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Seven Tons of Whole Grains Donated for Whole Grains Month

Aug 29, 2008



September is Whole Grains Month, and to celebrate its observance, members of the Whole Grains Council (WGC) are donating at least seven tons of whole grain foods to schools, food pantries, Meals on Wheels, homeless shelters, and others who might not otherwise have access to healthy whole grains.

"Seven tons is only the beginning," said Kara Berrini, program manager for the Whole Grains Council. "Our Whole Grains Giveaway has barely begun, and we're delighted with the fast pace of early donations." Berrini expects the final tally of donations will be far higher, as pledges continue to roll in throughout September and October from the 204 members of the WGC.

A final total will be announced in early-November, but in the meantime, a running total and details of each donation are being logged on the WGC Web site.

Contributing companies to date include Caravan Ingredients, CCF Brands, Cream of Wheat, Dr. Kracker, Frontier Soups, Gak's Snacks (HomeFree), Indian Harvest Specialtifooods, King

Arthur Flour, Mary's Gone Crackers, Mestemacher / Carl Brandt, Minute Rice, Shiloh Farms and Sunnyland Mills.

The Whole Grains Giveaway is just one of many Whole Grains Month programs organized by the WGC and Oldways, its parent organization. Others include:

- **The Whole Grains Store Tour**, a downloadable kit of resources to help supermarket dietitians introduce their customers to the health benefits of whole grains, and learn how to identify whole grain products.
- **Friends of Whole Grains**, a new online forum where consumers can exchange tips, recipes and questions about whole grains.
- **The Whole Grains Challenge**, the WGC's second annual contest for restaurants and foodservice serving at least one whole grain choice at all times. Winners in each of 10 categories will be announced in early-November.
- **Just Ask for Whole Grains**, an ongoing program to support health organizations and schools in educating others about whole grains and health. The WGC supplies materials at no charge to qualified educational organizations from diabetes clinics and senior centers to the Special Olympics.

The WGC created the popular Whole Grain Stamp, an eye-catching black and gold symbol now seen on more than 2,100 products in five countries. The Whole Grain Stamp makes it quick and easy to find products containing at least half a serving of whole grains.

You can learn more about the Whole Grains Council at www.wholegrainscouncil.org and about Oldways, its parent organization, at www.oldwayspt.org.

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