "twigs and bark" era behind. Manufacturers have invested in the R&D necessary to produce airy, well-risen bread; crunchy, light crackers; delectable cookies; and even products like quick-cooking side dishes including whole grain ingredients. Try some of the new offerings; you'll be pleasantly amazed.

Q. So how did manufacturers get the hang of making whole grain products?

A. Ironically, some manufacturers tell us that the low-carb craze helped them make big breakthroughs. After several years of trying (with mixed success) to make edible low-carb breads and other grain foods using little or no actual grain, making these foods with *whole grains* suddenly seemed a whole lot easier.

Q. Are there a lot of these new whole grain products?

A. Yes. In 2007, an impressive 2,368 new whole grain products were introduced worldwide. And in the first three quarters of 2008, another 2,582 were launched. That's compared to only 164 whole grain products in the year 2000, and 678 in 2004.¹⁹

Q. Are these new products mostly breads and cereals?

A. No. Whole grains' popularity started with breads and cereals, but new products go way beyond, in categories like frozen dinners, snacks (whole grain cheese puffs, anyone?), and even beverages. Yes, beverages – such as brown rice milk, and fruit juice with whole grains.

Q. But are people eating these products? A "launch" could sink without a trace!

A. New data show that consumption of whole grains rose 20% from 2005 to 2008.²⁰ From 2005 to 2006, production of whole wheat flour in the U.S. rose 26%, followed by another 21% from 2006 to 2007.²¹ These numbers show that a good proportion of these new product launches are selling through and ending up in people's stomachs.

Q. Where do Americans get most of their whole grains? From what foods?

A. Breads and cereals are still the biggest contributors to our whole grain consumption, making breakfast the prime whole grain opportunity.²² Snacks come second – think popcorn and corn chips made with whole corn. Lunch and dinner lag, but are making strides as whole grain side dishes gain popularity, whole grain pasta improves in quality, and frozen entrees start to include whole grains.

The bottom line: Taste always rules supreme with consumers. No matter the health benefits of a food, the "hold –your-nose-and-eat-it-it's-good-for-you" approach never succeeds. Whole grain consumption is rising today because consumers no longer have to choose between "tastes good" and "good for you" when it comes to whole grain foods.

¹⁹ Mintel Global New Products Database

²⁰ NPD Group, National Eating Trends / Eating in America, December 2008

²¹ Tons of WG Flour: World-Grain.com / Milling & Baking News, May 2007 and Nov 2007

²² Andrea Carlson PhD et al. "Grain Consumption by Americans," USDA Nutrition Insight 32. (August 2005): 1-2.

School Meals at a Glance

- 53.5 million American kids are enrolled in kindergarten through high school,²³ and 31 million of these kids participate in the National School Lunch Program (NSLP).²⁴ Breakfasts and snacks are also available through the SBP and NSLP.
- Just over half of kids eating school lunches (more than 15 million kids) get their lunches for free, while 3 million more qualify for reduced-price lunch. The others pay full price.²⁴
- Even “full-price” lunches are subsidized 24¢ by the U.S. government, which also reimburses schools \$2.57 for each free lunch and \$2.17 for each reduced-price lunch.²⁵
- In addition to cash subsidies, schools can receive about 20.75¢ worth of free surplus commodities per meal served. Schools select these commodities from a list provided by USDA.²⁶ Whole grain foods currently included on the commodity list include whole grain pancakes, whole grain tortillas, brown rice, whole wheat flour, and rolled oats.²⁷
- Despite subsidies and commodities, schools are hard-pressed to afford healthy foods. The average school meal costs between \$2.90 and \$3.00 to prepare and serve, of which over 60% goes to labor and overhead, leaving only about \$1.15 to spend on actual food.²⁸
- Though school lunches are often criticized as unhealthy, an Eastern Michigan University study found that school-lunch kids consume fewer calories from fat, seven times as many vegetables, and twice as much fruit as brown-baggers. The brown-bag kids also ate three times as many snack foods (chips, cookies, and packaged snacks) as school lunch participants.²⁹ That could explain why a 2007 Ohio State study found that students gain more weight in the summer, and lose more weight during the school year when they can eat school meals.³⁰
- While school meals can – and do – play an important role in bringing more whole grains to children, it’s important to realize that school breakfast and lunch programs potentially provide only about 11% of meals eaten by school-age kids:

53,500,000	kids enrolled in school (K-12)
160,500,000	meals per day, at 3 per person per day
58,582,200,000	potential meals per year, all K-12 kids
5,208,000,000	school lunches served, FY 2008 ²⁴
1,813,000,000	school breakfasts served, FY 2008 ²⁴



²³ U.S. Census Bureau, October 2007. (4 million Kindergarten, 32 million elementary, 17 million secondary school)

²⁴ USDA Food Nutrition Service, at www.fns.usda.gov/pd/annual.htm FY 2008.

²⁵ Federal Register / Vol. 73, No. 130 / Monday, July 7, 2008 / Notices. Reimbursement rates are for the 48 contiguous states; Hawaii and Alaska rates are higher. Low-income school districts get an extra 2¢ per meal.

²⁶ NSLP Program Fact Sheet at www.fns.usda.gov/cnd/Lunch/

²⁷ NSLP Commodity Fact Sheets at www.fns.usda.gov/FDD/schfacts/

²⁸ Grains for Health conference, Minneapolis, MN December 2008

²⁹ Rainville, A. J. (2003) School lunch or sack lunch? Am. School Board Journal, January, 27-29.

³⁰ Am J Public Health. 2007 Apr; 97(4):696-702. Epub 2007 Feb 28.

FAQ on School Meal Programs

Q. Are schools required to “make (at least) half their grains whole?”

A. No. Although many schools do much more, as of April 2009, they are only required to “meet the applicable recommendations of the 1995 Dietary Guidelines for Americans.”²⁶

Q. 1995! Are school guidelines slated for an update soon?

A. The NSLP is in the middle of a long update process. In February 2008, USDA’s Food and Nutrition Service asked the Institute of Medicine to review and provide recommendations to update standards for the National School Lunch and Breakfast Programs. Their prepublication report is expected in October 2009³¹. After this, FNS will review the recommendations and start updating requirements, a process that staffers estimate to take about two more years (to late 2011). At this point, it is expected that school lunch program guidelines will meet standards in the 2005 Dietary Guidelines – though the 2010 Dietary Guidelines will have been released by then.

Q. So are schools just waiting, and not doing anything about whole grains?

A. Not at all! Schools across the country aren’t waiting for new rules; the overwhelming majority are doing what’s right for the kids and working hard to bring whole grains on board. According to the annual Back to School Trends Report carried out by the School Nutrition Association, “increasing the availability of whole grain products” was the top choice of school foodservice directors in describing food and nutrition efforts in place in their school districts – with over 85% citing whole grains both in 2007 and in 2008.³²

Q. What sort of guidance are schools using, for these whole grain efforts?

A. Most are simply heeding the 2005 Dietary Guidelines, and making at least half their kids’ grains whole. Others are following the standards of USDA’s voluntary Healthier US School Challenge,³³ which designates schools as “Bronze,” “Silver,” “Gold,” or “Gold Award of Distinction” winners for meeting a range of health standards.

Under this program, Gold and Gold / Distinction schools must serve at least one whole grain serving daily, and Bronze or Silver schools must serve whole grains 3 or more days per week. In general, a whole grain food is usually defined as one where a whole grain is the first ingredient but in some instances, whole grain may instead be the primary *grain* ingredient.

Q. What about school foods that aren’t part of the NSLP? Any guidance there?

A. Yes. In April 2007, the Institute of Medicine (IOM) published recommendations for “competitive” foods served in schools outside of organized school meals.³⁴ This includes so-called “à la carte” items in the cafeteria, and items in vending machines. In general, this report advocates that such foods contribute at least one serving of fruit, vegetables or whole grains, and be moderate in total fat ($\leq 35\%$), low in saturated fat ($\leq 10\%$), and contain limited sodium and sugar.

The bottom line: Whole grains are voluntarily top-of-mind in schools, and will only become more popular in the next few years as school requirements catch up with more recent Dietary Guidelines.

³¹ Institute of Medicine, National Academy of Science, at <http://iom.edu/CMS/3788/54064.aspx>

³² SNA 2007 and 2008 Trends Reports. School Nutrition Association, schoolnutrition.org

³³ See details at <http://www.fns.usda.gov/tn/healthierus/index.html>

³⁴ See details at <http://www.iom.edu/CMS/3788/30181/42502.aspx>

Better Ingredients, Better Whole Grain Foods

A whole grain revolution is taking place, nurturing the cultivation of many additional whole grains. The following all qualify as whole grains, when all of their bran, germ, and endosperm are consumed:

- Amaranth* *Barley* (not including pearled barley)
 - Buckwheat* *Corn* (including whole cornmeal, popcorn)
 - Millet* *Oats* (including oatmeal)
 - Quinoa* *Rice* (both brown and colored rice)
 - Rye* *Sorghum* (also called milo)
 - Teff* *Triticale* (a rye / wheat hybrid)
 - Wild rice* *Montina* (also called Indian rice grass)
- Wheat*, including varieties such as *spelt*, *emmer*, *farro*, *einkorn*, *Kamut®*, *durum* and forms such as *bulgur*, *cracked wheat* and *wheatberries*



If these grains have had their bran and germ removed, they are called *refined* grains; they are no longer *whole* grains.

Just as it's important to eat a variety of vegetables to benefit from their many different nutrients, it's also healthier to eat a variety of whole grains. Just a few examples:³⁵

Amaranth and **teff** contribute to your calcium needs. A cup of either of these grains, cooked, offers about as much calcium as one-third cup of cooked spinach.

Quinoa is high in potassium. You'll get about as much potassium (370mg) from a cup of cooked quinoa as you will from a small banana.

A cup of cooked **millet** or **wild rice** fulfills over 10% of one's daily need for folate. Maybe that's why pregnant women in China traditionally eat millet porridge or soup.

What's missing in refined grains? Let's take wheat as an example. When wheat is refined, it loses half to two-thirds of dozens of different vitamins and minerals, and a quarter of its protein (see table below, for a few examples³⁵). With today's whole grain foods you can keep all those great nutrients without compromising on good taste.

	Whole wheat	Refined wheat
Vitamin E	100%	7% remains
Vitamin B6	100%	13% remains
Vitamin K	100%	16% remains
Potassium	100%	26% remains
Calcium	100%	44% remains

³⁵ All nutrient values from USDA National Nutrient Database SR 20 at www.nal.usda.gov/fnic/foodcomp/search/

FAQ on Whole Grain Ingredients

Q. I heard quinoa isn't really a grain. Is this true?

A. All cereal grasses from the botanical *Poaceae* (Gramineus) family qualify as grains. Of the grains listed on the first page of this handout, three – amaranth, buckwheat, and quinoa – are considered *pseudograins*. They do not belong to the *Poaceae* family but are usually considered grains because of their nutrient profile and because of the way they are prepared and eaten.

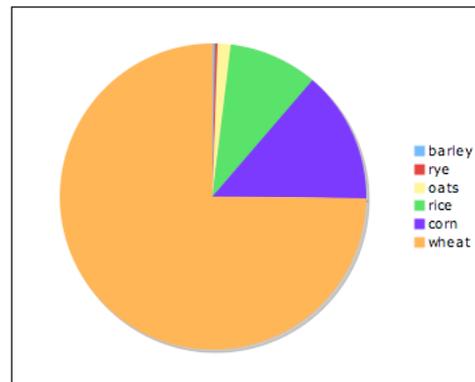
Q. What about flax? And soy?

A. Flax is considered an oilseed and soy is part of the legume family. Although both are healthy foods, they are not considered grains, and cannot be counted as whole grain ingredients.

Q. Which grains do we eat most often? Which *whole* grains?

A. Wheat is by far the most-consumed grain in the U.S. food supply, according to USDA consumption data,³⁶ which breaks down like this. We don't know which *whole* grains are eaten most often, as whole grains are not tracked by the government.

Wheat	75%
Corn	14%
Rice	9%
Oats	1.6%
Rye	0.3%
Barley	0.2%



Q. Does a grain have to be intact to be a “whole” grain?

A. No. It's okay if the grain has been processed (cracked, crushed, rolled, extruded, and / or cooked) as long as all three edible parts of the kernel – the bran, germ, and endosperm – are still present in their original proportions.

Q. Is bran a whole grain? What about germ, like wheat germ?

A. Whole means all three parts. If you only have the bran or the germ, you only have one of the three parts. Our bodies evolved for millennia eating all three parts, so do your body a favor and eat whole grains.

Q. Enough about health. Why else would I want to eat all these different grains?

A. Your taste buds would get bored if the only vegetables you ate were carrots. Offer them some excitement on the grain side, too! Each different grain has its own taste and texture so find out what you've been missing!

The bottom line: Eating a variety of whole grains – instead of just a few refined grains – benefits your health and happiness, by providing a wide range of important nutrients and a sensory smorgasbord of tastes and textures.

³⁶ www.ers.usda.gov/Data/FoodConsumption/FoodGuideIndex.htm#grain

WHAT CONSUMERS STILL DON'T UNDERSTAND ABOUT WHOLE GRAINS

At the Whole Grains Council, we field questions daily by phone and Email, giving us a unique and in-depth perspective on the (sometimes surprising) misconceptions about whole grains that persist in Americans' minds. Here are a few examples of recent queries we've received, as well as the replies we've given.

Q: Why don't the grams of whole grains on your Stamp match the grams of fiber in the nutrition panel?

A: Fiber is one healthy component of whole grain, but the two are not the same. Too much emphasis on fiber and fiber alone distracts from the other important phytonutrients and vital components of whole grains. While grams of fiber are counted in the nutrition facts panel, the Whole Grain Stamp was created because whole grains are not included but are important for overall health. Also, fiber levels in whole grains vary from 3.5% to 18% or more, so the naturally occurring grams of fiber will depend on the whole grains you're eating.

Q: My registered dietitian told me to look for "whole grains" as the first ingredient in my bread, but all I see is "whole wheat flour" – that's not the same as whole grain, is it?

A: First, kudos to you for reading the ingredient list! This is an important step to take when whole grain content is one of the criteria you use to determine healthier whole grain products. To answer your specific question, wheat is one of the many grains that can be considered whole grain when consumed with all the naturally occurring bran, germ, and endosperm. Try to think of it this way – carrots are a vegetable, so if someone were to tell you to eat your vegetables, carrots are one of the options you could choose to eat.

Q: Why are whole grains such a challenge to find in my grocery store?

A: Sometimes we don't always understand what whole grains in products are, even when we're staring them in the face—or the ingredient label, such as the case may be. Try looking for the word "whole" in front of any grain ingredient, and always know that you can trust the Whole Grain Stamp to tell you exactly how many grams of whole grains you're getting in each serving of your favorite products.

Q: Do you think it would be hard to get the children/picky eaters in my house to eat even one serving of whole grains a day?

A: Not a bit! Start introducing whole grains with foods or food groups that are favorites. Kids love slurping up spaghetti, so try pastas that blend whole and refined grains as a first step. Does the finicky eater like salty snacks? Next movie night, make up some popcorn or have whole grain crackers and cheese. The options are almost endless! Feel free to look through our online list of Stamped products for more inspiration.

Q: Is it true that people who can't eat gluten can't eat whole grains? Are there any gluten-free whole grains?

A: No and yes! Many whole grains are naturally gluten-free, such as amaranth, corn, rice, and quinoa, just to name four. Oats are inherently gluten-free, but are frequently contaminated with wheat during growing or processing. There's a whole list of gluten-free whole grains on our web site, and we can even suggest some websites for additional reading, if you're interested.

FOUR APPROACHES TO SOCIAL MEDIA, FROM WORST TO FIRST

*By Craig Stoltz, Principal
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Following are four approaches to the social web that are used by media, businesses, professional groups and non-profits. I've listed them from least effective to most effective, and added a few warnings and tips.

1. **As a way to deliver targeted messages.** Examples include blogs, Facebook groups, Twitter profiles, and social bookmarking tools like del.icio.us. These platforms let you deliver content to selected social web users who may be interested in your product, service or cause.

What's in it for you? Not much. *The social web is about people forming connections among themselves, not with you.* Many online communities resist, and even punish, overt advertising or promotion within their groups. If you use this approach, tread very carefully—and don't expect much.

2. **As a way to monitor and respond to relevant public comments.** Listen in on the user conversations taking place across the social web about your company, clients, customers, competition and niche. A simple free toolkit can do the trick; so can plenty of commercial services. Once you hear what's being said you can determine what to do next.

What's in it for you? Brand protection and market intelligence. At this point, it's nearly essential for businesses and groups to monitor the social web. Monitoring is a cost-effective, low-risk first approach for companies beginning to explore the social web. *Warning: Knowing how (and whether) to respond to material you find requires finesse.* An intemperate, defensive response can make matters worse. See the note in point 3 below.

3. **As a platform for public engagement.** Actively join or launch online conversations to interact with customers, prospects, new markets or other groups. The goal is to engage these communities as a respected, respectful participant with something substantial to share.

What's in it for you? Improved visibility, good will, brand support, plus customer acquisition, retention and service—provided you engage users properly and strategically. *NOTE: The key values of the social web are authenticity, transparency, generosity and community.* Behavior inconsistent with those values—such as injecting marketing or sales messages into others' conversations—may hurt you. Badly.

4. **As a forum for your most devoted users/customers/fans to share their enthusiasm with the world.** Identify your biggest fans and support their efforts to express themselves online.

What's in it for you? Plenty. Satisfied customers are your best spokespeople. Consumers trust recommendations from peers more than they trust anything you can say. *NOTE: This is delicate stuff: The surest way to destroy a true fan's authentic enthusiasm is to try to buy it or control it.* But if you can get your happy users sharing their experiences with others on the social web, you have a powerful marketing program that—literally—no amount of money can buy.

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KING ARTHUR FLOUR

LIFE SKILLS BREAD BAKING PROGRAM®

Baking is a great hands-on way for kids to learn math, science, and cultural traditions, all while having fun. Through their free Life Skills Bread Baking Program, King Arthur Flour has taught more than **90,000** school children how to bake bread. In turn, they've shared this bread with **local food pantries and senior centers**. Here's what they say about their program:



Homework never tasted so good!

At King Arthur Flour, we know that baking bread is a great hands-on way for kids to explore math, science, and cultural traditions, all while having fun! Your 4th through 7th grade students can learn how to bake bread through our Life Skills Bread Baking Program. In turn, they share this bread with local organizations within the community and experience the joy and satisfaction that comes from helping others.

Here's how it works: We present one or more 50-minute assemblies for students – a fun combination of baking science, technique and bread-making know-how – and provide everything necessary for each student to make two loaves of bread at home: all-purpose and white whole wheat flour, yeast, a recipe booklet, and even bread bags and twist ties! Students keep one loaf to enjoy at home and bring the other back to school to donate to a community organization chosen by your school. King Arthur Flour brings the Life Skills Bread Baking Program to your school FREE of charge.

What does the school do?

- Enthusiastically supports and promotes the KAF Life Skills Bread Baking Program
- Coordinates the assembly arrangements and use of classroom training materials
- Notifies parents and the community about the Life Skills Bread Baking Program
- Selects students to assist the instructor before, during, and after the presentation
- Assists the instructor with set up and clean up
- Distributes ingredients and materials to students for bread baking at home
- Designates a local organization to receive the bread donations and coordinates bread delivery

Here's what teachers say about our Life Skills Bread Baking Program...

"The combination of our school's activities, King Arthur Flour's demonstrations, and providing both the recipe and ingredients for families worked its magic—students brought more than 300 loaves of bread to school with them on Monday morning!"

The King Arthur Flour Life Skills Bread Baking Program is available during the school year to student populations of at least 200 in grades 4-7 in the Northeast and Midwest. We'd like to visit your school! To find out more, visit www.kingarthurfour.com, or give us a call at 802-526-1833.

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DENMARK'S WHOLE GRAIN CAMPAIGN

The intake is much too low

Rye bread and oatgrains are the main sources of wholegrain intake in Denmark, but only 6% of the Danes eat the amount of wholegrain recommended by the authorities. Particularly young people eat too little.

This is what we aim to do

The aim of the wholegrain campaign is to create target-oriented and effective interventions to ensure that the Danes eat more wholegrain and thereby improve public health.

The objective is achieved through a unique partnership across sectors and disciplines including health- and patient organizations, business, government, retail and trade.

Our focus is to make wholegrain and wholegrain products available to the Danes through new standards and markets, supported by tasty and easily accessible wholegrain products.

Our vision: The wholegrain campaign encourages Danes to eat more wholegrain in order to improve public health

Our mission: The wholegrain campaign increases the accessibility of wholegrain products and increases awareness of the beneficial effects of wholegrain

Our results: This is what the partnership has achieved so far:

- A scientific basis to identify the benefits of eating more wholegrain
- A map of which products provide the amount of wholegrain eaten by the Danes today
- An official dietary recommendation for the intake of wholegrain that amounts to 75 gram per day for adults
- A Partnership logo, which guarantees that a product contains a high percentage of wholegrain, and also has a healthy nutritional profile in terms of fat, sugar, salt and fibre
- The logo has been applied on at least 100 products sold in at least 30% of the Danish retail stores and in many local bakers' shops from January 2009
- Production of materials for distribution to bakers and retailers as well as for use in the training of employees
- A Partnership including 20 partners and 8 supporters that contribute and participate in the wholegrain campaign
- An anthropological study of the Danes' perceptions and habits in terms of bread and wholegrain
- 8 famous voluntary wholegrain ambassadors from the world of sport and media. The Minister of Food, Agriculture and Fisheries supports the campaign by being an ambassador
- Massive support from the media resulting in more than 150 articles and other publicity from the launch in January 2009

Source: <http://www.fuldkorn.dk/index.php?pageid=15>



2008 WHOLE GRAINS CHALLENGE WINNERS

Popularity of and creativity with whole grains are at an all-time high in foodservice, as evidenced by the winners of the 2008 Whole Grains Challenge, a national competition for foodservice outlets organized annually by Oldways and the Whole Grains Council.

In the Challenge, schools, hospitals, workplace cafeterias, and restaurants competed with each other in delivering the most creative and pervasive promotions of whole grain foods during the month of September - which is Whole Grains Month. To be eligible, each foodservice operation had to offer at least one whole grain choice daily. And to be one of ten category winners? Here's what the top entries did to beat the competition:

Fine Dining: Fair Hill Inn, in Elkton, MD

Fair Hill Inn takes "farm to table" literally, with their own garden, vineyard and apiary. In September, to honor the Whole Grains Challenge, Fair Hill made sure that every item on their three menus—even dessert—featured a whole grain. They also promoted whole grains on their website and in several direct marketing efforts to their mailing list.

Fast Casual / Family Dining: Boloco

This small Boston-based chain, with 13 locations in three states, specializes in quality ingredients – and routinely offers its signature burritos with whole wheat tortillas and brown rice.

Quick Serve: Papa John's

In 2008 Papa John's became the first national chain to offer the choice of a 100% whole wheat crust on all pizzas. This bold move, which included extensive marketing of the health benefits of whole grains, made Papa John's the winner in our Quick Serve category.

Healthcare: Children's Hospital of Philadelphia

Sick kids will get better faster when they're fed whole wheat pizza, Caesar shrimp in a whole grain wrap, wheatberry bread, and all the other great whole grain options served at CHOP, where the foodservice is run by Aramark.

Workplace: Restaurant Associates at Morgan Stanley

Whole Grains Action Stations... menu options like quinoa with mango and mint, or grilled pears, turkey and brie on a whole grain roll at every meal... "Did You Know?" signs, with information about different whole grains... Morgan Stanley's foodservice, at five locations in New York City, wowed the judges with their entry.

K-12 (small schools): Mattawan, MI (run by Chartwells)

The Mattawan Wildcats promoted whole grains through their breakfast program, with customized posters all over the school saying "Active Wildcats start their day with whole grains." Students choosing whole grain options got their whole grain card punched; at the end of the month cards were collected and prizes—including a kayak—were awarded at random. The promotion spilled over to lunch too, with extra whole grain choices added to the menu.

K-12 (medium schools): Newtown, CT (run by Chartwells)

What didn't Newtown do to win? Intermediate school students enjoyed whole grain samples and voted on their favorites. On field day, students took part in a special whole grains obstacle course. Staff handed out stickers to elementary students who chose whole grains at lunch (or brought them from home). The good ideas just kept coming from this school.

K-12 (large schools): Norfolk, VA (independent)

Norfolk Public Schools started serving whole grains more than 3 years, with a whole grain icon on their menus - a pioneering effort long before whole grains were widespread. This year they've added whole grain rolls for their hot dogs, meatball subs, fish hoagies, and chicken sandwiches.

Catering and Lodging: Compass Corporate Catering

Compass has partnered with the American Cancer Society to create its Meeting Well program, whose menus stipulate serving 100% whole grain bread on at least half of all sandwiches, whole grain cereals, whole grain bagels, and side dishes like brown rice, black barley, or quinoa. What a great improvement over another tray of sugary Danishes at your next business meeting!

Other: Compass Group

A special award went to Compass Group, for its 2008 National Nutrition Month Campaign called "Whole Grains 3.0." This nationwide campaign, which involved all Compass units, educated staff and consumers about the importance of consuming three servings or more of whole grain every day. Through newsletters, chef training sessions, and the distribution of recipes suited to the foodservice environment, Compass showed its commitment to whole grains.

Runners-Up and Honorable Mentions

Another dozen entries fell just short of winning but displayed so much creativity that they deserve special recognition:

Quickserve: UFood Grill, runner-up

Healthcare: Guam Memorial Hospital, runner-up; **Sinai Hospital of Baltimore**, honorable mention

Workplace: Restaurant Associates at Hearst Café 57, runner-up; **Restaurant Associates at McKinsey & Co.** and **Restaurant Associates at Conde Nast**, honorable mention

K-12 (small): Needville Independent School District, TX, runner-up; **Breck School**, Golden Valley, MN, honorable mention

K-12 (medium): Orchard View Public Schools, Muskegon, MI, runner-up; **De Soto Public Schools**, MO, honorable mention

K-12 (large): San Diego Unified School District, CA, runner-up; **Los Angeles Unified School District**, CA, honorable mention

Winners received an attractive framed medal commemorating their success and valuable whole grain prizes – so they could serve even more whole grains to their customers.

This is the second year that the WGC has run the Whole Grains Challenge during September. Foodservice operations who missed this year's contest are invited to start planning now for the 2009 competition.