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## **New Whole Grain Stamp Featured on Oprah**

*Reinforces major companies plans to use consumer-friendly symbol*

Boston, MA, May 5, 2005: "I am such a believer in whole grains!"

Those are the words Oprah Winfrey used to introduce a segment on whole grains that she aired on May 3. Oprah, whose show is watched by an estimated 21 million U.S. viewers each week, has a reputation for endorsing the next big thing. This week she praised the Whole Grain Stamp, created by Oldways Preservation Trust and the Whole Grains Council, as a quick and easy way to identify healthy and delicious whole grain products.

The eye-catching black and gold Whole Grain Stamp marks products containing a half serving or a full serving of whole grains, offering consumers a simple way to get the recommended three servings per day of whole grains. As Oprah told her viewers this week, "...if you still aren't sure which of your favorite foods are really made with whole grains, look soon for these stamps on products. They're going to help take out the guesswork."

Major brands across American are scrambling to add the Whole Grain Stamp to their packaging. By mid-Summer, shoppers will notice the Stamp on granola bars from Cascadian Farms (a division of General Mills) and on cereals from Kashi (a division of Kellogg). Gardenburgers will sport the Whole Grain Stamp, along with products from Arrowhead Mills, Bob's Red Mill, Barbara's Bakery and many more. Altogether, almost forty companies have committed to adopting the Stamp, with more signing on daily. This unified effort will give consumers a trusty standard they can rely on – in place of today's marketplace confusion.

For questions about Oldways or the Whole Grains Council, for graphics of the Whole Grain Stamps or to arrange interviews with any of the Council's leaders, please contact Wendy Thompson, Oldways Media Relations Manager, at 617.896.4888.

The Whole Grains 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. Oldways Preservation Trust works to promote healthy eating, traditional foodways and sustainable food production. You can learn more about the Whole Grains Council at [www.wholegrainscouncil.org](http://www.wholegrainscouncil.org) and about Oldways at [www.oldwayspt.org](http://www.oldwayspt.org).

The following companies are members of the Whole Grains Council as of May 3, 2005:

Oldways Preservation Trust	Hain Celestial	Nu-World Amaranth
Abel + Schafer	Harbar Corporation	Panera Bread
American Institute of Baking	Hodgson Mill	Portuguese Baking Co
American Italian Pasta Co.	Indian Harvest Specialty	Purity Foods
Arrowhead Mills	Foods	Quaker Oats
Bagel Boy	Interstate Bakeries	Racconto
Barbara's Bakery	Jessica's Brick Oven	RiceTec, Inc.
Bob's Red Mill	Kamut Assn/Montana Flour &	Riviana Foods
Bruegger's Bagels	Grains	Roman Meal Company
Campbell	Kashi	Rubschlager Bakery
Cargill/Horizon Milling	Kellogg	Rudi's Organic Bakery
Cereform USA	King Arthur	Schwan Food Company
Del Mar Nutrition	La Bonita Olé	Snyder's of Hanover
Dr. Kracker	Lesaffre Yeast Corp	Sorghum Partners
Farmer Direct Foods	Lotus Foods	Sturgis Foods
Fleischer's Bagels	Mary's Gone Crackers	Sturm Foods
Fleischmann Yeast	McCann's	Sunnyland Mills
Frito Lay	Mestemacher Bread	Sunrich
Frontier Soups	National Barley Food Council	SunWest Foods
Gardenburger	National Grain Sorghum	The Baker
General Mills	Producers	Traditional Breads
Giusto's Specialty Foods	Natural Ovens	USA Rice Federation
Grain Millers	Nature's Path	WW Rice Company
Great Harvest Bread Co	Nutracea	

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