



September is Whole Grains Month

Celebrate Whole Grains Month in September

September is whole grains month and every year the Whole Grains Council celebrates with special events and promotions all month.



In 2014, our theme will be "Make the Switch." Throughout the month of September, we'll be showcasing a mouth-watering group of recipes created by some of our favorite food bloggers and dietitians. Each recipe creator will start with an old recipe made with refined grains, and transform the

dish into one featuring whole grains -- all in an effort to make it impossible for people everywhere to resist "making the switch" to more whole grains.

WHAT CAN YOU DO FOR WHOLE GRAINS MONTH?

Whole Grains Month is a great time for everyone to get on the whole grains bandwagon. Eating better is not an all-or-nothing choice; every little improvement you make in your food helps – in every month.

Post this list of "baby-steps" on your fridge, and try as many as possible this month:

- I'll buy three different **loaves of whole-grain bread** and taste all of them to see which one we like best.
- I'll serve bulgur or brown rice instead of potatoes with dinner one night this month.
- I'll look for the **Whole Grain Stamp** every time I shop.
- I'll try a new **breakfast cereal** with at least 16 grams of whole grain per serving.
- I'll buy some **whole-wheat pasta** and try it.
- I'll visit the health food store or a major grocery and look at all the different grains in bins.



- I'll make my **favorite whole grain recipe** for a friend.
- On the weekend, I'll try cooking a pot of steel-cut oatmeal.
- I'll make pizza for the kids with whole wheat pita as the crust.
- I'll make our favorite cookies with whole wheat flour next time instead of white.
- I'll serve hamburgers with whole wheat buns this week.
- I'll try all of the WGC's **Dozen Easy Family Whole Grain Recipes**.

WHAT ELSE DOES THE WHOLE GRAINS COUNCIL DO?

Here are a few more ways the WGC celebrates Whole Grains Month every year:

Support for Health Professionals. Teachers, RDs, doctors, and nurses are helping us spread the word about the health benefits of whole grains. And we're **supporting them with educational materials**, "Just Ask for Whole Grains" buttons and stickers, and posters, through our "Just Ask for Whole Grains" campaign. If you're an educator, **order your free educational materials** ahead of time, so you'll be ready for Whole Grains Month.

Sampling and Coupons. Members of the Whole Grains Council offer special consumer promotions, including discount coupons, new product introductions and instore sampling.

The Whole Grains Store Tour. We've designed a great resource for supermarkets – or community health professionals – who want to introduce the public to whole grains. **Click here to learn more about this kit**, which can be downloaded from the Resources section of this website. It's now available in both English and Spanish. You'll also want to check out the whole grain resources on the website of our sister program, **The Oldways Nutrition Exchange**.