

HOW AND WHY TO TAKE PART IN WHOLE GRAIN SAMPLING DAY 2021



The best way to increase whole grain consumption is to find ways to help everyone—kids included—try more whole grains.

That's why Oldways and the Whole Grains Council invented Whole Grain Sampling Day. Held every year on the last Wednesday in March, Whole Grain Sampling Day 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! I had no idea I liked whole grains so much!"

We invite you to join us on **Wednesday, March 31, 2021** for the next Whole Grain Sampling Day. The benefits to children are obvious: they'll learn how delicious and nutritious can team up with whole grains, and they'll reap the many health benefits of whole grain foods.



Participation is Easy

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. All we ask is that you tell us you're in, and we'll help you do the rest.

Contact Caroline Sluyter today at (617-896-4832) or caroline@oldwayspt.org

Ideas for Primary, Middle, and High Schools

■ Highlight Existing Whole Grain Menu Items

There's no need to create new menu items—unless of course you want to. Since you've already got delicious whole grain dishes on your menu—feature those!

■ Sample Some New Whole Grain Items

Whole Grain Sampling Day is a great time to let kids taste new whole grain items you may be planning to introduce. Especially for elementary kids: provide whole grain stickers to everyone who tries your new whole grain item.

■ Create Educational Games

Take a pointer from other schools, and get creative with nutrition games and races that get kids excited about whole grains. We've included examples on the following page. We can also supply you with stickers, posters, handouts and more! Brainstorm with us now.

■ Invite Parents to a Tasting Event

Kids will get more whole grains at home if you make sure their parents know about the whole grain foods kids love. Plan a tasting event for them at morning drop-off time, after school, or in the evening.

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Inspiration from other K-12 Schools

Need ideas on how to participate? Whole Grain Sampling Day is not a one-size-fits-all operation, so there are great ways for school food operations of all sizes to take part. Here's what other schools have done in the past to give you inspiration. Or call us to brainstorm!

■ Whole Grains Relay Race

“A fun race created as a joint project with the PhysEd teacher. The school dietitian led a discussion on whole grain foods, then kids ran across the gym to pick photos of whole grain choices, then ran back.”

■ High School Health Fair

“Foodservice staff created a nutrition game, which included questions about whole grains. Everyone completing the game received a small whole grain snack.”

■ Food Demo and Sampling

“We did a super food demo which gave both students and teachers a chance to sample some great tastes. Our offerings included Wild Rice Salad with Celery & Walnuts, and a Barley Salad with Herbs, Diced Apples & Fresh Blueberries.”

■ Graphics, Fun Facts, and Contests

“We feature whole grains year round. I had posters made for each Grain of the Month, with samples showing the grain, and fun facts about it. Each month we run a contest. For corn in October, for instance, I challenged students to list products made with corn. The winner named 217 – and won a healthy popcorn trail mix.”

■ Get Everyone—including Parents—Involved

“We gather recipes from staff, students, and parents. If they meet our nutrition and pricing tests, we make a small batch, and test it at schools with students. If it's a hit, we collect feedback the first three days we serve it, to decide if we should add it to our regular menu.”

■ Get Your Kids Singing about Whole Grains!

The Oldways Whole Grains Council commissioned Emmy winners Cathy Fink and Marcy Marxer to write *All Aboard the Whole Grain Train*, a special song to get younger elementary and preschool kids excited about whole grains. We'll make the lyrics and files with the music (full version, or accompaniment alone) available to any school interested in celebrating Whole Grain Sampling Day in song.



PAST WHOLE GRAIN SAMPLING DAY EXAMPLES

Inspiration from past creative ideas for 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