

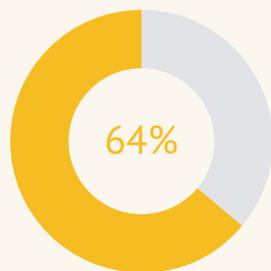
The Power of the **Whole Grain Stamp**

The Stamp gives consumers the information **they want...**

...with a packaging symbol **they trust.**



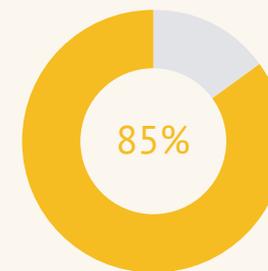
8 out of **10** consumers **want to see** whole grain content displayed on the packaging.



64 percent of consumers say symbols like the Stamp give them **more confidence** in the product they are buying.



4 out of **5** consumers would use the Stamp as part of their **purchasing decision.**



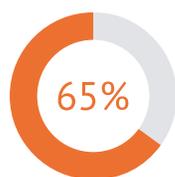
85 percent of consumers **trust** the Whole Grain Stamp.

Front-of-pack whole grain content claims made by the manufacturer are **not enough.**

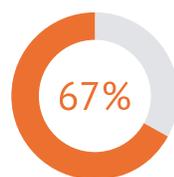
More than half of consumers are skeptical of whole grain claims made without the Stamp, including:



of all consumers



of Gen Z and Millennials



of parents with children at home

We consider the Whole Grain Stamp a badge of honor, and that's why we've placed it front and center on all of our packaging.

—WGC member since 2010

We love the Whole Grain Stamp for its simplicity, and we believe it's highly valued by the health-conscious consumers we're trying to support with our product line.

—WGC member since 2020

Benefits of **WGC** Membership

Take advantage of the **marketing strength** of the Whole Grain Stamp.

Improve consumer trust and confidence in your products by proudly displaying the Whole Grain Stamp on your packaging. **Annual membership dues authorize members to use the Whole Grain Stamp on an unlimited number of qualified and approved products at no additional cost.**

Members who produce Stamp-approved items for private-label brands may also pass Whole Grain Stamp use along to their customers, giving them a competitive edge in the copacking market.

The Whole Grain Stamp has appeared on products since 2005. It's used on over 13,000 products available in **65 countries** around the globe.



Membership in the Whole Grains Council comes with **major benefits** beyond Whole Grain Stamp use.

Boost brand visibility and reach. Participate in our promotional events like Whole Day for Whole Grain and Whole Grains Month. Sign up to be included on the sourcing lists we share with consumers, companies, and foodservice operators looking to order whole grain ingredients. Get free support via our social media outlets, website, and blog.

Gain access to WGC events and sponsorship opportunities. Members have the opportunity to sponsor webinars at discounted rates. They also qualify for free and discounted registrations to the Whole Grains Conferences we host; events that offer unrivaled networking opportunities among the movers and shakers of the whole grain industry.

Additionally, we offer a wide variety of sponsorship opportunities, both at our conferences and throughout the year, for members to amplify their brand visibility to a curated subset of Oldways' and the WGC's diverse audiences and networks. Discounts are available to members.

Access data insights and stay on top of trends. As whole grain and nutrition experts, we have a wealth of experience and data to share with our members. We analyze and publish insights from our Stamped Product Database and commission regular Consumer Insights Surveys with in-depth reporting on trends, consumption patterns, and consumer perceptions and knowledge of whole grains. We share this information and much more through our monthly member newsletter.

Support the good and essential work we do year-round, advocating for whole grains. We've been promoting whole grains for more than 20 years using a multi-pronged approach to educate consumers, support manufacturers, and energize the media. We continually advocate for clear whole grain definitions and supportive dietary guidance at national and international levels by submitting official comments on regulatory documents, setting up meetings with policy makers, and leading international working groups.

The support of our members enables the essential work we do in nutrition education and whole grain advocacy. In turn, our impact with consumers, health professionals, and regulators strengthens the whole grain market, improves public health outcomes for consumers, and supports our members' success.