

WHOLE DAY FOR WHOLE GRAIN 2026

Whole Day for Whole Grain on Wednesday, March 25 is a one-day celebration hosted by the Whole Grains Council during National Nutrition Month to spotlight the taste, versatility, and health benefits of whole grains at every meal, from breakfast through dinner.

In 2025, the Whole Grains Council celebrated our 20th anniversary. For over two decades, we've worked to make whole grains easier to identify, understand, and enjoy. Today, the **Whole Grain Stamp appears on more than 12,800 products worldwide**, helping shoppers quickly identify foods that contain meaningful amounts of whole grains and understand how many grams of whole grain are in each serving.

Whole Day for Whole Grain invites consumers, health professionals, and food businesses to celebrate this progress by sharing whole grain meals, products, and posts throughout the day.

Date: Wednesday, March 25, 2026

Where: Social media

Follow **@WholeGrains_Council** and **@OldwaysPT** and use **#WholeDayForWholeGrain** to join the conversation.

How Members Can Participate

1. Host a Giveaway or Promotion

Members are encouraged to engage their audiences by:

- Hosting a whole grain product giveaway of your Stamped products
- Offering a promotional discount or promo code for your whole grain products
 - We encourage the code to feature whole grains, like **“WDWG2026”** or **“wholegrains”**
- Running a contest that encourages consumer content & engagement

These activities will help increase visibility for your whole grain products, inviting new and returning consumers to eat whole grains.

2. Share Posts Featuring Your Whole Grain Stamp Products

Members can share photos or videos of your products that feature our **Whole Grain Stamp**, including creative ways to use them in recipes. We'll help by providing ready-to-use templates and captions to celebrate the day, adjustable to be consistent with your

company's messaging style with your own product images and branding. These templates are designed to make it easy to create polished, on brand content for Whole Day for Whole Grain.

3. Promote Free Whole Grains Council Resources

Members are encouraged to request and use our free educational resources available, including:

- Printable consumer handouts on whole grain benefits
- Posters, buttons, and stickers for events or demos
- Quizzes, trivia, and educational tools

Members may request free support materials directly from vik@oldwayspt.org. If you have a storefront, we encourage you to hold a demo or provide some free stickers and nutrition information handouts for customers to take!

Caption Options

Here are some ready to use ideas for your social media posts. Members are encouraged to tag **@WholeGrains_Council**, use **#WholeDayForWholeGrain**, and tailor the captions to fit your brand voice.

WDWG General Captions

- Happy #WholeDayForWholeGrain! Today, we are celebrating the taste, versatility, and health benefits of whole grains at every meal. Look for the @WholeGrains_Council Whole Grain Stamp to make whole grain choices easier.
- Today is Whole Day for Whole Grain! From breakfast through dinner, whole grains can fit into every meal and lifestyle. Find inspiration, recipes, and resources from the @WholeGrains_Council

Giveaway/Promo Code Captions

- Giveaway time! To celebrate #WholeDayForWholeGrain, we are giving away [prize]. Follow us, like this post, and tag a friend who loves whole grains to enter. Winner will be announced [date]. Learn more about whole grains with our partner @WholeGrains_Council
- How do you enjoy whole grains? Share your favorite whole grain meal in the comments and tag @WholeGrains_Council using #WholeDayForWholeGrain for a chance to win [prize]!
- Celebrate #WholeDayForWholeGrain with us! Use code **[CODE]** to save **[\$\$ or %]** on our whole grain products featuring the Whole Grain Stamp, today only with our partner @WholeGrains_Council
- We're celebrating today with a special code for #WholeDayForWholeGrain. Use promo code **[CODE]** to enjoy **[discount or free shipping]** on our products made with whole grains featuring the @WholeGrains_Council Stamp!

Product Focused Captions

- Our [Product Name] features the Whole Grain Stamp, containing [gram amount] of whole grains per serving to help you meet your daily goals. Celebrate #WholeDayForWholeGrain with us and the @WholeGrains_Council today!
- Looking for easy ways to add whole grains to your meals? Let us help! Our [Product Name] is made with whole grains and proudly features the Whole Grain Stamp. Here's one easy way to try [Product Name] this #WholeDayForWholeGrain

Education & Nutrition Captions

- Did you know that eating at least three servings of whole grains each day is linked to better heart health and digestion? Look for the Whole Grain Stamp to help identify whole grain foods at the store, including our [Product Name].
#WholeDayForWholeGrain
- Whole grains provide fiber and important nutrients that support overall health. Celebrate #WholeDayForWholeGrain by adding whole grains to breakfast, lunch, and dinner. Check out @WholeGrains_Council to learn more!

Consumer Stats Captions

- Consumers say clear labeling helps them feel confident about their food choices. Our products with the @WholeGrains_Council Stamp show exactly how many grams of whole grain are in each serving, like our [Product Name].
#WholeDayForWholeGrain,
- Whole grains are the best of both worlds; healthy and delicious! 43% of consumers say taste is a reason they choose whole grains, try for yourself this
#WholeDayForWholeGrain
- Clear information matters to shoppers. 77% of consumers say they want whole grain content clearly listed on packaging, which is why we proudly feature the Whole Grain Stamp on our products. #WholeDayForWholeGrain @WholeGrains_Council
- More than half of consumers (57%) say they choose whole grain options at least half the time, and nearly three out of four (72%) want to eat even more whole grains. Why not start with our [Product Name]? Whole grains are already part of everyday choices, so swapping in whole grain versions of everyday foods is an easy first step this #WholeDayForWholeGrain
- Consumers want whole grains to fit into everyday meals. From breakfast through dinner, adding more whole grains is a realistic and delicious way to meet your nutrition goals. Find inspiration this #WholeDayForWholeGrain with the @WholeGrains_Council!