



For immediate release

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Whole Grain Stamp Unveiled at Expo West

50-member Council creates easy way to find whole grains

The new federal Dietary Guidelines urge Americans to eat three servings or more of whole grains daily. But how can consumers tell what's a whole grain and what isn't? The Whole Grain Stamp, being introduced March 17 at Natural Foods Expo West, is a quick and easy tool to help consumers find delicious whole grain foods.

The Whole Grain Stamp has three versions, all featuring the same eye-catching black and gold design. The "Good Source" Stamp is for foods containing a half serving of whole grains, while the "Excellent Source" Stamp goes on products offering a full serving of whole grains. The third level – "Excellent Source / 100%" – is for foods with a full serving of whole grains and containing no refined grains.

"Whole Grain Stamps are easy to spot," says Mike Orlando, Chairman of the Whole Grains Council and head of Sunnyland Mills. "We're amazed at how quickly major national companies have adopted the program and redesigned their packaging to include the Stamps." The Whole Grains Council, which has been developing the Stamp program since 2003, made the graphics available to qualifying companies in late January, following release of the 2005 Dietary Guidelines. Less than two months later, the Stamp is beginning to appear on retail shelves.

The Guidelines' new emphasis on whole grains made the depth of consumer confusion on this topic readily apparent. "We've seen dozens of media articles tortuously describing 'How to identify whole grains' since the Dietary Guidelines' release," says K. Dun Gifford, President of Oldways Preservation Trust, the Boston food issues think tank that coordinates Whole Grains Council projects. "Our Stamp program eliminates all that confusion, so that consumers can focus on the health and good taste of whole grains."

With the Whole Grain Stamp, consumers no longer need to study the fine print of ingredient labels. They can simply choose three "Excellent Source" products or six "Good Source" foods, and know they're getting their three servings of whole grains.

Great Harvest Bread Company began rolling out the Whole Grain Stamp in early February at its franchise bakeries across the country. Bob's Red Mill, King Arthur Flour, Sunnyland Mills, Kashi, Lotus Foods, Arrowhead Mills and Roman Meal Bread all are following immediately, with many of these companies showing "Stamped" products at Expo West in Anaheim, March 17-20. A rollout schedule showing when specific companies will introduce the Whole Grain Stamp can be found at www.wholegrainscouncil.org/WholeGrainStamp.html.

The Whole Grains Council is a consortium of industry, scientists and chefs working with Oldways Preservation Trust to increase consumption of whole grains for better health. Its fifty members include large companies and small, from General Mills and Kellogg to Barbara's Bakery and Hodgson Mill. (A full list is at www.wholegrainscouncil.org/members.html.) The Council's many initiatives help manufacturers to create delicious whole grain products; help consumers to find whole grain foods and understand their health benefits; and help the media to write accurate, compelling stories about whole grains. You can learn more about the Whole Grains Council at www.wholegrainscouncil.org and about Oldways at www.oldwayspt.org.

The following members of the Whole Grains Council will be exhibiting at Natural Foods Expo West in Anaheim on March 17-20, and can provide journalists with information about the Whole Grain Stamp program:

Company	Booth
Barbara's Bakery	3576
Bob's Red Mill	3526
Cereform USA	4268
Country Choice	4361
Gardenburger	3380
Giusto's Specialty Foods	Fresh Ideas 40
Grain Millers	3113
Hodgson Mill	3781
Kamut Association	4136
Kashi	3232
King Arthur Flour	4190
Lotus Foods	3794
Mary's Gone Crackers	4342
Nature's Path	3950
Nu-World Amaranth	4810
Rudi's Organic Bakery	4056
Sunrich	3914
The Baker	3812

For questions about the Whole Grains Council, for graphics of the Whole Grain Stamps or to arrange interviews with any of the Council's leaders, please contact Cynthia Harriman, Whole Grains Council Coordinator, at 617.896.4820.

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