



All About Oldways and the Whole Grains Council

The Whole Grains Council is just one of many programs run by Oldways, a 501(c)3 nonprofit nutrition education organization. Since 1990, Oldways has been encouraging “health through heritage,” changing the way people eat through culturally relevant nutrition education programs.

In this section, learn more about the Oldways Whole Grains Council and its eight principle sister programs:

- » Oldways Whole Grains Council
- » Oldways Common Ground
- » Oldways Mediterranean Foods Alliance
- » Oldways Vegetarian Network
- » Oldways African Health & Heritage
- » Oldways Nutrition Exchange (ONE)
- » Oldways Supermarket Dietitian Symposium
- » Oldways Cheese Coalition
- » Oldways Culinary Travels

Journalists seeking additional information about any of these programs can contact **Ashley Owen**, Media and PR Manager, at Ashley@oldwayspt.org or 617-896-4888, or you may contact the Oldways manager listed after each program.





Oldways Whole Grains Council

In a nutshell:

Oldways founded the Whole Grains Council in 2003, and introduced the Whole Grain Stamp packaging symbol in 2005. The three-part mission of the Oldways Whole Grains Council is:

1. To help consumers identify whole grains and understand their benefits.
2. To help manufacturers and restaurants create more and better whole grain products.
3. To help the media write accurate and compelling stories about whole grains.

Details:

Now in its thirteenth year, the Oldways Whole Grains Council is a worldwide leader in promoting the benefits of whole grains in the US and globally. More than 400 member companies support its work, and its Whole Grain Stamp is on 12,000+ products in 55 countries.

Educational Programs

The education efforts of the Oldways Whole Grains Council have worldwide reach. They include:

Website. More than two million visitors stop by our **website** (WholeGrainsCouncil.org) each year. Web traffic comes primarily from five countries: USA (57%), UK (8%), Canada (7%), India (5%), and Australia (5%), followed by Singapore, Philippines, South Africa, New Zealand, Mexico (each about 1%, or 20,000 visitors a year), with the remaining 13% spread across dozens of countries, all weighing in to learn about whole grains. To meet their needs, we revamped our website in August 2016, to make it more user-friendly for mobile phones and tablets.

Whole Grain Hotline and Consumer Newsletter

In addition to our website outreach, we host a **Whole Grain Hotline**, answering consumer questions day in and day out. *Where can I get teff in Miami? Does rice milk contain whole grains? What's a sprouted grain? How can I be sure I'm buying whole grain barley?* Our monthly **Just Ask for Whole Grains consumer newsletter** helps us reach consumers with additional information.

Promotional Events

September is **Whole Grains Month** each year; we run special contests and promotions, and reach out to the media even more than usual, to step up educational efforts about whole grains. On the last Wednesday in March, we coordinate **Whole Grain Sampling Day** activities around the country, from Buy One Get One promotions at chain restaurants, to social media giveaways from manufacturers. Anything goes, as long as it helps make whole grains more accessible to more people.

Educational Support

To support schools and other health education organizations that help us spread the word about whole grains, we also send out thousands of brochures, stickers, buttons and posters to these organizations. All of our educational outreach is provided free of charge, through funding provided by the annual administrative fees of companies using the Whole Grain Stamp.

Media Outreach

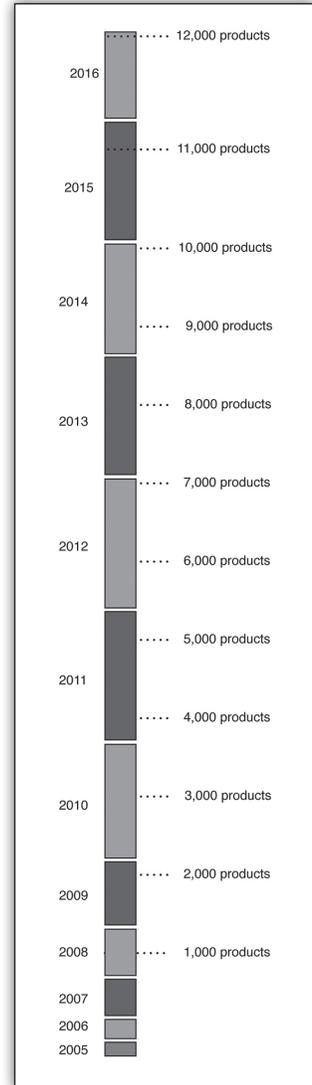
In a typical year, the Oldways Whole Grains Council is involved in about 200 media stories about whole grains. Many of these involve direct interviews, while in other cases journalists use the copious information on our website, from our well-known health studies database to our mouth-watering collection of recipes.



The Whole Grain Stamp

Introduced in January 2005, the Whole Grain Stamp quickly became a standard, as products approved to use the Stamp surged toward the current total of 12,000+ as shown here.

The Whole Grain Stamp comes in two versions. The 100% Stamp is used on products where all the grain is whole grain; these products must also contain at least 16g of whole grain per serving. Products using the Basic Stamp may contain some refined grain in addition to a significant amount of whole grain (at least 8 grams).



All Whole Grain Stamps also denote the number of grams of whole grain in a serving of the product. As you can see in the graphic above, products with both the Basic and the 100% Stamp may contain widely varying amounts of whole grain.

Your daily need for whole grain is 48g or more, spread over six daily grain-food servings. Although the Stamp clearly states a product’s whole grain content in grams, there’s no need to “eat by the numbers”—simply choose all six of your grain products with the Basic Stamp, or at least three of them with the 100% Stamp, and you’ll meet the recommendations for whole grain intake.



Today, the Stamp is available in multiple languages, including Spanish, Portuguese, Chinese and Arabic, and more than one-fifth (22.5%) of the 12,000 products using the Stamp are approved for use in one or more countries outside the United States. Top countries are USA (8,704 products), Canada (1,757), Mexico (362), Brazil (288), UK (104), Colombia (93) and Australia (73). You can see a full list of all 55 current countries with approved Stamped products on our website at <http://wholegrainscouncil.org/whole-grain-stamp/its-working>.

Contact

Kelly Toups (Kelly@oldwayspt.org or 617-896-4884) about WGC educational programs

Caroline Sluyter (Caroline@oldwayspt.org or 617-896-4832) about the Whole Grain Stamp

Oldways Common Ground

In a nutshell:

Oldways Common Ground was founded in 2015 to show that nutrition experts really do agree on the basics of healthy eating—despite pseudo-science fad diet books and sensationalist headlines that make it look like nutrition science changes daily. We know how to eat well. So let's just do it.

Details:

Troubled by the public (mis)perception that nutrition experts have no idea what constitutes healthy eating, Oldways convened an extraordinary, cutting-edge conference on November 17 and 18, 2015. We gathered some of the world's top nutrition scientists in one room—from vegans to Paleo proponents—then shut the door until they found common ground, and came up with a Consensus Statement detailing their points of agreement. This became the beginning of a movement to encourage scientists, the media, and ordinary people alike to push back against sensationalism and pseudo-science.

Education Programs

Oldways Common Ground is now an ongoing education program, with three key facets:

The Oldways Cart

Eating well starts with shopping well. The Oldways Cart models what a healthy grocery cart looks like, and offers a one-week meal plan of simple recipes to cook up everything in the cart.

This graphic nutrition tool, inspired by the Oldways Common Ground Consensus of top nutrition experts, shows a shopping cart filled with a week's worth of groceries for two adults. The accompanying downloadable shopping list and meal plan detail how this cartful of foods can be mixed and matched to make up a healthy diet. Food choices are mostly plant-based, but also include small amounts of meat and dairy.



The Common Ground Consensus Statement

Our top experts agreed on 11 points of consensus, including that food should be good for human health, good for the planet, and simply good... unapologetically delicious. The Common Ground Consensus emphasize whole foods, sustainability, and solid science, as well as a movement to teach food literacy to everyone. We're making their statement widely available, and backing it up with videos and presentations from our conference, to reinforce the key points of the consensus statement.

The Oldways Science and Media Clearinghouse

Finding Common Ground—reaching consensus—on what constitutes healthy eating is just the first step in an ongoing partnership between top nutrition scientists and leading journalists who care about grounding their work in solid science. To write compelling and accurate stories about health and nutrition, journalists need to reach key experts. Oldways now provides a “matchmaking” service to connect journalists with scientific experts on food and nutrition topics. Already thirty-five top nutrition experts have pledged to make themselves available to journalists on deadline, to discuss five dozen key topics.

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Oldways Mediterranean Foods Alliance Program

In a nutshell:

Oldways created the original Mediterranean Diet Pyramid in 1993, with the Harvard School of Public Health. Since then, we have carried out a wide variety of creative initiatives to popularize the Mediterranean Diet. Today, three programs form the core of our work with the Mediterranean Diet:

1. Consumer outreach, with our bi-weekly Fresh Fridays email and website resources.
2. Our popular book, *The Oldways 4-Week Mediterranean Diet Menu Plan*.
3. Active outreach to doctors and dietitians, with support materials.

Details:

“The Mediterranean diet has long been celebrated as the gold standard of healthy diets for its highly palatable nature and favorable impact on the prevention of chronic diseases, promotion of greater longevity, and quality of life. A large body of scientific evidence has accumulated over the past several decades showing that Mediterranean-type diets are highly protective against the development of cardiovascular disease, metabolic disorders, and certain cancers.”

“The Mediterranean Diet and Your Health,” *American Journal of Lifestyle Medicine*
(J. Brill. Jan/Feb 2009, vol 3 no. 1, 44-56)

Programs

Oldways helps both health professionals and ordinary people realize the potential of the Mediterranean Diet, as described above, with three programs:

Website Resources and Fresh Fridays e-newsletter

The Mediterranean Diet resources on our website (at Oldwayspt.org) are the most popular pages on our site, offering delicious recipes, research on the Mediterranean Diet, and practical how-to advice. Augmenting these resources with active outreach to 13,500 opt-in subscribers, our bi-weekly Fresh Fridays e-newsletter features short articles about the food traditions of the Mediterranean region, along with 3-5 recipes that illustrate these food traditions. Companies with an annual membership in the Mediterranean Foods Alliance may have their healthy Med foods featured periodically in Fresh Fridays recipes.

The Oldways 4-Week Mediterranean Diet Menu Plan

Available on the Oldways website and through Amazon.com, *The Oldways 4-Week Mediterranean Diet Menu Plan* includes positive and practical guidance for adopting a Med-style diet, along with daily menu plans and 57 delicious, easy-to-make recipes. A top-seller—ranking in the top 1/10 of 1% of all books on Amazon—this handy guide is endorsed by doctors and praised by individuals and families.

Materials for Doctors and Dietitians

Oldways offers a full suite of materials to support health professionals who are recommending the Mediterranean Diet to their patients. The materials include our Mediterranean Diet poster, refrigerator magnets, weekly grocery list pads, tear-off Med Diet Pyramid “prescription pads,” our trifold “Med 101” brochure, and of course our 4-Week Menu Plan, described above. These materials are also available directly to consumers for their own interest and needs.

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Oldways Vegetarian Network

In a nutshell:

To support the growing interest in plant-based diets, Oldways has created the Oldways Vegetarian Network (OVN). Its flagship initiative is *The Oldways 4-Week Vegetarian & Vegan Diet Menu Plan*, an 88-page guide to the delicious and satisfying tastes of a plant-based diet.

Details:

The future is green. Many well-educated health professionals are urging us to move plants to the center of our plates and the latest update on the 2015 Dietary Guidelines includes a call for Americans to reduce their consumption of meat and dairy and eat more plant-based foods.

Change is everywhere, from meatless choices in the supermarket aisles to veggie entrees on restaurant menus. Brooklyn has given us America's first vegan bar and Veganz, a 100-percent plant-based grocery chain, started in Germany, is scheduled to open its first US store in Portland, Oregon in 2016.

Oldways is supporting this momentum with our newest book, *The Oldways 4-Week Vegetarian & Vegan Diet Menu Plan*. This slim, approachable volume shows how simple and delicious going meatless can be, with tips and basic advice combined with daily meal plans and recipes any cook can make.

"Here is an easy-to-follow guide for healthy eating, with helpful tips for preparing and cooking nutritious vegetarian meals."

—Joan Sabaté, MD, DrPH, Professor of Nutrition, Loma Linda University

"I have long been grateful to Oldways for shining the light on traditional diets as the best source of food wisdom. This new, clear guide to plant-based eating brings the discussion full-circle, providing structure and inspiration to people who would like to reduce (or eliminate) the meat factor from their plates. With the beautifully presented information here, we can trust that we are in good hands, and proceed smartly and more deeply into the delicious world of garden- and orchard-based cuisine."

—Mollie Katzen, author of *Moosewood Cookbook*, and *The Heart of the Plate: Vegetarian Recipes for a New Generation*

The OVN is a primary resource for reliable nutrition information on vegetarian and vegan diets and plant-based eating. Think of us as a source for the latest science behind plant-based diets and a connection to individuals who can lend credible quotes. We stand ready to help journalists develop stories that bust the myths and knock down barriers that interfere with eating more plant foods. Our team includes dietitian Sharon Palmer, author of *The Plant-Based Diet* and *Plant-Based for Life*, who is available for OVN interviews.

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Oldways African Heritage

In a nutshell:

The centerpiece of our African Heritage program is a national cooking program—called A Taste of African Heritage—offered at more than 100 locations across the country. The program combines cultural history, nutrition and six cooking lessons (Herbs & Spices; Leafy Greens; Whole Grains; Beans & Rice; Tubers & Stews; Fruits, Vegetables & a Healthy Lifestyle) on healthy, heritage-inspired meals to improve the health and well-being of African Americans.

Details:

Many people are unaware that traditionally, African American ancestors ate a plant-based, whole food diet that was extremely high in flavor and nutrition. In fact, many of today's healthiest foods have their roots in African heritage—leafy greens, sweet potatoes, millet, watermelon, okra, lentils and peas, and flaxseeds to name just a few. That's why Oldways developed the African Heritage Diet Pyramid, which celebrates and educates about traditional foods and diets across the African diaspora—from Africa to South America, the Caribbean, and the American South.

A Taste of African Heritage

To bring the African Heritage Diet Pyramid to life for people everywhere, Oldways has developed A Taste of African Heritage, an empowering and culturally-relevant national cooking program that combines cultural history, nutrition, and cooking lessons on healthy, heritage-inspired meals to dramatically improve health and well-being. Over the six weeks of the program, students reconnect to a long tradition of healthy, garden-to-table eating that has the power to heal and inspire, helping people to claim health by reclaiming history.

"African-American foodways have, for many years, been perceived negatively because less-healthy 'special occasion' dishes are now marketed more as everyday foods," says Vivien Morris, RD, who is an African Heritage Diet Advisor and class instructor. "But we are celebrating the real traditional African-American culinary heritage, which is wonderfully health-promoting."

We have found that it takes just six weeks to change your plate and your life. Reporting from our 2012-2014 classes shows that:

- Over 50% of graduates report cooking at least 5 times per week
- Over 50% have increased their vegetable intake
- Over 75% are eating leafy greens "at least 3-4 times per week"
- 2 out of 3 graduates have lost weight over the six week course
- And over 35% have seen a decrease in blood pressure status

A Taste of African Heritage is being delivered in over 100 communities nationwide, with the help of outstanding volunteer teachers and organizations, and it has been covered widely by local and national journalism, including: The Associated Press, The Washington Post, NPR Houston, NPR Cincinnati, Food & Nutrition Magazine, and many more.

If you are a journalist interested in attending any local classes, please contact **Ashley Owen** at Ashley@oldwayspt.org.

Contact

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Oldways Nutrition Exchange

In a nutshell:

The Oldways Nutrition Exchange (ONE) is a free, online resource offering themed toolkits and our ONE-Stop Resource Directory to supermarket dietitians and other healthcare professionals. ONE provides comprehensive, relevant information to help these health professionals educate customers and patients about healthy foods and eating habits.

Details:

ONE's 2,800 opt-in subscribers include three-quarters of the known universe of supermarket dietitians—a highly influential group that promotes healthier food options to consumers at the point of purchase. Our network also includes dietitians, doctors, nurses and others working in hospitals, clinics, private practice, schools, and foodservice.

Toolkits

Since its beginnings in October 2012, ONE has produced 38 themed toolkits. Every month we publish a kit comprising about 10 resources, each exploring a topic of interest. For example, we've explored health issues such as diabetes and hypertension, consumer trends such as healthy snacking, as well as providing timeless strategies for eating healthily on a budget.

Our network of professionals uses these materials (over 28,500 resources have been downloaded so far) to develop web and print articles, in-store consultations and tours, and media appearances as well as printed handouts for the public. Our retail dietitians alone represent more than 70 chains with an estimated 115 million shoppers each week.

"I use ONE resources for our in-store overhead announcements and other events both in-store and in the community. ONE gives me ideas for these events including themes, recipes, and ways to educate consumers about healthy eating. By having these resources right at my fingertips I can use my time to interact more with our customers."

—Stephanie Perez, RD, LDN, Shoprite, Philadelphia, PA

ONE-Stop Resource Directory

Our latest tool is the ONE-Stop Resource Directory—a central hub where healthcare professionals can readily find health and nutrition materials created by companies, trade boards and other food-related non-profits. The Directory makes it easy to find this information all in one place, without spending hours surfing individual websites.

Whether it's our Toolkits or our One-Stop Resource Directory, Oldways Nutrition Exchange lives up to its name—it truly is the place where health and wellness information and professional contacts are exchanged by those in healthcare and the food industry alike.

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Oldways Supermarket Dietitian Symposium

In a nutshell:

Oldways' Supermarket Dietitian Symposium is an annual conference that shines a light on the key role played by supermarket dietitians, and facilitates dialog between supermarket RDs and food manufacturers/commodity boards.

Details:

Advice on weight loss, gluten-free diets, diabetes management, or feeding a picky toddler may be as close as your neighborhood grocery store. Dietitians who work in supermarkets can reach millions of consumers through their in-store programs, columns in weekly circulars, blogs, and media appearances. As their numbers grow from coast to coast, they expand their power to impact public health by offering free services to the community.

Oldways' annual Supermarket Dietitian Symposium, now entering its seventh year, focuses on the work these dietitians do and calls for all retailers to include them in their programs. The event also encourages discussions, and probes for actionable solutions that can influence shoppers to be more conscious of their plates by promoting healthy and sustainable food choices. The goal is to help supermarket dietitians drive sales of better-for-you foods, and provide them with the tools, skills, and knowledge to maximize their impact and influence in the retail environment.

Journalists seeking stories about positive changes in our food system will want to learn more about what supermarket RDs do—such as the successful weight loss programs, store tours created especially for kids, and effective community partnerships between hospitals and supermarkets—and why we need to expand the dietitian presence nationwide.

The symposium is coordinated in partnership with Barbara Ruhs, MS, RD, LDN, a former supermarket dietitian, who is available for interviews on the growth of dietitians in supermarkets, a look at how their work can influence consumers, and the potential for positioning these influencers worldwide.

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Oldways Cheese Coalition

In a nutshell:

The Oldways Cheese Coalition (OCC) is a member-driven advocacy group that supports the production of artisan, raw milk, and traditional cheese. At a time when regulatory uncertainty threatens traditional production and aging methods, the OCC offers a strong voice of industry support and consumer education.

Details:

Since the dawn of civilization, humans have been making milk—which otherwise spoils almost instantly without refrigeration—into delicious cheeses, using knowledge passed down from generation to generation about how to encourage the proliferation of “good” bacteria that crowd out “bad” bacteria. For many decades now, however, food regulators have tended to view all bacteria as “bad” and even scientific understanding is now growing of the role that “good” bacteria play in supporting digestive health, a regulatory cloud hangs over traditional cheesemaking.

Artisan, Raw Milk, and Traditional Cheese

What will be the fate of traditional cheese? Will Roquefort be gone forever? What about cheeses aged on wood? What about raw milk cheese? To the dismay of cheese enthusiasts everywhere, questions continue to mount.

Support for traditional cheese is here. To address these issues, the Oldways Cheese Coalition is bearing the banner of traditional cheese worldwide and jumping into the fray. Originally founded in 1999 by Oldways, the American Cheese Society, the Cheese Importers Association of America and Whole Foods Market, the Coalition was revitalized in 2014 at a time when regulatory uncertainty threatened traditional production and aging methods.

By encouraging dialog grounded in science and nutrition, we bring the proven Oldways model to traditional cheese and in doing so encourage literacy, appreciation, and awareness of the role of traditional cheese in a healthy diet. The OCC is composed of members of the cheese industry and cheese enthusiasts to form an outspoken voice of advocacy on behalf of this delicious and nutritious staple.

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Oldways Culinary Travel

In a nutshell:

Once or twice a year, Oldways travels to some area of the world (often in the Mediterranean region) to introduce travelers to the foods, flavors, and traditional producers of that region. Our next Oldways Culinaria will be to Greece, visiting Thessaloniki and Athens, from November 5–13, 2016, followed by a trip to Liguria and Cinque Terre, Italy, in March 2017.

Details:

Oldways Culinarias are extraordinary culinary tours, planned with our firm belief that the heart of any culture can be illuminated by exploring its food, wine, and culinary traditions. Our respected place in the culinary world, and our long-standing relationships with international chefs, restaurateurs, and food and wine producers, mean that we're able to create one-of-a-kind travel itineraries of unprecedented reach and depth that embrace traditional food and wine customs, educational programs, and elegant culinary activities.

Four Good Reasons to Travel with Oldways:

1. Congenial Travelers

Oldways trips are filled with a diverse group of ages and backgrounds—all sharing a common love of food and culinary traditions. We limit group size to just the right number so that you can interact with a variety of interesting people, without feeling that you're part of an anonymous crowd.

2. Culinary Experts to Guide You

Imagine how much you can learn about the foodways of a region, with someone along who can explain local ingredients at mealtimes, interpret the wares on offer while you walk through a vibrant public market, guide you through a tasting of unfamiliar spices, or do a cooking demo on the spot. Each Oldways Culinaria features a well-known culinary expert, such as a chef or cookbook author, intimately familiar with the foods and flavors of the area.

3. Historic and Cultural Context

While the focus is on food during Oldways trips, you'll also learn about the historic and cultural context that helped shape local culinary traditions. Visits to museums, ancient ruins, and artisan crafters provide a useful counterpoint to food-related activities. On every trip you'll enjoy fascinating facts from local historical guides—plus insights from Oldways staff, based on our two decades of international culinary travel.

4. Rare and Special, Outside-the-Guidebook Experiences

Oldways Culinarias take you beyond the realm of other tours, to little-known local producers, farms, vineyards, cheesemakers, and bakeries. You'll dine at restaurants not yet discovered by the guidebooks—and perhaps even meet the chef! Our network of international contacts enables us to put together an itinerary unlike any other.

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