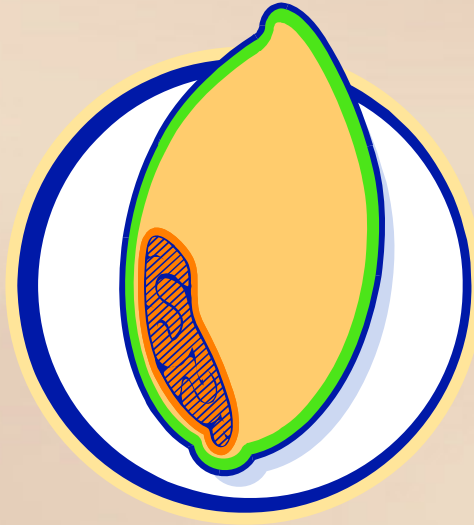




Get the Whole Grain Story!





Why Whole Grain?

- Whole Grains are for Health!
 - Reduced risk of:
 - Heart disease
 - Some cancers
 - Diabetes
 - Digestive health
 - Weight management



“Consuming **at least three servings of whole grains** per day can reduce the risk of diabetes and coronary heart disease and may help with weight maintenance.”

2005 Dietary Guidelines Advisory Committee Report, August 2004.



General Mills Commitment to Whole Grains

General Mills Introduces Cheerio Oats – now Cheerios
1941

General Mills Supports **Whole Grain** Research & Education
1980's - 1990's

All General Mills Big G cereals are made with **Whole Grain**
2005



1920

1940

1960

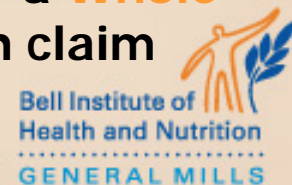
1980

2000

1924
General Mills Introduces **Whole Grain** Wheaties

1961
General Mills Introduces **Whole Grain** Total

1999
General Mills submits and received FDA approval for a **Whole Grain** health claim





What is a Whole Grain?

Bran

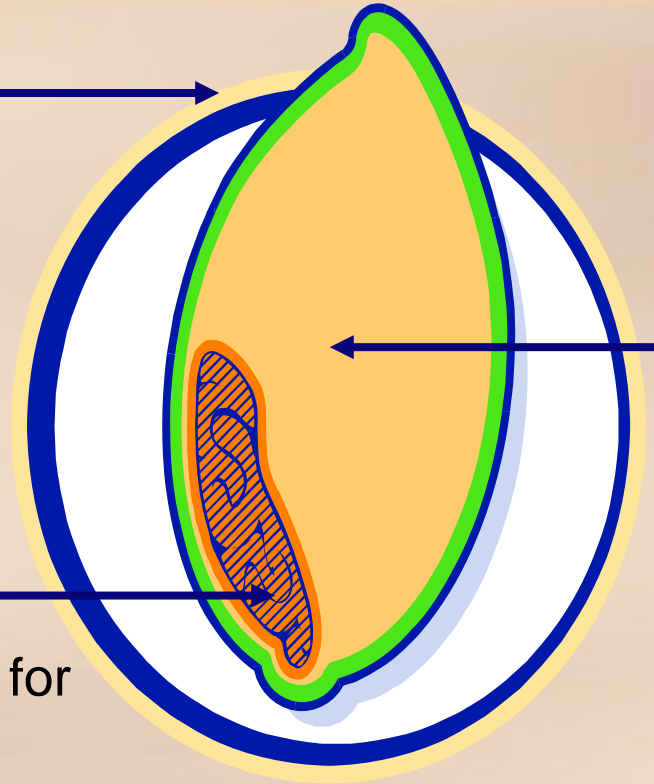
“Outer shell”
protects seed

- Fiber
- B Vitamins
- Trace Minerals

Germ

Nourishment for
the seed

- B Vitamins
- Vitamin E
- Trace Minerals
- Phytochemicals
- Healthy Fats



Endosperm

Provides energy

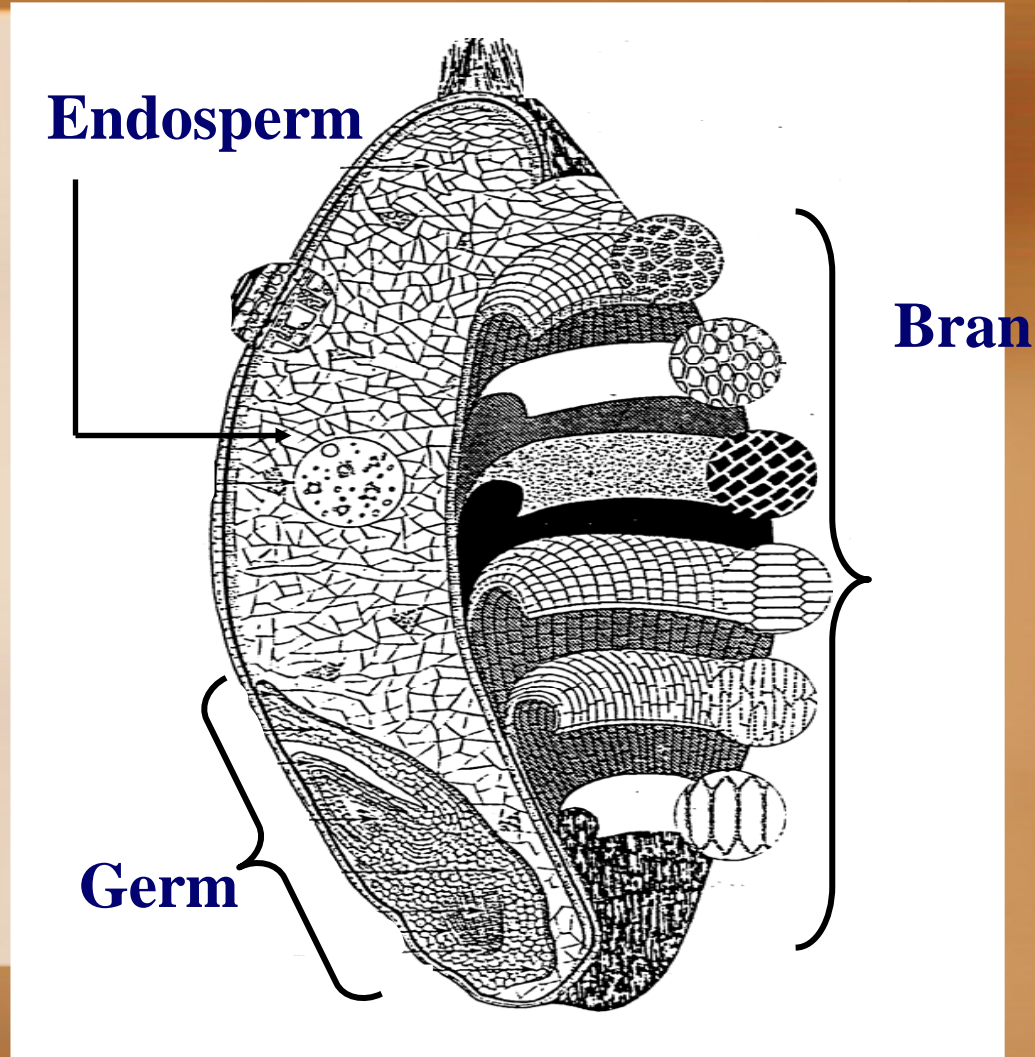
- Carbohydrate
- Protein
- Some B Vitamins

Grain Refining



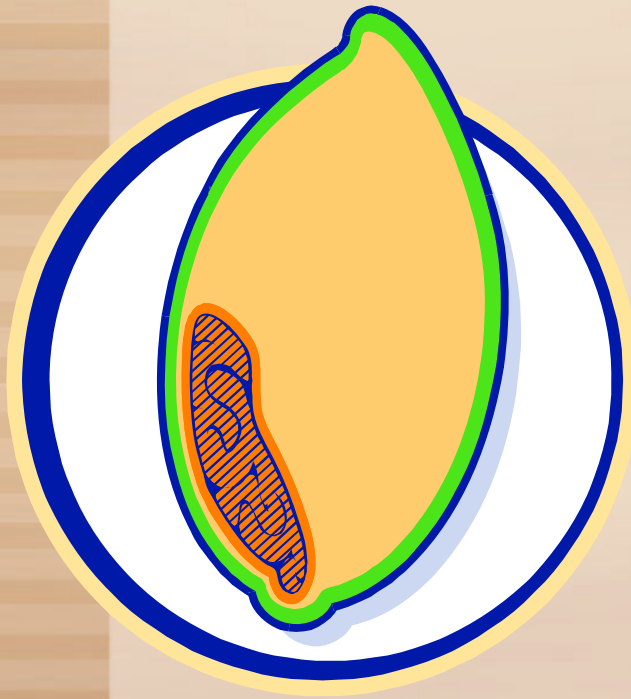
Milling

- Removal of bran and germ layers
- Nutrients lost:
 - Vitamins
 - Minerals
 - Fiber
- Enhance desirability
- Improve texture, flavor, appearance
- Increase shelf life

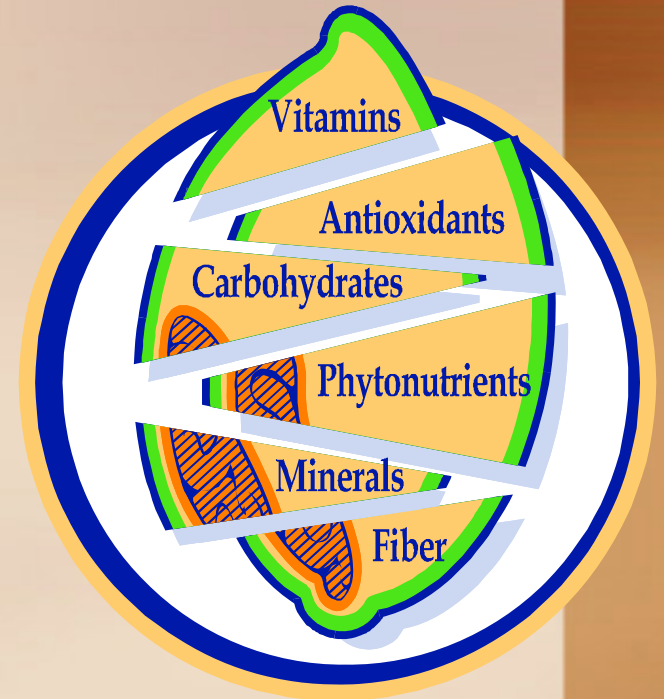




Why Whole Grains are Healthy

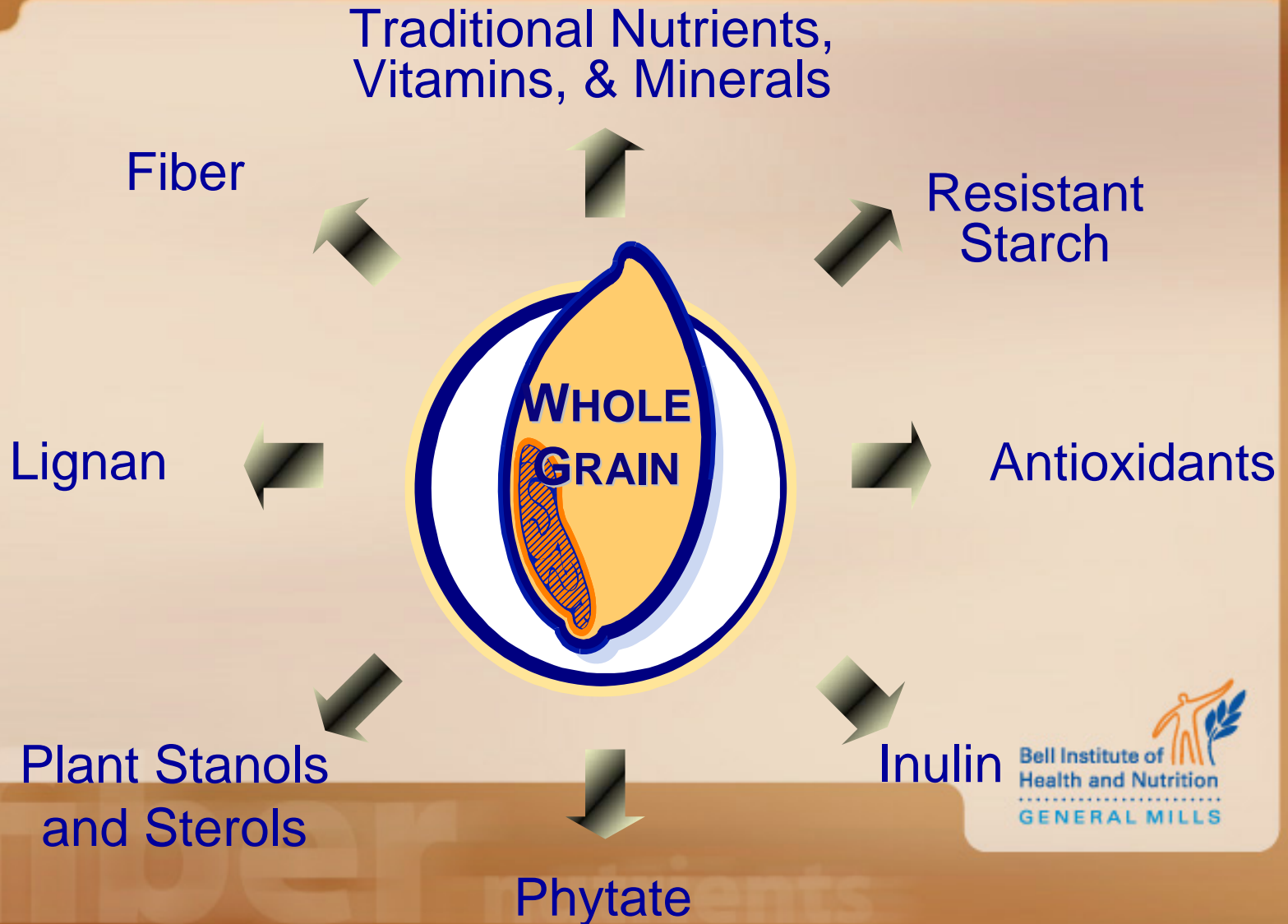


Whole is
Greater Than
the Sum of
the Parts





Whole Grains Have Benefits Beyond Fiber





Not All Grains or Whole Grain Foods Are High in Fiber

The varying levels of fiber in different grains impacts the level of fiber in whole grain foods

Type of Grain (100g)	Fiber
Whole wheat	12.2g
Whole oats	10.3g
Whole corn meal	7.3g
Brown rice	1.8g



Food*	Serving	Fiber
Whole wheat bread	50g	3-4g
Whole grain oat cereal	30g	3g
Corn chips	30g	1g
Brown rice	30g	0.5g

Source: USDA National Nutrient Database for Standard Reference

*100% of grain in food is whole grain



Whole Grain Recommendations

- The *2005 Dietary Guidelines* recommends 3 or more servings of whole grains per day.
- *2005 MyPyramid* : greater emphasis on whole grains.
 - Based on 2005 Dietary Guidelines
 - Recommends to make half your grains whole





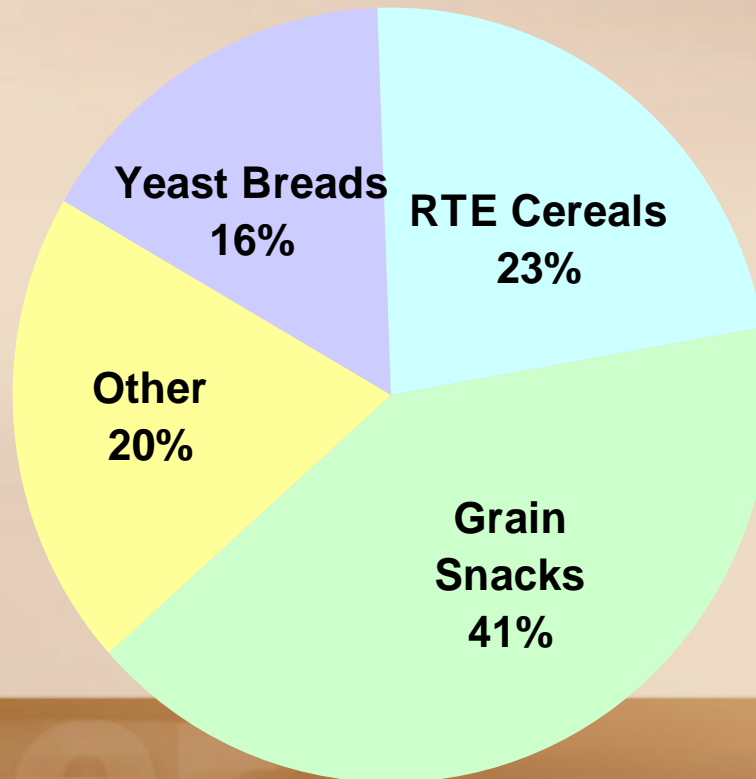
Whole Grains Emphasized for School Meals

- The **Child Nutrition Act** has been re-authorized and includes guidance to increase whole grain foods served in the National School Lunch Program
- USDA will be updating **Reimbursable School Meal Program** guidelines, which must by law follow the Dietary Guidelines.
 - Will most likely address Whole Grain



Where We Get Whole Grains

Americans get whole grain from a variety of sources including breads, cereals and grain snacks





Americans are Missing Out!

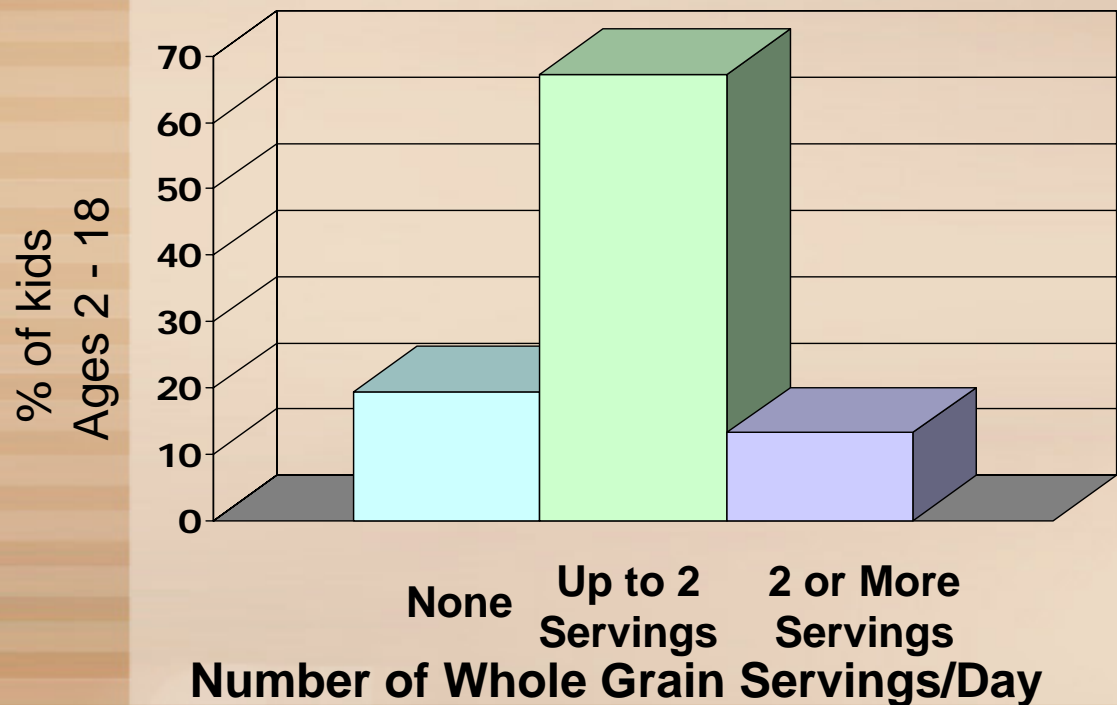
9 out of 10 Americans (adults and children) are **NOT** getting the recommended 3 servings of whole grains each day!





Whole Grain Consumption Gap

Kids are not meeting the recommendations of at least 3 whole grain servings/day!



Average Grain Intake for Kids

**Whole Grains:
<1 serving**

**Non-Whole Grains:
~7 servings**





Consumers Want Whole Grains

Whole Grain is the **#5** “food eaten to **reduce risk of disease.**”

71% of consumers claim they make “some” effort to consume whole grains.

46% of school operators & **39%** of sandwich/deli restaurant operators: Believe it is **very/extremely important** to offer items made from 100% whole grain.





Why are Consumers Missing Out?

- **71%** of consumers think they're already getting enough whole grain.
- **80%** of consumers believe that "many cereals provide good and/or excellent sources of whole grains".
- **90%** think they know what "whole grain food" means.

Yet, consumers have a hard time identifying whole grain foods, and often mistakenly assume all or most cereals and brown breads are whole grain.





Consumers Need Help!

Experts recommend
3 servings/day for
health benefits

Most Americans
are missing out



**Opportunity to
Educate Consumers
about Whole Grains!**



Consumer Definitions of Whole Grains are Rooted in Misperceptions

Consumers think whole grain is...

- Brown
- Only wheat
- Only fiber
- The same as multigrain
- Only found in adult foods/cereals
- Bad-tasting (if it's sweet, it cannot be whole grain)



Clear Up Potential Whole Grain Confusion

Words like “multi-grain”, “100% wheat”, and/or “bran” may indicate important health benefits, but do not necessarily mean a product is whole grain.





Consumers Look to Labels to Find Whole Grains

- **45%** consider “whole grains” extremely important on labels
- **71%** find content (good or excellent source) claims important on labels

Extremely/Very Important on Labels	2004
Whole grain	45%
Good source of calcium	44%
Low in saturated fat	40%
Good source of antioxidants	38%
High fiber	38%
Cholesterol free	36%
Lower in sugar	36%
Low fat	35%
Low calorie	33%
Low sodium	32%
Fat free	32%
Sugar free	31%
High protein	27%
Low carbohydrate	26%



Two Ways to Find Whole Grain Foods

Look for:

1. The word “whole” before the first or second ingredient in the ingredient listings. For example, “whole wheat” or “whole oats.”





Two Ways to Find Whole Grain Foods

Look for:

2. Whole Grain Labeling, including...

- Icons → 
- Banners → 
- Health Claims → 
- Whole Grain Council Stamp

