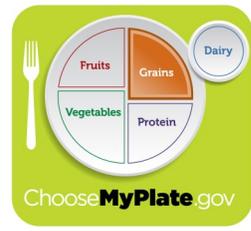


September is Whole Grains Month so “Make Half Your Grains Whole!”



Eating grains, especially whole grains, provides health benefits. People who eat whole grains as part of a healthy diet have a reduced risk of some chronic diseases like heart disease. Grains provide many nutrients that are vital for the health and maintenance of our bodies including dietary fiber, several B vitamins (thiamin, riboflavin, niacin, and folate) and minerals (iron, magnesium and selenium). The amount of grains you need to eat depends on your age, sex and level of physical activity. As a general rule it's approximately 6-one ounce servings.

What foods are in the Grains Group?

Any food made from wheat, rice, oats, cornmeal, barley or another cereal grain is a grain product. Bread, pasta, oatmeal, breakfast cereals, tortillas, and grits are examples. Grains are divided into 2 subgroups. Whole Grains and Refined Grains. Whole grains contain the entire grain kernel – the bran, germ, and endosperm. Examples of whole grains include whole-wheat flour, bulgar, oatmeal, whole cornmeal and brown rice. Refined grains have been milled, a process that removes the bran and germ. While this process gives grains a finer texture it removes dietary fiber, iron and many B vitamins.

How can you tell if you are buying whole grains?

Consumers searching the grocery aisles for whole grain foods have an effective search tool – the **WHOLE GRAIN STAMP**. These stamps feature a sheaf of grain on a golden-yellow background with a bold black border. This eye-catching design makes the Whole Grain Stamp easy to spot on food packages. This shortcut makes it easier to find products that offer at least a half serving of whole grains.

There are two different varieties of the stamp – The basic stamp and the 100% stamp.

- If a product bears the **100% stamp**, then all its grain ingredients are whole grains. There is a minimum requirement of 16g (16 grams) a full serving of whole grain per labeled serving for products using the 100% stamp.
- If a product bears the **Basic stamp**, it contains at least 8g (8 grams) a half serving of whole grain, but it may also contain some refined grain. Even if a product contains large amounts of whole grain (23g, 37g, 41g, etc) it will use the Basic stamp if it also contains extra bran, germ or refined flour.



Each stamp also shows a number, telling you how many grams of whole grain ingredients are in a serving of the product. With the **Whole Grain Stamp** you don't need to study ingredients or count grams and ounces to meet the whole grain goals. The stamp makes it easy to get your recommended three servings or more of whole grains each day.