Whole Grain Definitions and the Whole Grain Stamp

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Oldways & the Whole Grains Council
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The Whole Grains Council

An international program from non-profit educational organization Oldways that:

• Helps consumers find whole grain products and understand their benefits.

• Helps manufacturers and restaurants make more, and better, whole grain products.

• Helps the media create accurate and compelling stories about whole grains.
The Whole Grains Council

• 275 companies in 16 countries
• Scientific advisors
• Culinary advisors

Oldways and the Whole Grains Council
Today’s Presentation

• What is a Whole Grain?
• Common approaches to defining a whole grain food
• The Whole Grain Stamp packaging symbol
• How to use the Whole Grain Stamp in China
What is a Whole Grain?

Whole grains contain all the essential parts and naturally-occurring nutrients of the entire grain seed.
What is a Whole Grain?

If the grain has been processed (e.g., cracked, crushed, rolled, extruded, and/or cooked), the food product should contain all of the bran, germ, and endosperm in their original proportions, and deliver the same of nutrients that are found in the original grain seed.
List of Whole Grains

The following, when consumed in a form including the endosperm bran, and germ, are commonly accepted whole grain foods and flours:

- **Amaranth**
- **Buckwheat**
- **Millet**
- **Quinoa**
- **Rye**
- **Teff**
- **Wild rice**
- **Wheat**, including varieties such as spelt, emmer, farro, einkorn, Kamut®, durum and forms such as bulgur, cracked wheat and wheatberries

- **Barley**
- **Corn**, including whole cornmeal & popcorn
- **Oats**, including oatmeal
- **Rice**, both brown rice and colored rice
- **Sorghum**
- **Triticale** (a wheat/rye hybrid)

All cereal grains from the *poaceae* family + 3 “pseudo-cereals”

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What is a Whole Grain Food?

- Different definitions in every country
- Three main approaches
Defining a Whole Grain Food

% whole grain

grams whole grain / serving

first ingredient
Defining a Whole Grain Food

Examples from the U.S.

- 51% or more of total weight is whole grain *(FDA)*
- 51% or more of the grain is whole grain *(USDA for schools)*
- 51% or more of the grain is whole grain AND 8g or more of whole grain per serving *(USDA for products containing meat or poultry)*
Defining a Whole Grain Food

% whole grain

**Denmark** *(Danish Wholegrain Campaign)*
≥ 50% of grain as WG (bread)
≥ 60% of grain as WG (pasta, cereal, crackers)

**Sweden** *(Swedish Keyhole Symbol)*
≥ 25% of grain as WG (bread)
≥ 50% of grain as WG (pasta, cereal, crackers)
Defining a Whole Grain Food

grams whole grain / serving

Examples from the U.S.

• 8g or more of whole grain per serving
  (US 2010 Dietary Guidelines for Americans)
  (Whole Grains Council, Basic Stamp)

• 51% or more of the grain is whole grain AND
  8g or more of whole grain per serving
  (USDA for products containing meat or poultry)
Defining a Whole Grain Food

grams whole grain / serving

UK (IGD grocers’ association)
≥ 8g of whole grain per serving

Australia (Go Grains organization)
≥ 4.8g of whole grain per serving
Defining a Whole Grain Food

First Ingredient

Examples from the U.S.

• First ingredient must be a whole grain
  
  *(USDA WIC Women, Infants, Children program)*

• First grain ingredient must be a whole grain
  
  *(USDA HealthierUS Schools Challenge)*

• All whole grains together must weigh more than any other ingredient
  
  *(USDA HealthierUS Schools Challenge)*
The Basic Whole Grain Stamp

Grain sheaf icon

Grams of whole grain per labeled serving

Check the website for more Info on whole grains

The “Basic” Stamp

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The 100% Whole Grain Stamp

100% mark added, if all the grain is whole grain; there is NO refined grain.

- Grain sheaf icon
- Grams of whole grain per labeled serving
- Daily minimum 48g reminder in the U.S.
- Check the website for more Info on whole grains

EAT 48g OR MORE OF WHOLE GRAINS DAILY

The “100%” Stamp

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Whole Grain Stamp in China

The “Basic” Stamp

The “100%” Stamp

Thursday, May 5, 2011
North & South America

WG Stamp in English for U.S.

WG Stamp in French / English for Canada

WG Stamp in Spanish

WG Stamp in Portuguese for Brazil

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Europe, New Zealand

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WG Stamp in English with 100g for Europe and International use

Can be localized (Polish shown here)

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Whole Grain Stamp in China

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Thursday, May 5, 2011
6 Steps to Use the Whole Grain Stamp

1. Join the Whole Grains Council.
   - Annual fee
   - USD $1000 to $9000
   - Amount depends on sales revenue

http://wholegrainscouncil.org/get-involved/join-the-whole-grains-council
6 Steps to Use the Whole Grain Stamp

2. Identify all whole grain ingredients.
6 Steps to Use the Whole Grain Stamp

6 Steps to Use the Whole Grain Stamp

4. Basic Stamp or 100% Stamp?

Mix of whole & refined grains
minimum 8g whole grain per serving

ALL grain is whole grain
minimum 16g whole grain per serving

Oldways and the Whole Grains Council
6 Steps to Use the Whole Grain Stamp

5. Submit information online to WGC
6 Steps to Use the Whole Grain Stamp

6. We email you in 1-2 weeks with approval and Stamp graphic

Dear He Jin,

We have received the following Product Registration Form and approved as follows:

1. Healthy Way Whole Wheat Loaf (Basic, 19g)

Attached please find an EPS graphic file of the 19g Basic Chinese Stamp. Thank you.

All the best,
-Kara

Kara Berrini
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Oldways and the Whole Grains Council
6 Steps to Use the Whole Grain Stamp

You are now authorized to use the Whole Grain Stamp on this food.

Oldways and the Whole Grains Council
Whole Grains Council and PNDC will work together to ensure that the Whole Grain Stamp is a trusted and reliable standard to help the Chinese people find good whole grain foods.
Thank You!

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