

GET TO KNOW YOUR GRAIN

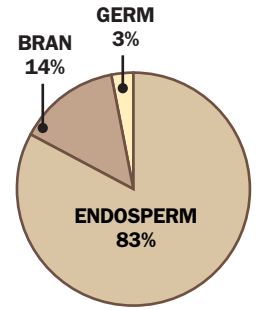
As popularity of whole grains continues to increase, getting educated about whole grains is important. A whole grain is most commonly found milled up into flour and used to make breads, cereals, pasta, crackers and other grain-based foods. Its health benefits include, but are not limited to: reduced constipation, fewer hemorrhoids, lower risk of diverticular disease, lower cholesterol levels, decreased risk of cardiovascular disease, reduced risk of cancer and reduced risk of Type II diabetes.

Graphics and research by Chelsea Williams

COMPONENTS OF A WHOLE GRAIN

A whole grain consists of the entire grain seed (also known as the kernel) of a plant. It may be eaten whole, cracked, split, flaked or ground. The **three main parts** of a whole grain are the bran, the germ and the endosperm. Each **whole grain product** needs to have approximately the **same relative proportions** of these three parts as found in the original grain.

WHOLE GRAIN PROPORTIONS



ENDOSPERM

Starchy inner core
Function: Provides energy for seed
Nutrients: Carbohydrates, protein, B vitamins

BRAN

Multi-layered outer skin
Function: Protects seed
Nutrients: Fiber, B vitamins, minerals

GERM

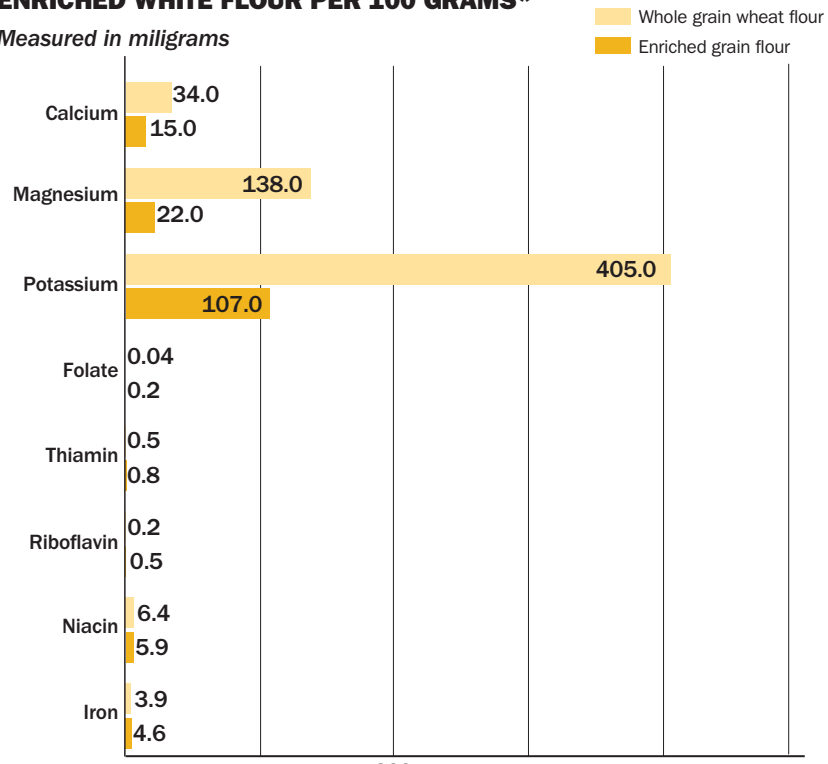
Embryo
Function: Provides nourishment for seed
Nutrients: B vitamins, vitamin E, minerals, antioxidants, phytonutrients

NUTRIENT COMPARISON

According to the 2005 Dietary Guidelines for Americans, whole grain wheat flour has **fewer calories** and **more dietary fiber** than enriched white flour. Other nutrients, such as calcium, magnesium and potassium, occur in much higher concentrations in whole wheat flour, often making it a healthier option to consider.

COMPARING WHOLE GRAIN WHEAT FLOUR AND ENRICHED WHITE FLOUR PER 100 GRAMS*

Measured in milligrams

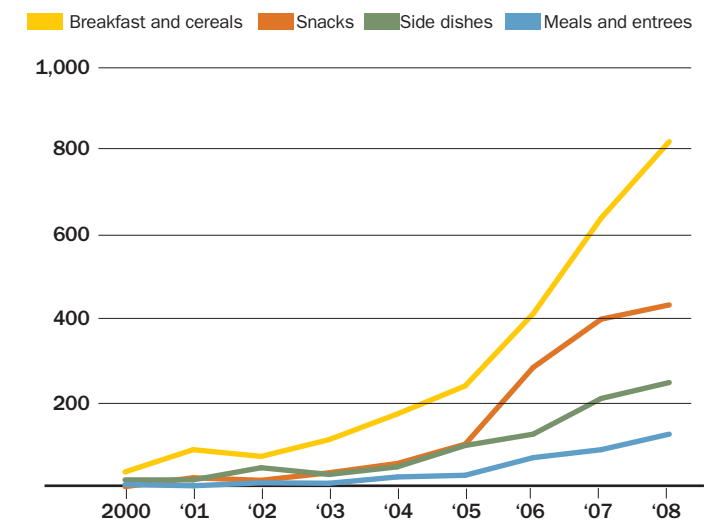


*100 grams of flour is equal to approximately 1.5 cups.

A WHOLE NEW PRODUCT

As more people begin to understand the health benefits of whole grains, new whole grain products are being released worldwide. According to an industry study by Mintel (a market research company), the number of **new whole grain product launches** has increased in every area over the course of the last 8 years.

NUMBER OF NEW WHOLE GRAIN PRODUCTS RELEASED WORLDWIDE PER YEAR



WHOLE GRAIN VS. REFINED AND ENRICHED

Many everyday foods contain whole grains. In fact, the 2005 Dietary Guidelines for Americans recommend **at least three out of six grain servings a day be whole**. Whole grains contain the **entire grain kernel** – the bran, germ and endosperm. **Refined grains have been milled**. The process removes the bran and the germ, leaving only the endosperm. This gives the grains a finer texture and improves shelf life, but it also **removes dietary fiber, iron and B vitamins**. Refined grains are often enriched, adding back certain B vitamins and iron, but fiber is not added back.

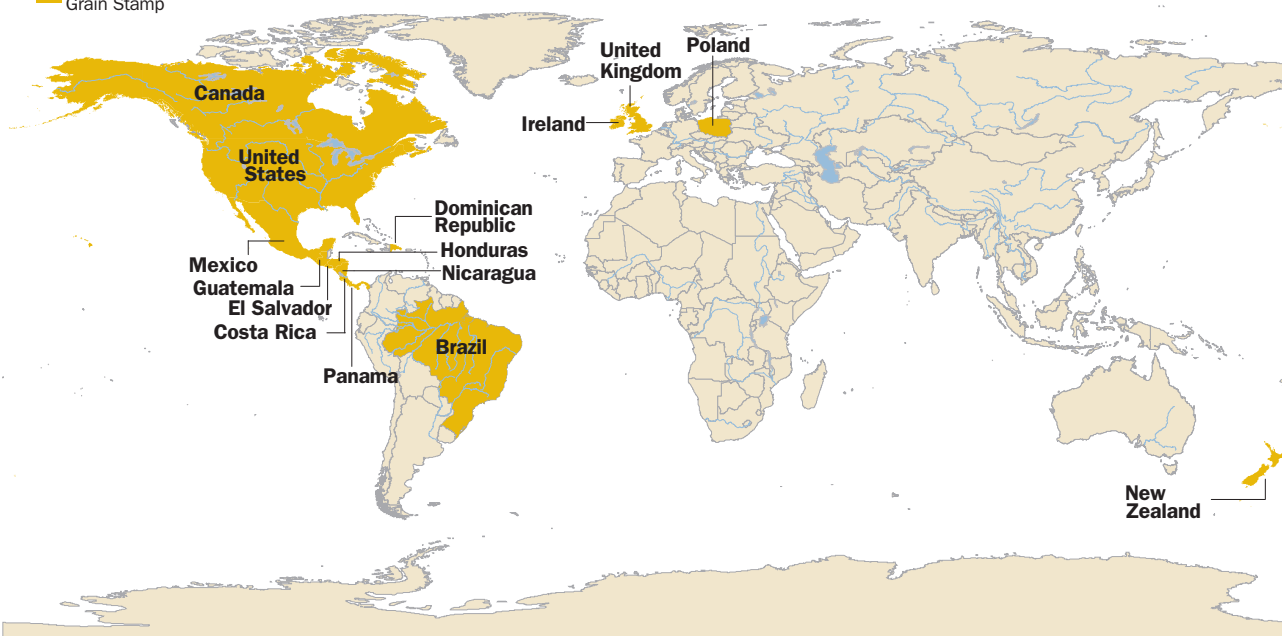
COMMON WHOLE GRAIN FOODS



THE WHOLE GRAIN STAMP

Sometimes finding foods that contain whole grains can be tricky. One way to tell if a product contains whole grains is to check the ingredient label. Search for phrases like “**whole**” or “**whole grain**” before the grain’s name on the list of ingredients to be sure. Another way to identify whole grain items is using the **whole grain stamp**. According to the Whole Grains Council, the purpose of the stamp is to make it easier for shoppers to spot whole grain products in stores. The stamp was created in 2005, and since then its use has continued to spread. It can be found on more than 3,100 products in 15 different countries around the world.

Countries with Whole Grain Stamp



STAMP COMPARISON: WHAT'S THE DIFFERENCE?

There are two types of the whole grain stamp: the basic stamp and the 100 percent stamp.

THE BASIC STAMP

Product may contain some extra bran, germ or refined flour
 Minimum requirement: 8g whole grain per serving (one half serving of whole grain)



THE 100% STAMP

For products where all of the grain is whole grain
 Minimum requirement: 16g whole grain per serving (a full serving of whole grain)

