

SITES IN REVIEW

Whole Grains Council

www.wholegrainscouncil.org

According to the Whole Grains Council (WGC), Americans average less than one serving of whole grains per day, falling short of the 3 or more ounces recommended daily in the 2005 US Dietary Guidelines. The WGC is a nonprofit consortium of grain producers, manufacturers, and retailers established in 2003 to promote public consumption, enhance media coverage, and increase food manufacturing of whole-grain foods in the United States.

The WGC Web site is a gateway to technical and consumer materials featuring whole-grain foods available in the United States. These materials offer evidence-based coverage of the health benefits associated with eating more whole grains. The site is updated several times a week, including a WGC blog, product listing connected with the Whole Grain Stamp program, and relevant healthy recipes.

In the *Whole Grains 101* section, an A-to-Z listing of whole grains (including gluten-free varieties), health benefits, food labeling issues, serving sizes, and recipes are presented. The downloadable *WGC 2009 Research Summary* posted in this section offers food and nutrition professionals a synopsis of the most current scientific literature on the interrelationships between whole grains and chronic disease.

The Whole Grain Stamp program, the most popular feature of the WGC site, is a consumer-friendly approach to identifying whole-grain food products and restaurant menu items. The purpose and criteria for this program are outlined in the Whole Grain Stamp section of the site. An extensive database for Whole Grain Stamp foodservice and private label commercial products as well as restaurants offering whole grain menu items is a prized feature, receiving countless hits by consumers, food and nutrition professionals, and food manufactur-

ers daily.

In the Resource section, a myriad of handouts, recipes, lesson plans, and PowerPoint slide presentations for food and nutrition professionals and other educators can be downloaded at no cost. For example, the *Whole Grain Store Tour* is a free and comprehensive tool kit designed for food and nutrition professionals to provide an on-site or virtual whole-grain shopping experience. These materials are available in both English and Spanish.

Wheat Foods Council

www.wheatfoods.org/

The Wheat Foods Council (WFC) is another nonprofit consortium of grain industry producers and manufacturers "dedicated to increasing wheat and other grain foods consumption through nutrition information, education, research, and promotional programs." Although the WFC operates independently of the Whole Grains Council, these two organizations share a similar mission of promoting whole grains as part of a healthful diet.

The WFC Web site is full of consumer and professional resources. The most popular consumer features are the *Grain Talk* Blog, recipe database, and *WFC Monthly Updates*, an electronic newsletter for site users. These materials are updated weekly or more often, if necessary.

Children can learn more about how whole grains are produced and ways to incorporate these foods into their meals by tapping into *WFC Just for Kids!* In this section of the WFC site, educational videos, games, quizzes, and recipes are featured in a cartoon format.

Food and nutrition professionals can download a variety of fact sheets and other patient handouts (available in English and Spanish), WFC Symposium Proceedings, and timely research papers on whole grains from the *Resources for Professionals* section of the site. Other materials can be ordered for a nominal charge. Educational materials targeted at mothers, children, and seniors are also posted on the site.

