

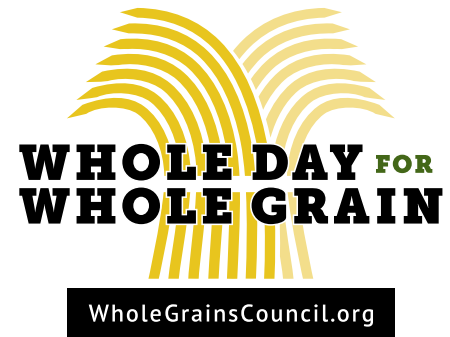
How and why to celebrate a **Whole Day for Whole Grain**



Today, most people only need to try a new whole grain to realize they like it. This means that the best way to increase whole grain consumption is to find ways to help everyone try more whole grains.

That's why Oldways and the Whole Grains Council created a Whole Day for Whole Grain. Held every year on the last Wednesday in March, a Whole Day for Whole Grain is a creative, open-ended celebration unfolding in different ways in thousands of locations at the same time. Our goal is to have people everywhere saying, "That was great! Where have whole grains been all my life?"

We invite you to join us for the next Whole Day for Whole Grain. The benefits to your clients are obvious: they'll learn how delicious *and* nutritious whole grains are, and they'll reap the many health benefits of whole grain foods. But what are the benefits to you?



Four Great Benefits for Registered Dietitians

- 1. Wider Reach.** You're already promoting whole grains. By highlighting their benefits when a Whole Day for Whole Grain is celebrated everywhere, your message is more likely to get the attention it deserves.
- 2. Positive Press.** Whether you're in private practice or work for a company, it's nice to get the pat on the back that positive press delivers. We'll help you publicize your creative outreach efforts.
- 3. Increase Awareness.** As an RD, you're especially equipped to increase awareness of how nutritious and delicious whole grains really are. You know your clients and patients best, so take this opportunity to introduce them to something new!
- 4. Build on Momentum.** Plan a Whole Day for Whole Grain event to build on the healthy eating momentum of National Nutrition Month. Bonus: One-day events are often easier to plan and promote than month-long celebrations.

Participation is Easy

All we ask is that you tell us you're in, and we'll help you do the rest. There are no fees and almost no rules—virtually anything goes, as long as it celebrates whole grains.

We'll brainstorm with you, provide you with support materials, and help you get local and national publicity for your creative promotion of whole grains.

Read on for ideas, next steps, and highlights of previous years' events.

Join the fun and contact
Kelly LeBlanc:

617-896-4884 or
kelly@OldwaysPT.org

***No contracts to sign,
no fees to pay!***

How and why to celebrate a Whole Day for Whole Grain



Ideas for Community Dietitians

A Whole Day for Whole Grain is not a one-size-fits-all operation, so there are great ways for dietitians in any kind of practice to take part. We are happy to help you at any point in the process, and here are some ideas to get you started:

- **Schedule a Whole Grain Store Tour**

Do you work for a grocery store or dining hall? Organize a [Whole Grain Store Tour](#) to make shoppers and diners more aware of all the great whole grain products you offer—a great way to increase sales. Do you work in private practice? Organize a trip to a local store and lead your own tour.

- **Plan a special event**

Show your support for the community where you work with your own hands-on sampling event. Give out granola bars in a local park. “Adopt” a local school, and drop off cereal samples for their breakfast program. Deliver loaves of bread to your local food pantry. Partner with a local restaurant to do a cooking demo featuring whole grain pasta. Anything can be part of a Whole Day for Whole Grain!

- **Use our “matchmaker” service**

Want to know which manufacturers might be interested in supplying products for your whole grain demo or sampling event? We can help match you with an appropriate vendor.

Ideas for Dietitians in Food Service

Dietitians who work in food service have special opportunities to promote whole grains. You’re already serving them—so how can you get more people to realize the health benefits of whole grains and to choose them at every meal?

- **Highlight existing whole grain menu items**

There’s no need to create new menu items—unless you want to. If you’ve already got delicious dishes on your menu, feature those!

- **Use current whole grain favorites to sell something else**

If you have an item that sells well, use it to help you promote something new. (i.e., “If you like our Wild Rice Medley, try our NEW Quinoa Salad!”)

- **Offer promotions**

Offer a free dessert or beverage when a guest purchases a dish with whole grains. Even better if the dessert is whole grain—ask us for ideas!

- **Put on a show**

If you have the time and space, have a chef conduct a cooking demonstration with samples of a whole grain menu item. You can even provide the recipe as a take-home.

- **Meet and greet with local vendors**

If you source any whole grains locally, ask your provider to come in and distribute flyers, samples, or coupons. Everyone wants to meet the baker who provides your delicious breads or the pasta-maker behind that fabulous whole grain fettuccine.

- **Make the better choice the first choice**

Institute whole grains as “the norm” on your menus, and let customers ask for refined options. A Whole Day for Whole Grain is a great time to start this shift.

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Promotion Tips for Registered Dietitians

In addition to listing participants on our site, we broadcast to our newsletter subscribers and enlist the help of popular bloggers and other consumer press to get the word out about all our partners' diverse activities. At the same time, we encourage you to promote your celebration too, in ways that only you can:

- **Take advantage of our materials**

The Whole Grains Council offers [trifold brochures](#) explaining the benefits of whole grains, as well as a wide range of handouts and promo materials including buttons, stickers, and posters. They're available free to nonprofit educational groups, and at cost to others.

- **Get the word out**

Once you've decided how to participate in a Whole Day for Whole Grain, use your website to promote it, and post signs around your workplace. If you create weekly (or monthly) flyers or newsletters, be sure to mention your plans.

- **Promote on social media**

Talk up your plans on your website, Facebook page, or Twitter. If you need some ideas to get started, use our [social media graphics](#), too!

- **Highlight your whole grains**

For food service dietitians who print a daily menu, draw special attention to whole grains there. Download our [Whole Day for Whole Grain logos](#) to include in your materials. We'll also add you to our list of restaurants currently serving whole grains.



**A Whole Day for Whole Grain is about
reducing barriers, not just offering freebies.**

Take inspiration from past ideas from every segment of the market!

Food Service



Guess the Grains Sampling Bar
Compass NA cafeteria

QSR



Buy One, Get One Free offer
Auntie Anne's

Healthcare



Chef Demo and RD Talk
Rex Healthcare



Duck Boat Sample Giveaway
Whole Grains Council

Food Mfr.



Facebook Sweepstakes
Better4U Foods

QSR



Twitter Giveaway
McDonald's

Supermarkets

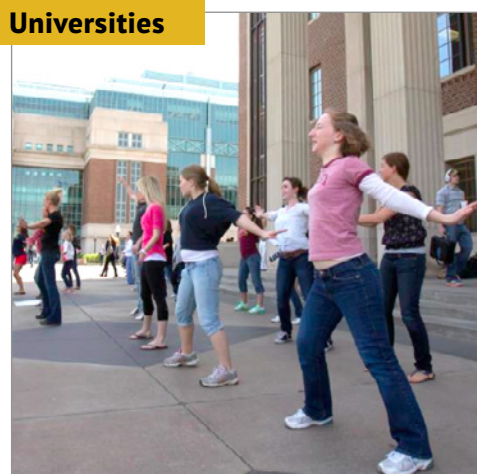


Quiz Game, Whole Grain Prizes
Giant Eagle Supermarkets



Mayoral Proclamation
City of Boston

Universities



UMN Campus Flash Mob
Grains for Health Foundation