



Get the Whole Grain Story

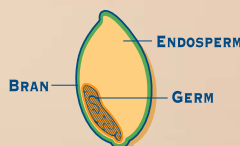
Whole grains pack a powerful punch! The vitamins, minerals, fiber, antioxidants and other plant nutrients in whole grain work together to help keep you healthy. Diets rich in whole grain foods can help keep your heart healthy, reduce the risk for some cancers and help you maintain a healthier body weight.^{1,2}

Nine out of ten Americans don't get enough whole grain.

The new USDA Dietary Guidelines and MyPyramid recommend consuming at least 3 servings (ounce-equivalents) of whole grains each day, yet most Americans are eating less than 1 serving each day.³

What is a Whole Grain?

A whole grain is any grain (for example, wheat, oats, corn, rice) that contains ALL three parts of the seed - the bran, germ, and the endosperm.



How to Find Whole Grain Foods

To find a whole grain food, look for:

- The word "whole" before the first or second ingredient in the ingredient listings. For example, "whole wheat" or "whole oats."

Or

- Whole grain claims including:
 - the whole grain health claim¹
 - good or excellent source of whole grain
 - 100% whole grain



Words like "multi-grain", "100% wheat", or "bran" may indicate important health benefits, but do not necessarily mean a product is whole grain. In addition, fiber content is not an indicator of whole grain.

The Whole Grain Buzz...

- In a recent study, whole grain was ranked the most important content claim tested.⁴
- 44% of consumers: Have increased use of whole grain in past two years.⁴
- 54% of shoppers: Eat whole grain to reduce the risk of disease.⁴
- 46% of school operators & 39% of sandwich/deli restaurant operators: Believe it is very/extremely important to offer items made from 100% whole grain.⁵

¹ Diets rich in whole grain foods and other plant foods and low in total fat, saturated fat and cholesterol, may reduce the risk of heart disease and some cancers.

² A growing body of evidence supports that those who consume diets rich in whole grain tend to have a healthier body weight than those who don't

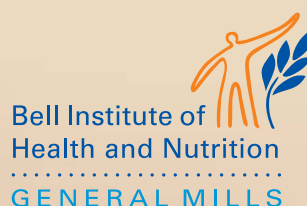
³ NHANES 1999-2002

⁴ Health Focus, 2004.

⁵ Datassentials Healthy Profits, June 2004

Whole Grain News!

- The new USDA food guide for consumers was released in April 2005. Now known as MyPyramid, the new pyramid recommends at least 3 servings (ounce-equivalents) of whole grain each day. Visit www.MyPyramid.gov for more information.
- The Child Nutrition Act has been re-authorized and includes guidance to increase whole grain foods served in the National School Lunch Program.



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