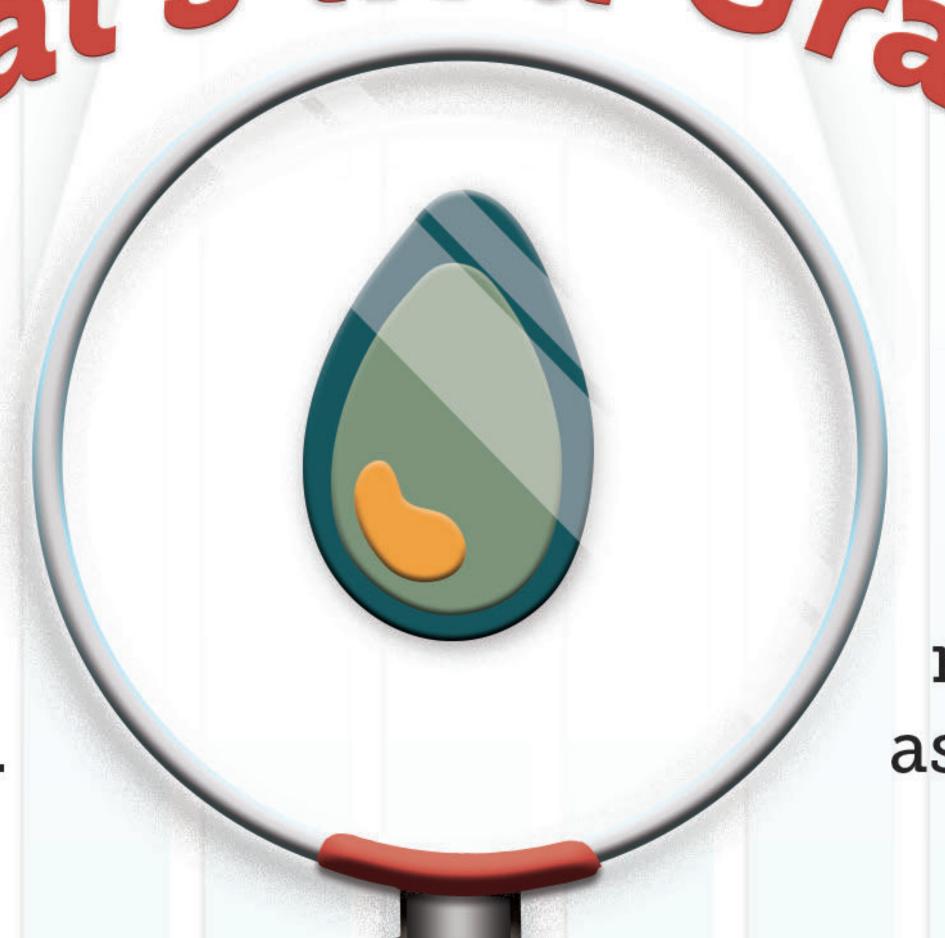
Whole grains are a hot topic, but what's all the talk about?

It all starts in a field, where whole grains grow as the kernel of the plant. The kernel comprises three distinct parts, each offering a unique nutrient profile.



Any food that is labeled "whole grain" on the package must contain all three parts of the kernel in roughly the same proportion as they occur naturally.



Contains satiating fiber, along with essential vitamins and minerals



Endosperm

Stores starch — a carbohydrate which serves as a source of energy

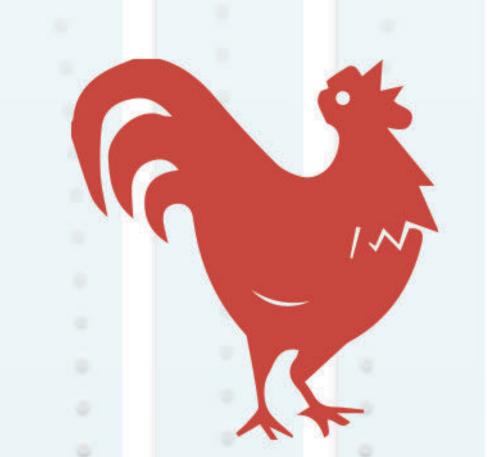


Houses vitamin E, antioxidants and healthy fats

While whole grains get their start in the field, Americans love to start their days with whole grains.

BREAKFAST accounts for 560 % of all WHOLE GRAIN

consumption in the United States.1



AMERICA'S BARLEY
WILD RICE
POPCORN
WHOLE GRAINS
WHOLE GRA

Farm to Table

THREE TYPES OF MILLING

Whole grains usually don't go straight from the field to your kitchen. Several steps may be needed to prepare the grain so that it is ready to eat, cook or use as an ingredient in other foods.

Whole

Popcorn Brown Rice Quinoa



Whole Wheat Flour
Cornmeal
Buckwheat Flour

Cracked

Bulgur Oatmeal Barley Grits

Powering You

FIBER

is found only in plant foods and helps satiate your hunger. It has many digestive health benefits and may protect against certain cancers.³

B VITAMINS

are vital to metabolism, helping your body turn the food you eat into energy and playing a role in nerve tissue maintenance.³

MINERALS

such as iron, magnesium and phosphorus are all prevalent in whole grain foods. These nutrients each have special roles in keeping cells healthy.³

