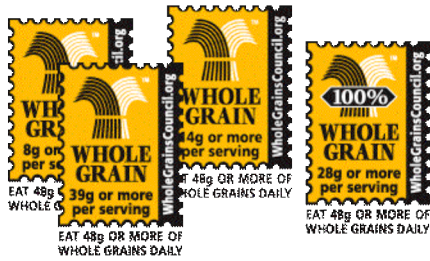


Whole Grain Stamps: Helping Consumers Find Whole Grains for Health



The eye-catching black and gold Whole Grain Stamp tells consumers how many grams of whole grain are in a serving of that product. An extra 100% banner can be added when all the grain is whole grain.

Text beneath the Stamp reminds consumers of their daily needs, to put each product's whole grain content in context.

The Whole Grain Stamp, introduced in 2005, is now found on a host of cereals, breads, cookies, crackers, waffles, pizzas, entrées, breakfast bars, pastas. The Stamp provides a quick and easy way for consumers to find products guaranteeing at least half a serving of whole grain.

- **Widespread Industry Standard.** In 2008, consumers in the U.S., U.K. and Canada will see the Whole Grain Stamp over 815,000,000 times in grocery aisles, on products from almost 200 leading companies.
- **Increases Sales.** Companies using the Whole Grain Stamp report sales increases. One early adopter reported sales of Stamped items grew 8% faster than similar non-Stamped items.
- **Widely Recognized.** A December 2007 Hartman Group report surveying 13 popular packaging symbols found that only the organic symbol, recycling symbol and Heart Check symbol were more widely recognized.
- **Trusted by Consumers.** In focus groups held in three Midwest U.S. cities in 2006, shoppers said the Whole Grain Stamp “carried helpful and meaningful information” that would “make me pick it up and look at it” and that it would be a “difference maker” when they were trying to decide between two similar products.
- **Spreading to other Countries.** In early 2008 a bilingual version of the Whole Grain Stamp began appearing on Canadian products, and the Stamp was launched in the U.K.
- **Backed by Education Campaign.** The Stamp directs consumers to the Whole Grains Council website, where a wealth of health information, recipes and handouts can be found.
- **Supports Dietary Guidelines.** The latest Dietary Guidelines in the U.S. and Canada recommend that all of us enjoy three servings or more of whole grains daily. The Stamp makes finding them easy.

The Whole Grains Council is a nonprofit consumer advocacy group working to increase consumption of whole grains for better health. The Council's many initiatives help consumers to find whole grain foods and understand their health benefits; help manufacturers and restaurants to create delicious whole grain foods; and help the media to write accurate, compelling stories about whole grains. You can learn more about the Whole Grains Council at www.wholegrainscouncil.org and about Oldways, its parent organization, at www.oldwayspt.org.

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