

# Montana Monster Munchies

## January 2007 Stakeholders Newsletter

“Knowledge has to be improved, challenged, and increased constantly, or it vanishes.”  
Peter Drucker  
Management Guru

*The following is excerpted from The home page of The Whole Grains Council. Our perspectives appear in green font.*

### **“It’s Working!”**

More Americans are eating more whole grains, as more companies make delicious, new whole grain products available. The whole grains story is a growing success, in stark contrast to the many diet messages that go unheeded.

Health experts advise everyone - men and women, young and old - that grains are a healthy necessity in every diet, and that it’s important to eat at least half our grains as “whole grains.”

### **What are the Benefits of Whole Grains?**

Consumers are increasingly aware that fruits and vegetables contain disease-fighting phytochemicals and antioxidants, but they do not realize whole grains are often an even better source of these key nutrients. Moreover, whole grains have some valuable antioxidants not found in fruits and vegetables, as well as B vitamins, vitamin E, magnesium, iron and fiber.

The medical evidence is clear that whole grains reduce risks of heart disease, stroke, cancer, diabetes and obesity. Few foods can offer such diverse benefits.

People who eat whole grains regularly have a lower risk of obesity, as measured by their body mass index and waist-to-hip ratios. They also have lower cholesterol levels. Because of the phytochemicals and antioxidants, people who eat three daily servings of whole grains have been shown to reduce their risk of heart disease by 25-36%, stroke by 37%, Type II diabetes by 21-27%, digestive system cancers by 21-43%, and hormone-related cancers by 10-40%.

Yet even consumers who are aware of the health benefits of whole grains are often unsure how to find them and prepare them.

### **So what IS a whole grain? And why does it matter?**

Whole grains include grains like wheat, corn, rice, **oats**, barley, quinoa, sorghum, spelt, rye - when these foods are eaten in their “whole” form. Whole grains even include popcorn!

Whole grains or foods made from them contain all the essential parts and naturally-occurring nutrients of the entire grain seed (bran, endosperm, and germ). Refining normally removes the bran and the germ, leaving only the endosperm. Without the bran and germ, about 25% of a grain’s protein is lost, along with at least seventeen key nutrients. Processors add back some vitamins and minerals to enrich refined grains, so refined products still contribute valuable nutrients. But whole grains are healthier, providing more protein, more fiber and many important vitamins and minerals.

Whole grains may be eaten whole, cracked, split or ground. They can be milled into flour or used to make breads, cereals and other processed foods. If a food label states that the package contains whole grain, the “whole grain” part of the food inside the package is required to have virtually the same proportions of bran, germ, and endosperm as the harvested kernel does before it is processed.

The American Heart Association, the Department of Health and Human Services, and the Healthy People 2010 Report all recommend at least three servings of whole grains per day. Consuming at least 3 or more ounce-equivalents of whole grains per day can reduce the risk of several chronic diseases and may help with weight maintenance. Thus, daily intake of at least 3 ounce-equivalents of whole grains per day is recommended by substituting whole grains for refined grains. Yet the average American eats less than one daily serving of whole grains, and over 30% of Americans never eat whole grains at all.

**What does a serving mean?**

**How should our product be positioned?**

Whole grains currently make up about 10-15 percent of grains on supermarket shelves. At a time when health professionals urge consumers to eat at least half of their grains as whole grains, it's a challenge for consumers to find these healthier whole grains in a sea of refined grain foods.

You can also get the whole grains you need from foods made with a mix of whole grains and refined grains. This means you have lots of delicious choices that match your taste preferences.

Our cookies are built more wholesomely than a good number of options out there, but at the end of the day, we are a treat. The majority of healthier-positioned snacks lead with a "health" message; giving consumers the impression they're going to have to sacrifice taste. We instead lead with deliciousness. Always have, always will.

**How is MMM positioned today and going forward with respect to Whole-Grains?**

Good with even more positive short term trending

Summary detail:

The USDA defines a grain serving as a grain product containing at least 16 grams of flour, and it recommends we meet the daily requirement by eating three "ounce-equivalents" servings of breads, rolls, cereals or other grain foods made with 100% whole grains. As a result, three servings would be at least 48 grams of whole grain ingredients. For example, a slice of bread or a serving of breakfast cereal usually weighs about an ounce.

How do we stack up? 25% of our cookie's makeup is comprised of whole grain oats that on a whole grain weight per serving is 9.5 grams. One serving of our cookie equates to 20% of the daily recommendation. Let's spread the word!