

WHOLE GRAINS ON EVERY PLATE CONFERENCE

October 17-19, 2012, San Antonio, Texas

THE WHOLE GRAIN STAMP Helping consumers quickly and easily find whole grain products

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

The quote above was published in 2003, as part of a report in the *Proceedings of the Nutrition Society*. At that time, even consumers who were eager to switch to whole grains had no reliable way to identify products containing a significant amount of whole grain ingredients.

In January 2005 that all changed, when Oldways and the Whole Grains Council introduced a universal packaging symbol for whole grains: The Whole Grain Stamp. In this section, we'll provide a concise reference to the power of the Whole Grain Stamp, including:

- **A Timeline of the Whole Grain Stamp**
Important dates in the development of this packaging symbol.
- **Geographic Reach of the Whole Grain Stamp**
Membership and Stamp usage in 36 countries on six continents make the Whole Grain Stamp an international Standard.
- **Breakdown of Stamped Products by Category**
This summary shows the wide range of products now using the Stamp.
- **Stamped Products High in Whole Grain**
Data analysis shows that whole grain content of Stamped products far exceeds minimum qualifications for the program.

WHOLE GRAIN STAMP TIMELINE

The Whole Grain Stamp was introduced in January 2005, a week after the 2005 U.S. Dietary Guidelines first advocated that Americans should make at least half their grains whole. In other words, we created the tool, to give life to the rule.

2005 (January)	U.S. standard Whole Grain Stamp is introduced.
2006 (June)	Phase II (gram specific) Stamps are launched.
2006 (August)	U.S. “FSIS” Stamps approved for foods containing meat & poultry (and therefore regulated by USDA rather than FDA).
2007 (December)	Canadian Whole Grain Stamp (in French and English) clears regulatory hurdles, and soon begins appearing on products in Canada.
2008 (April)	First appearance of the Whole Grain Stamp in UK. An International English version of the Stamp is introduced and is soon in use in the UK, Ireland, and New Zealand.
2008 (May)	Spanish version of the Whole Grain Stamp is created for Mexico and the Dominican Republic. Within two years, it has spread to Argentina, Chile, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Peru, Venezuela and Uruguay.
2009 (June)	Portuguese version of the Stamp is created for Brazil.
2010 (March)	Chinese version of the WG Stamp is created for use in China.
2011 (July)	Arabic version of the WG Stamp is created for use in UAE.



AN INTERNATIONAL STANDARD

Stamp Usage now in 36 countries. Products have been approved to use the Whole Grain Stamp in thirty-six countries on all inhabited continents:

North & South America	Europe & Africa	Asia & Australia/Oceania
Argentina	France	Australia
Barbados	Greece	China
Belize	Ireland	New Zealand
Brazil	Poland	Singapore
Canada	UK	Taiwan
Chile	Mauritius	UAE
Colombia		
Costa Rica		
Dominican Republic		
Ecuador		
El Salvador		
Guatemala		
Honduras		
Jamaica		
Kingdom of the Netherlands		
Mexico		
Nicaragua		
Panama		
Paraguay		
Peru		
Trinidad & Tobago		
United States		
Uruguay		
Venezuela		

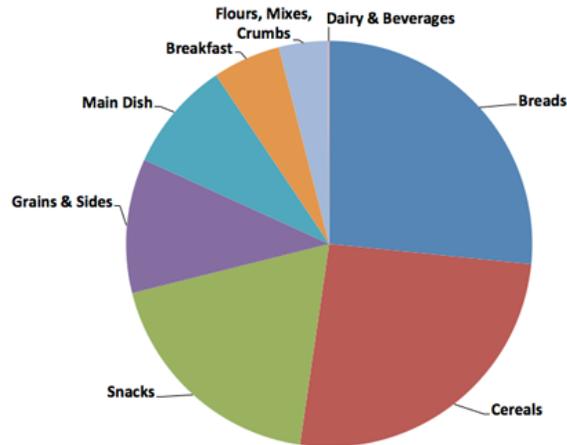
WGC Members Based in 18 Countries

Since its founding in the U.S. in 2003, the Whole Grains Council has reached out to other countries. Currently, WGC members are based in the 18 countries below; 13% of its members are based outside of the U.S.

Australia	Greece
Brazil	Italy
Canada	Mauritius
Chile	Mexico
Colombia	Norway
Dominican Republic	Trinidad & Tobago
Ecuador	United Arab Emirates
Finland	United Kingdom
Germany	United States

STAMPED PRODUCTS BY CATEGORY

Products using the Whole Grain Stamp are distributed over a wide range of product categories, as follows:



BREADS (total 26.6%)

- 11.5% Sandwich Breads
- 4.4% Artisan Breads
- 4.7% Rolls, Buns, Biscuits, Croissants
- 0.2% Breadsticks, Stuffing
- 1.5% Soft Flatbreads, Wraps, Pitas
- 0.5% Crisp Flatbreads, Rye Crisp, Matzoh
- 0.4% Pan Tostado, melba toast
- 0.3% English Muffins
- 1.1% Bagels
- 1.9% Tortillas, Tostadas & Taco Shells

CEREALS (total 25.7%)

- 12.9% Cold Cereal
- 3.8% Granola & Muesli
- 9.0% Hot Cereal

SNACKS, SWEET & SAVORY (total 18.8%)

- 2.5% Crackers, Chips & Crisps
- 2.3% Tortilla/Corn Chips
- 2.0% Chips - non tortilla
- 1.9% Popcorn
- 0.4% Pretzels
- 3.0% Granola Bars
- 1.0% Filled Bars
- 3.1% Cookies & Brownies
- 0.5% Cakes & Pies
- 0.5% Trail & Snack Mix
- 0.9% Grahams
- 0.7% Rice Cakes, other puffed grain cakes

GRAINS & SIDE DISHES (total 10.7%)

- 3.8% Plain Grains
- 1.4% Flavored grains, pilafs
- 5.3% Pasta
- 0.2% Other grains & sides

MAIN DISH (total 8.8%)

- 5.8% Pizza, Pizza Crust
- 0.7% Sandwiches, Tacos, Calzones
- 0.2% Egg Rolls & Dumplings
- 0.4% Breaded meat & fish
- 1.1% Heat & Eat Entrees
- 0.5% Soups
- 0.1% Other main dish

BREAKFAST (total 5.4%)

- 0.5% B'fast Sandwiches, Pizzas, Burritos
- 1.9% Waffles, Pancakes & French Toast
- 3.1% Muffins, Quickbreads & Sweet Rolls

FLOURS, MIXES & CRUMBS (total 3.9%)

- 3.2% Flour & Meal
- 0.5% Doughs & Baking Mixes
- 0.1% Commercial ingredients & mixes
- 0.2% Bread Crumbs

DAIRY & BEVERAGES (total 0.1%)

- 0.1% Yogurts
- 0.1% Beverages

STAMPED PRODUCTS HIGH IN WHOLE GRAIN

The Whole Grain Stamp is currently used on more than 7,600 products in 35 countries, as of August 2012.

- 32% use the 100% Stamp
- 68% use the Basic Stamp

Absolute level of whole grain content. Although eligibility for the Whole Grain Stamp starts at a level of 8g per serving of whole grain content, most products contain significantly more than the minimum. In fact, almost two-thirds contain twice the minimum or more:

- 19% 32 grams or more
- 44% 16-31 grams
- 25% 9-15 grams
- 12% 8 grams

Percent of total weight that is whole grain. Products using the Whole Grain Stamp contain a high percentage of their total weight as whole grain. In 39% of products, the whole grain content comprises at least 51% of the total weight of the grain, a key requirement for the FDA Whole Grain Health Claim.

Percent of grain that is whole grain. Products using the Whole Grain Stamp also contain a high percentage of their grain as whole grain. Whole Grains Council data do not capture this proportion directly. However, this can be derived based on knowledge of category-specific information for common food categories:

Category	Typical % of total weight that is grain ¹	WG Stamp % of total weight that is whole grain	WG Stamp % of grain that is whole grain
Pasta	100%	82%	82%
RTE cereal	70%	53%	76%
Hot cereal	100%	73%	73%
Bread / Rolls	55%	38%	69%
Crackers	85%	59%	69%
Pizza	23%	13%	57%
Waffles / Pancakes	50%	25%	50%
Bagels / English muffins	50%	22%	44%

Summary. Overall, the Whole Grain Stamp helps consumers quickly and easily identify products containing significant amounts of whole grain.

¹ Typical percents from the article “Gradual Incorporation of Whole-Grain Flour into Grain-Based Products,” by Len Marquart, Hing Wan Chan, Mary Orsted, Kristen Schmitz, Elizabeth Arndt and David Jacobs Jr. *Cereal Foods World*, May-June 2006, Vol. 51, No. 3.