

Oatmeal Month 2007 Fun Facts



- Quaker Oats was the first breakfast cereal to receive a registered trademark in 1877. The brand marks its 130th anniversary in 2007.
- Oats are the third leading cereal crop produced in the United States (after wheat and corn) and the fourth most important crop worldwide.
- Eighty percent of U.S. households have oatmeal in their cupboard.
- Oatmeal cookies are the number one non-cereal usage for oats, followed by meatloaf.
- An 18-ounce package of Old Fashioned Quaker® Oats contains about 26,000 rolled oats.
- The portrait of the Quaker Man has only been updated three times since its debut in 1877: once in 1946, again in 1957 and most recently, in 1972.
- Quaker Oats is the world's largest maker of instant oatmeal breakfast cereal.
- Oatmeal is used in some cosmetics, soaps and external medical treatments. It is also used as a thickener in some brands of canned chili con carne.
- Oatmeal, Texas, a small community 40 miles northwest of Austin, honors the breakfast staple in an annual festival.