

# MAKE HALF YOUR GRAINS WHOLE CONFERENCE

April 20-22, 2009, Alexandria, VA

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## THE WHOLE GRAINS COUNCIL AND ITS WHOLE GRAIN STAMP PROGRAM

In May of 2005, Oprah Winfrey introduced the three-month-old Whole Grain Stamp on her show and announced, "...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 was right!

This section talks about the development of the Whole Grains Council and the exciting growth of the Stamp Program, then puts it all in context with an overview of the many *other* WGC programs beyond the Whole Grain Stamp.

### **The Whole Grains Council's Mission and History**

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

### **Creative, Effective Programs Excite Interest in Whole Grains**

- Helping Consumers Find and Understand Whole Grains
  - Supporting health professionals with our "Just Ask for Whole Grains" campaign
  - Whole Grains Central: Providing one-on-one phone and email answers
  - Celebrating Whole Grains Month every September
  - Maintaining our comprehensive website, [WholeGrainsCouncil.org](http://WholeGrainsCouncil.org)
- Helping Manufacturers and Foodservice Create Delicious Products
  - Resources for grain foods companies
  - Incentives for restaurants: The Whole Grains Challenge
- Helping the Media Write Compelling and Accurate Stories
  - Over 200 media stories annually, amplifying our voice

### **All About the Whole Grain Stamp**

- Overview of the Whole Grain Stamp program
- Products with the Stamp now in stores everywhere
- The Whole Grain Stamp takes the world by storm



# 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 Preservation Trust. Responding to a challenge issued by Oldways President K. Dun Gifford, they decided to band together to promote increased consumption of whole grains. Jointly 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.

### **Oldways and the Whole Grains Council set these 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.

### **Since then, the Whole Grains Council has:**

- Grown from nine members to over 225, including industry leaders
- Created a dynamic, ever-growing website at [www.wholegrainscouncil.org](http://www.wholegrainscouncil.org)
- Achieved consensus on a consumer-friendly definition of whole grains, which is now widely accepted in the industry
- Held conferences in November 2004, January 2006, November 2007, and April 2009 focused on moving consumers to greater whole grain consumption
- 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, creating an eye-catching packaging symbol that can now be found on over 2,500 products in seven countries and four languages, helping consumers select and buy whole grain products with confidence

In 2009 and 2010, we will continue to create and manage innovative programs that promote increased consumption of whole grains. These programs will be designed to bring whole grains to all the places Americans eat. Just a few examples:

**Yardstick Awards** We'll report continuously on the stores, magazines, companies, restaurants, and organizations that “measure up” to the whole grains challenge – and publicize their efforts as a good example to their competitors.

**Stamp Collecting** To further boost awareness of the Whole Grain Stamp, we're planning an innovative and fun contest to “collect” Whole Grain Stamps virtually.

**Take the Tour** Our Whole Grain Store is now available in Spanish as well as English. It's a useful tool for supermarket RDs and other health professionals who want to make consumers familiar with whole grain products – and it's available right on our website, as a free download.

# WHOLE GRAINS COUNCIL TIMELINE OF DEVELOPMENT

- April 2002 Whole Grains Summit in San Diego; Oldways issues original Whole Grains Challenge. Challenge accepted, committee of K.D. Gifford, M. Orlando, and J. Dahlberg formed.
- January 2003 Oldways conference in Boston devotes a half-day to whole grain science and health; foundation laid for Scientific Advisory Committee.
- July 2003 First meeting of Whole Grains Council in Chicago at IFT meeting; leadership and initial goals decided.
- May 2004 Second meeting of the WGC members and Board -- agreement on a definition of "whole grains;" conceptual agreement on "consumer-oriented" Whole Grain Stamp.
- July 2004 WGC completes its first full year with 25 Founding Members.
- November 2004 WG Summit Conference in New Orleans; Whole Grain Stamp program unveiled to members and media.
- January 2005 Guidelines for Whole Grain Stamp issued; Stamp unveiled to public and made available to members for use on products.
- February 2005 First products carrying Whole Grain Stamp appear in stores.
- August 2005 Number of products bearing the Stamp reaches 250.
- January 2006 WGC tops 100 members; Summit Conference held in Orlando.
- June 2006 Phase II of Whole Grain Stamp program launched, offering gram-specific content information for consumers.
- January 2007 Number of products bearing the Stamp reaches 1,000.
- March 2007 "Just Ask for Whole Grains" grassroots campaign begins. Diners nationwide nudge restaurants; RDs spread word.
- May-June 2007 First annual Whole Grains Challenge at restaurants across the U.S.
- September 2007 First annual celebration of Whole Grains Month.
- November 2007 WG "Just Ask" Summit Conference in Kansas City.
- January 2008 Launch of the first foreign-language Whole Grain Stamp, in bilingual French/English for products sold in Canada.
- June 2008 Whole Grain Stamp used on chain-restaurant packaging for the first time; Launch of Spanish Stamp for Spanish-speaking countries; Launch of Whole Grain Stamp in the UK.
- August 2008 Number of products bearing the Stamp reached 2,000. Consumers see over one billion impressions of the WG Stamp in 2008.
- November 2008 WGC members donate 129.9 tons of whole grain food to schools, food pantries, homeless shelters and other charities across U.S.

# CREATIVE, EFFECTIVE PROGRAMS EXCITE INTEREST IN WHOLE GRAINS

While the Whole Grains Council is best known for its Whole Grain Stamp, in reality the Stamp represents just a small part of our activity. The WGC's many initiatives

- **help consumers to find whole grain foods and understand their health benefits;**
- **help manufacturers to create delicious whole grain products;** and
- **help the media to write accurate, compelling stories about whole grains.**

The next few pages will explain these three main roles in more depth.

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## Helping Consumers Find and Understand Whole Grains

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The Whole Grains Council educates consumers directly, through our website, by email and by phone – and through our outreach efforts with health professionals.

### The “Just Ask for Whole Grains” Campaign

In March 2007, the Whole Grains Council launched a grassroots campaign to remind consumers to ask for whole grains wherever they find whole grain choices are unavailable. For the rest of the year, we ran an online contest to reward diners who made consumer demand clear, by “just asking” for whole grains in restaurants and food outlets everywhere.

But a funny thing happened when the year was over. We found that dietitians, nurses, schools, and community health workers had latched onto the Just Ask campaign, too – and demand stayed steady for the Just Ask buttons, stickers, and other materials from this campaign. So we've kept the program going in a new form – as our main support program for health professionals. In 2008 alone, we sent materials to partners as diverse as a Naval hospital in Sicily, a British Petroleum workcamp in Alaska, and a diabetes camp for kids in North Carolina.

Here's a note from two of them:

*I am interested in obtaining one WG Poster and a roll of your Just Ask Stickers for our Healthy Athletes program that we are conducting at our Special Olympics Summer Games... [They] would be used in our Health Promotion area, [teaching] the athletes the importance of nutrition, exercise, sun safety... among other aspects of a healthy lifestyle. In our nutrition area I want to really highlight the importance of whole grains this year. Thank you so much for all of the great information!!!! I can't wait to use it in our Health Promotion at the Games. We couldn't conduct programs like this without wonderful partners like you.*

Kimberly S., Special Olympics

*We received the second poster, plus the buttons and stickers; those are really nice! We are passing them out to selected people... and it's important to “make half your grains whole” every month. Thank you so much, especially for going the extra mile to get them to us.*

Debra L., Options Childcare Services

### **Whole Grains Central: Phone and Email Support**

The busy staff of the Whole Grains Council fields a fascinating – and often amusing – array of consumer questions every day. One of our favorites came in this March, from a woman who said, “I keep trying to find whole grain flour and all I can find is whole wheat flour. I’m so frustrated – where can I find this whole grain flour so I can use it when I bake?”

We helped her out with some guidelines for finding whole grains, and explained that, much as carrots and broccoli are vegetables, whole wheat is in fact whole grain. Here are just a few typical questions that show how Americans are reaching out to learn more about whole grains:

- *Is there any way to make cookies or cakes with rye flour/meal only without other flour?*
- *What is the difference between stone-milled whole grain flour and roller-milled whole grain flour?*
- *Is Organic Whole Durum Wheat Flour 100% whole grain?*
- *I am a practicing physician in need of patient information sheets to try to summarize the excellent work you are doing labeling grain based products. What have you got to help me???*
- *The bread my wife and I eat is called multi-grain. In the ingredients is unbleached whole wheat flour, malted barley flour, wheat bran among others. Is there a way we can tell if it is a whole grain bread?*

### **September is Whole Grains Month**

The WGC celebrates Whole Grains Month in September. With grains ripening in the fields and ready for harvest, and Back to School in full swing, September is the perfect time to draw America’s attention to whole grains.

Every year, we plan special educational and media programs, and encourage all of our members to schedule special promotions for the month so we can introduce legions of consumers to the delicious taste of whole grains.

### **Our comprehensive website at [WholeGrainsCouncil.org](http://WholeGrainsCouncil.org)**

Our website at [www.WholeGrainsCouncil.org](http://www.WholeGrainsCouncil.org) reaches consumers around the world with in-depth information, resources and educational handouts. Type “whole grains” into a Google search and the WGC website consistently appears in the top three choices – a leadership position earned by links with other active and reputable websites, high visitor traffic, and the constant addition of fresh information content. New additions in the past year include:

- A “Whole Grain Product Finder” to tell consumers which products use the Stamp, while other lists detail foodservice products and school products.
- A list of well-known chain restaurants offering whole grain options, which has been cited in several media articles.
- Proceedings and handouts from previous conferences, helping to disseminate conference messages long after the event.
- Educational materials page, including lesson plans for teachers, brochures from members, and some of our own WGC handouts in English and in Spanish.
- FAQ pages on hot topics like Gluten-Free Whole Grains and Whole White Wheat, where we respond to interest from media and consumers to address special topics.
- A blog with frequent updates on the incredible momentum of whole grains, keeping interest in whole grains lively and fresh.

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## Helping Manufacturers Create Delicious Products

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The Whole Grains Council and its parent organization, Oldways, are non-profit educational organizations. But we have long believed that consumer nutrition education is just half the equation. The other half lies in providing resources and incentives to industry.

If we run the world's most successful educational campaigns and convince all Americans to enjoy more whole grains, we have wasted our time if they get to the store and can't find a reasonable variety of whole grain choices – or even figure out which products contain a significant amount of whole grains.

Similarly, if we were to work only with manufacturers, creating incentives and support programs to nudge them to produce more whole grain products, we will have wasted our time if consumer demand is not there when the products hit the stores, and companies consequently lose their shirts.

The responsible approach is to work with both sides at once, ratcheting up supply and demand in equal measure so everyone wins. This is the approach taken for almost two decades by Oldways, and now by the Whole Grains Council.

### Resources for Grain Foods Companies

The Whole Grains Council's main resource for manufacturers is the Whole Grain Stamp program, helping companies "get credit" for making whole grain products, described in full later in this section. But we also provide other essential services, such as:

- **Resources on government regulations.** Manufacturers turn to the WGC for a better understanding of the various (and sometimes conflicting) government regulations and policies regarding whole grain labeling. While the WGC does not offer legal advice, we can point companies to the applicable government sources, to make their own legal judgments.
- **Scientific advice.** The WGC's Scientific Advisors help answer industry questions. WGC leaders also work closely with AACCI International, the world's leading scientific organization on cereal science, to match our members with needed resources.
- **Educational materials.** At many companies, the move to whole grains starts with one dedicated "evangelist" who decides to educate his or her colleagues—and customers—on the importance of whole grains. The WGC supplies handouts, PowerPoint presentations, or whatever it takes to get others on board.

### Incentives for Restaurants and Foodservice: the Whole Grains Challenge

In 2007, the WGC started providing incentives and support not only to manufacturers but also to restaurants looking to "do the right thing" with whole grains. Our first major incentive program for restaurants was the Whole Grains Challenge, a national awards program for food outlets serving at least one whole grain at all times. In 2008, this program was even more successful than before. You can learn more about the Whole Grains Challenge and see a list of 2008 winners in Section 4 – Promoting Whole Grains in this program binder.

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## Helping the Media Craft Accurate, Compelling Stories

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Whole Grains Council staff participate in an average of four media stories on whole grains every week, a key part of our work in disseminating information on the health benefits and availability of whole grains.

Every year, the Whole Grains Council and/or the Stamp is mentioned in more than 200 media articles: from the *New York Times* to the *Berkeley Wellness Letter*, and from *USA Weekend* to *Cooking Light* magazine. Now, as the first decade of the 21st century comes to a close, our journalistic efforts increasingly involve electronic media, with our work picked up on websites, blogs – and even the occasional Tweet on Twitter.

Our media outreach campaign touched millions of Americans in the past year, amplifying our voice in a way that we could not otherwise accomplish. Here are just a few of the major publications and online outlets that have featured stories about the WGC and the Stamp:

*Consumer Reports*  
*Good Housekeeping*  
*Women's Day*

*Parade Magazine*  
*USA Weekend*  
*Reader's Digest*

*FitSugar*  
*Redbook*  
*Prevention*

*Cooking Light*  
*Newsweek*  
*The New York Times*

In addition to working with major news destinations like those above, we also make the resources of the Whole Grains Council available to trade publications in both the food industry and the restaurant world. Just a few examples from the past year:

*"Whole grains before were like sturdy Oxford shoes: You had your cereal and bread and it was very utilitarian," says [Cynthia] Harriman. "Now we're getting into the Manolo slingbacks of whole-grain foods. This idea that whole grains can be premium, glitzy, special—I think it's wonderful."*

Food Product Design, April 2, 2009

*The Whole Grains Council's Stamp is now increasing its presence outside the U.S., mainly due to the absence of similar schemes locally... In the absence of portion guidances, the UK's Home Grown Cereals Authority (HGCA) has followed the lead of the U.S. on its consumer-facing campaign and website, [www.wholegraingoodness.com](http://www.wholegraingoodness.com)...*

British Baker, March 13, 2009

*Another easy way to find whole-grain products is to look for the Whole Grain Council's whole grain stamp, which shows how many grams of whole grains are in each serving. If all of the grain is whole grain, the stamp also displays a "100%" banner.*

Web MD, August 22, 2008

*If there's a 100 percent whole grain stamp on the front of the package, you're getting whole grains. If not, look in the ingredient list. The easiest trick is to look for the word "whole"—as in, for example, whole wheat flour—or the simple name of a grain, like oats or barley. It gets very complicated, since words you might think signal whole grains, like "mixed-grain," "multigrain," or various kinds of flour, may not actually do so. (Here's a good resource [[wholegrainscouncil.org](http://wholegrainscouncil.org)] for sussing out whole grains in an ingredient list.)*

US News & World Report, June 19, 2008

# AN OVERVIEW OF THE WHOLE GRAIN STAMP PROGRAM

The 2005 Dietary Guidelines for Americans call on everyone to eat at least three servings of whole grains daily. However, many consumers are unsure what's a whole grain product and what isn't.

That's why consumers in seven countries can look for the Whole Grain Stamp, an eye-catching gold and black graphic that identifies foods containing at least half a "Guidelines" serving of whole grains per labeled serving.

The Stamp comes in two varieties – "Basic" and "100%". The Basic Stamp, used on most products, is for any food that provides at least 8g of whole grain content; it may also contain refined grains. When *all* the grains are whole grains, the "100% banner" can be added to the Stamp – and the minimum content requirement rises to 16g of whole grain ingredients.



As illustrated above, there's a different gram number on each Stamp, depending on the whole grain content of the product, and the Stamp is localized for different languages.

## How Do Products Qualify?

Any qualifying product – from breads to bars, cereals to side dishes, crackers to cakes, and pizza to pasta – can use the Whole Grain Stamp. Companies follow these steps:

1. They check their formulations to see which products are eligible to use the Stamp, as described above.
2. They join the Whole Grains Council at [www.wholegrainscouncil.org](http://www.wholegrainscouncil.org), and sign an agreement saying they will follow the guidelines of the Stamp program.
3. They file an online Product Registration Form for each qualifying product, which is then reviewed and approved for compliance by WGC staff.

# THE WHOLE GRAIN STAMP NOW IN STORES EVERYWHERE

As of April 2009, 225 companies are members of the Whole Grains Council, and are using the Whole Grain Stamp on over 2,500 qualifying products in seven countries and four languages. You can see samples of some of these foods here at the conference.



These products cover a wide range of foods, three-quarters of which offer a full serving or more of whole grain per labeled serving. Look closely at the gram number on every Stamp to see how much whole grain goodness is in each product — you’ll see different numbers on every product, as illustrated above.

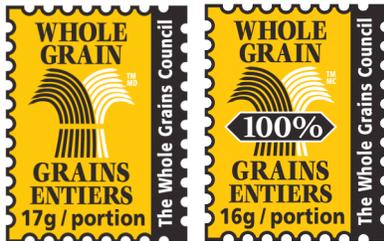
## Breakdown of “Stamped” Products as of April 2009

	<u>Food Group</u>	<u>% of Products</u>
<b>Products using the Whole Grain Stamp by Food Group</b>	Breads, rolls and bagels	26.0%
	Cereal: cold	13.5%
	Cereal: hot	12.2%
	Snacks (pretzels, crackers, etc.)	10.7%
	Treats (cookies, cakes, muffins)	6.0%
	Side dishes (rice, other grains)	5.1%
	Bars: granola and breakfast	4.5%
	Pasta	4.0%
	Baking mixes	3.4%
	Tortillas, wraps and flatbreads	3.4%
	Flour	3.1%
	Pizza and pizza crust	2.5%
	Waffles, pancakes, French toast	2.1%
	Entrées, main dishes	1.7%
	Soups	1.1%
	Beverages	0.4%
<b>Products using the Whole Grain Stamp by Stamp Level</b>	<u>Stamp Level</u>	<u># of Products</u>
	100% Stamp, at least 16g	37.4%
	Basic Stamp, at least 16g	29.3%
	Basic Stamp, at least 8g	33.3%

# THE WHOLE GRAIN STAMP TAKES THE WORLD BY STORM

2008 was a busy year for the Whole Grain Stamp! It began in January with the debut of the bilingual French/English Stamp for products sold in Canada. This was quickly followed by the debut of the Stamp in the UK in June, and creation of the Spanish Stamp, for products sold in Spanish speaking countries. In late 2008, we answered yet another foreign language request by introducing the Whole Grain Stamp in Polish.

Here's a look at some of our foreign language Stamps as of April 2009:



**Canada.** As in the U.S., Canadian products must contain at least 8g of whole grain per serving to bear the Whole Grain Stamp. In Canada, however, the 100% Stamp may be used only on products where all *ingredients* (not just all grains) are whole grains. This means you'll find the 100% Canada Stamp on sacks of whole grain flour, bags of brown rice and quinoa, or on simple whole grain breakfast cereals like steel cut oats.



**Spanish-speaking Countries.** Our use of the term *granos enteros* signifies the inclusion of all three parts of a whole grain (bran, germ, endosperm) in their original proportions, even if the grain has been crushed, flaked, or otherwise processed. All rules, minimums, and use of the 100% banner are the same for the Spanish Stamp as in the U.S. and the Stamp Usage Guide is now available in Spanish



**The World Stamp.** Many countries do not have standard portion sizes. We give these countries the option of using standard U.S. portion sizes (FDA RACCs), or designating the amount of whole grain per 100 grams, a common convention for content labeling in countries without portion sizes. Note that there's no "Eat 48 grams daily..." message with this Stamp or the others on this page, as this is a U.S. standard.



**Poland.** The World Stamp, above, stands as a template for localizing the Whole Grain Stamp into any language. We created this Polish version in October 2008, for a UK member's sister operation in Poland. Although not illustrated here, the Euro Stamp and any of its local variations can also appear with the 100% banner, when products are made entirely with whole grains.