The Whole Grains Council

- Part of non-profit educational organization Oldways
- Founded in 2003
- 275 manufacturing company members based in 13 countries (from US to Finland, Italy, UK, Brazil, Thailand)
Mission of the WGC

- To help consumers find whole grains and understand their health benefits
- To help the media write compelling and accurate stories about whole grains
- To help manufacturers create more and better whole grain products
#1 The Whole Grain Stamp

- Introduced in 2005
- Now on more than 5,000 products
- Used in 22 countries
- Helps consumers recognize whole grain products

Oldways and the Whole Grains Council
Drives sales traffic to your stores!

Oldways and the Whole Grains Council
Grams of whole grain per labeled serving

Check the website for more info on whole grains

100% mark added, if all the grain* is whole grain; there is NO refined grain

* In Canada, all the ingredients must be whole grain.

The “Basic” Stamp

Grain sheaf icon

Grams of whole grain per labeled serving

EAT 48g OR MORE OF WHOLE GRAINS DAILY

The “100%” Stamp

Daily minimum 48g reminder

EAT 48g OR MORE OF WHOLE GRAINS DAILY

Oldways and the Whole Grains Council
2/3 of Dietitians Use Stamp

- April 2010 survey
- 76.8% know Stamp
- 67.9% of those who use packaging symbols recommend the Whole Grain Stamp to clients

Journal of the American Dietetic Association, April 2010; 110(4):517-9

Oldways and the Whole Grains Council
Consumers Look for Stamp

A December 2007 report titled “Label Reading from a Consumer Perspective,” which asked consumers questions about 13 packaging symbols, found that

- 60% of shoppers are aware of the Whole Grain Stamp.
- the Stamp is more trusted than all other symbols surveyed except the Heart Check, the USDA Organic Symbol, and standard Recycling symbols.

Source: Hartman Group consumer research

Oldways and the Whole Grains Council
Consumers appreciate the Stamp when it is used...

“I am pregnant. It has been quite a bit of work for me to try and find products that not only contain whole grains, but also have them in a quantity that makes it worthwhile to purchase them. Having the 'whole grain' stamp has made it much easier for me to find these products. I especially like having the exact gram count per serving listed on these stamps.”

A. Wilson, July 2007

And are suspicious when the Stamp is not shown...

“I notice that [blank] products do not have the Whole Grain stamp. Is this because they refuse to participate or because they don't measure up to the standards on the breads I am looking at?”

Marilyn S., March 2008
#2 Whole Grain Store Tour

- Leader’s Guide
- Whole Grains 101 PPT
- Label-Reading
- Whole Grains Made Easy fact sheet
- Recipe Pack
- Shopping List, provides aisle-by-aisle itinerary
#3 Whole Grain Recipes

- Nearly 200 recipes
- Most available for reprint

Oldways and the Whole Grains Council
RYE BREAD REPLACES LAXATIVES
In a recent Finnish study, rye bread proved more effective than laxatives in reducing mild constipation and improving colonic metabolism, without causing adverse gastrointestinal effects. Researchers at the University of Helsinki randomly assigned 51 constipated adults to five groups that consumed: rye bread, cultured buttermilk, rye bread + buttermilk, white wheat bread, and laxatives (as usual for participant). The rye bread proved most effective, cutting transit time 41% compared to laxatives.
Journal of Nutrition, January 2010; epub ahead of print

OATS MAY BOOST NUTRITION PROFILE OF GLUTEN-FREE DIETS
Two recent studies out of Scandinavia show that adding oats to a gluten-free diet may enhance the nutritional values of the diets, particularly for vitamins and minerals, as well as increasing antioxidant levels. Researchers asked 13 men and 18 women with Celiac disease to follow a gluten-free diet with the addition of kilned (stabilized) or unkilned oats. After six months, the addition of stabilized oats resulted in an increased intake of vitamin B1 and magnesium, while the unkilned oats increased intakes of magnesium and zinc. In the second study from Scandinavia, the addition of gluten-free oats allowed people on gluten-free diets to achieve their recommended daily intakes of fiber, as well as increasing levels of a particular antioxidant called bilirubin, which helps the body eliminate free radicals as well as protect the brain from oxidative damage.

HIGH-CARB: BETTER MOODS THAN LOW CARB
Researchers in Australia studying 106 overweight and obese adults put 55 of them on a very low-carb, high-fat diet, and 51 on a very low-fat, high-carb diet. After a year, weight loss in both groups was about the same (13.7 kg or 30.2 lbs). But, while both groups reported improved mood after the first 8 weeks, after that only the higher-carb group maintained their good mood; the low-carb group was more angry, depressed, and confused after a year on the Atkins–like diet. Researchers suggested a link to better serotonin synthesis with the higher-carb diet, or perhaps to "withdrawal symptoms" in Western-diet environment replete with breads and cereals.
Archives of Internal Medicine, November 2009; 169(20):1873-1880

146 recent studies

Oldways and the Whole Grains Council
#5 Online Information

- Grains A to Z
- Gluten Free
- White Wheat
- Sprouted Grains
- and so much more!
Dear Friends of Whole Grains,

We're fresh from our latest whole grains conference in Portland, OR earlier this month, and eager to share with you some of the cool things that we learned there!

**In this issue:**
- Dietary Guidelines say "Trade refined grains for whole"
- Recipe: Black Rice Avocado Orange Salad
- Health: Barley Lowers Cholesterol
- "New Norm" Conference Highlights
- New on the WGC website

**2010 Dietary Guidelines: Trade Refined for Whole**

"Whenever possible, replace refined grains with whole grains."

That's the message from the new Dietary Guidelines for Americans, released January 31, 2011 and summarized at our conference by Eve Essery, nutritionist with USDA. Federal law mandates that our nation's dietary recommendations be updated every five years, and now we have the road-map that will guide us - and govern all federal food programs -
#7 Free Promo Materials
#8 Handouts, Web Content

Oldways and the Whole Grains Council

Pick 'n Save

Whole Grains

What is a Whole Grain?

All grains start life as whole grains. In their natural state growing in the fields, whole grains are the entire seed of a plant. This seed (which industry calls a “kernel”) is made up of three key parts: the bran, the germ, and the endosperm.

The Bran

The bran is the multi-layered outer skin of the kernel, and is tough enough to protect the other two parts of the kernel from assaults by sunlight, pests, water, and disease. It contains important antioxidants, B vitamins and fiber.

The Germ

The germ is the embryo which, if fertilized by pollen, will sprout into a new plant. It contains many B vitamins, some protein, minerals, and healthy fats.

The Endosperm

The endosperm is the germ's food supply, containing the energy to grow the young plant and get it started. It is the largest part of the kernel and contains starch, minerals, some protein and fat. It is chewy and chewy when popped.

Whole Grains are Healthy

Identification whole grain products

Identifying Whole Grain Products

Whole grains products make the difference. For instance, if a food is made with whole grain flour, it is considered whole grain. This is because the flour is milled from the entire kernel (bran, germ, and endosperm).

The Whole Grain Stamp Makes It Easy

With the Whole Grain Stamp, finding three servings of whole grains is easy: Pick three foods with the 100% Stamp or six foods with any Whole Grain Stamp.

But what if there is no stamp?

Until the Whole Grain Stamp is on all foods, how can consumers know if a product is whole grain? First, check the package label. Many whole grain products not yet using the Stamp will list the grams of whole grain somewhere on the package, or say something like “100% whole wheat.” You can trust these statements. But be skeptical if you see the words “whole grain” without more details, such as “crackers made with whole grain.” The product may contain only miniscule amounts of whole grains.

Check the List of Ingredients

If the first ingredient listed contains the word “whole” (such as “whole wheat flour” or “whole oats”), it is likely - but not guaranteed - that the product is predominantly whole grain. If there are two grain ingredients, and only the second...
#9 Whole Grain Conferences

- Inspiring speakers
- Great networking
- Media connections
- Science updates
- WG tasting

Oldways and the Whole Grains Council
#10 Whole Grain Hotline

Call us!

Email us!

Kara Berrini 617-896-4880 kberrini@oldwayspt.org
Cynthia Harriman 617-896-4820 cynthia@oldwayspt.org

Thank You!