

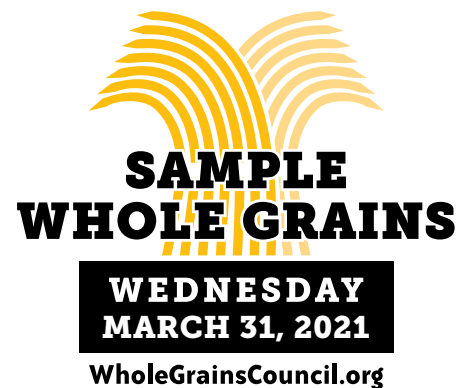
HOW AND WHY TO TAKE PART IN WHOLE GRAIN SAMPLING DAY 2021



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 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! Where have whole grains been all my life?"

We invite you to join us on **Wednesday, March 31, 2021** for the next Whole Grain Sampling Day. The benefits to your clients 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. But what are the benefits to you as a registered dietitian?



Four Great Benefits for Registered Dietitians

- 1. Improve Health.** You're already promoting whole grains. By highlighting the benefits of whole grains when Whole Grain Sampling Day is being observed 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.** No National Nutrition Month promotion is complete without a spotlight on whole grains. Plan a Whole Grain Sampling Day event to build on the healthy eating momentum of previous weeks, and finish National Nutrition Month with a bang. Bonus: One-day events are often easier to plan and promote than month-long celebrations.

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.

Read on for ideas and next steps. And don't miss our [highlights of previous years'](#) Whole Grain Sampling Day events on the last page.

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Ideas for Community Dietitians

Need ideas for how to participate? Whole Grain Sampling Day 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**
Whole Grain Sampling Day is about reducing barriers, not just offering freebies. Do you work for a grocery store or dining hall? Organize a Whole Grain 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. It's easy with our [Whole Grain Store Tour kit](#).
- **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 Sampling Day!
- **Use our "Matchmaker" Service**
Want to know which manufacturers might be interested in supplying products for your whole grain demo or sampling event? We're making a list and checking it twice, and we can help match you with an appropriate vendor.
- **Do community outreach**
Many RDs regularly appear on local radio and TV outlets. Use an appearance as close to March 31 as possible to tell your broadcast audience about your Whole Grain Sampling Day plans. You can also make a [YouTube video](#)!

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 Menu Items**
There's no need to create new ones. If you've already got delicious dishes on your menu—feature those! How can you make more people notice and choose them?
- **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!")
- **Go for BOGO!**
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, you (or one of your chefs) can conduct a cooking demonstration with samples of a "new menu item." You can even provide the recipe as a take-home.
- **Meet and Greet**
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. Whole Grain Sampling Day is a great time to start.

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How to Commit and Promote: Just Do It!

But seriously—all we ask is that you tell us you're in, and we'll help you do the rest. (No contract to sign, no fee to pay.)

In addition to listing you on our site as a participant in our festivities, we'll be broadcasting to our newsletter subscribers and enlisting the help of popular bloggers and other consumer press to get the word out about all our Sampling Day partners' diverse activities.

At the same time, we encourage you to promote your participation too, in ways that only you can do:

Promotion Tips for Registered Dietitians

■ Take advantage of our materials.

The Whole Grains Council has trifold brochures explaining the benefits of whole grains, 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. Check out the options!

■ Get the word out.

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

■ Enlist social media.

You can talk up your plans on your website, Facebook page and Twitter. If you need some ideas on where to begin, try our [social media graphics](#).

■ Highlight your whole grains.

For food service dietitians who print a daily menu, draw special attention to whole grains there; you can even use our Whole Grain Sampling Day logo. We'll also add you to our list of restaurants currently serving whole grains.

Don't Miss Out!

Contact Caroline Sluyter today at (617-896-4832) or caroline@oldwayspt.org and join the Sampling Day fun.

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reducing barriers, not just offering freebies.

PAST WHOLE GRAIN SAMPLING DAY EXAMPLES

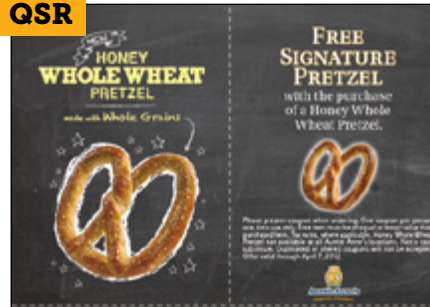
Inspiration from past creative ideas for every segment of the market!

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