Evaluating Whole Grain-Rich Foods

Determining if a product meets whole grain rich requirements can be done through the following two methods:

- 1. Evaluate the ingredient list of a purchased product or recipe.
- 2. Evaluate product whole grain labeling.

Evaluate the ingredient list of a purchased product.

For a product to be considered whole grain-rich, a whole grain must be the primary ingredient by weight (a whole grain is the first ingredient on the ingredient label). If the first ingredient is water, a whole grain may be listed as the second ingredient. If the food item is a mixed dish product (lasagna, stir-fry, etc), a whole grain must be the primary grain ingredient by weight.

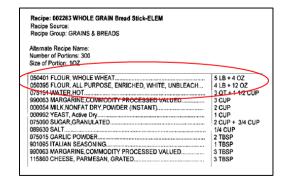
Listed below are examples of product ingredient lists that indicate a whole grain as the first and primary ingredient by weight.

Ingredien: S: Whole wheat flour, water corn syrup, wheat gluten, yeast, contains 2% or less of each of the following: honey, partially hydrogenated soybean oil, salt, dough conditioners (may contain one or more of each of the following: mono- and diglycerides, ethoxylated mono- and diglycerides, calcium and sodium stearoyl lactylates, calcium peroxide, calcium carbonate), whey, yeast nutrients (mono-calcium pho sphate, calcium sulfate, ammonium sulfate), distilled vinegar, cornstarch.



Evaluate the grain ingredients in a recipe.

A recipe is considered whole grain rich if a whole grain ingredient is 50% or greater of the grain ingredients in the recipe.



Evaluate product labeling.

Manufacturers may use whole grain labeling to indicate that a product is whole grain or whole grain-rich. Manufacturers are not required to provide information about the grams of whole grains in their products and the FDA whole grain health claim is not mandatory. To be assured of whole grain rich content, it is best to review the ingredient list.

A whole grain-rich product may include a "Whole Grain Stamp" on the package. A "Whole Grain Stamp" can be found anywhere on the packaging including the front, back or side of the product. The stamp features a stylized sheaf of grain on a golden-yellow background with a bold black border. A Whole Grain Stamp indicates that the product contains at least 8 grams of whole grains per serving. For school nutrition programs, a grain serving is 1 ounce equivalent. Examples of the stamp are featured below:







A whole grain-rich product may contain the Food and Drug Administration (FDA) approved Whole Grain Health Claim on the packaging. "Diets rich in whole grain foods and other plant foods and low in total fat, saturated fat and cholesterol may reduce the risk of heart disease and some cancers."

Child Nutrition (CN) labeled products will indicating the product is whole grain-rich on the CN product description. A product may have a **Product Formulation Statement** signed on company letterhead that specifies the product is whole grain-rich though the required documentation.



List of Common Whole Grains

While this list is extensive, it is NOT comprehensive and therefore may not contain all possible representations of whole-grain ingredient names on food labels.

WHEAT, RED the most common in the U.S.

- wheat berries
- whole-grain wheat
- cracked wheat or crushed wheat
- whole-wheat flour
- bromated whole-wheat flour
- stone ground whole-wheat flour
- toasted crushed whole wheat
- whole-wheat pastry flour
- graham flour
- entire wheat flour
- whole durum flour
- whole durum wheat flour
- whole-wheat flakes
- sprouted wheat
- sprouted wheat berries
- bulgur (cracked wheat)
- · whole bulgur

WHEAT (WHITE)

- whole white wheat
- whole white wheat flour

OATS

- · whole oats
- oat groats
- oatmeal or rolled oats
- whole-oat flour

BARLEY

- whole barley
- whole-grain barley
- whole-barley flakes
- whole-barley flour
- whole-grain barley flour
- dehulled barley
- dehulled-barley flour

CORN

- whole corn
- whole-corn flour
- whole-grain corn flour
- whole-grain cornmeal
- whole cornmeal
- whole-grain grits

BROWN RICE

- brown rice
- brown-rice flour
- red rice
- black rice

WILD RICE

- wild rice
- wild-rice flour

RYE

- whole rye
- rye berries
- whole-rye flour
- whole-rye flake

ADDITIONAL GRAINS:

- whole emmer (farro)
- teff
- triticale
- whole spelt
- buckwheat groats
- whole amaranth
- whole sorghum (milo)
- whole millet flakes
- quinoa
- kaniwa
- kamut
- freekah
- farro

Grain products (ingredients) that are not whole grains.*

*This is not a comprehensive list.

- flour wheat or white
- all-purpose flour
- unbleached flour
- bromated flour
- enriched bromated flour
- enriched flour
- instantized flour
- semonlina

- corn grits
- hominy grits hominy
- degerminated corn meal
- couscous
- pearled barley
- white rice
- enriched rice
- farina

Misleading Labeling

"Contains Whole Grain" or "Made with Whole Grain"

- These products contain some whole grain but not the 51% to be identified as whole grain-rich.
- Enriched flour or another refined grain is the first grain ingredient.

Sounds or Looks Whole Grain But is NOT:

- Multi-grain: refers only to the fact that more than one grain is used in the product or recipe.
- 100% Wheat: refers to the fact that wheat is the only grain used. It does not reveal whether the wheat is whole grain. The label would need to say 100% whole wheat.
- Stone Ground: refers to a technique for grinding grains. It usually means the grain is courser and the germ is often intact, but the bran portion is generally not included.
- 5-Grain: refers only to the fact that 5 types of grain are used in the product recipe.
- Bran: means that the bran portion of the grain is a key component of the product and may not contain any of the germ portion. Products with added bran (e.g. bran cereals) or bran alone (e.g. oat bran) are not considered whole grain because they do not contain all three portions of the grain kernel.
- Brown colored breads (such as pumpernickel): color can be changed with food coloring and has nothing to do with the grain kernels used.