Getting to WOW: Three Steps at a Time

1. Looking for whole grain ideas beyond bread? Consider long grain brown rice, whole wheat tortillas, whole grain pizza crusts and pastas.

2. Ask your food distributor for samples of whole grain products available for schools. You might be surprised by how good the new products taste.


WHOLE GRAINS

“If I want to do something good, I can do it on my own. If I want to do something great, I have to develop a team.” John C. Maxwell

Confused about whole grain? You’re not alone. Read on to learn how to review package labels and consider some suggestions to add more whole grain to the menu.

Start by getting friendly with food labels. Product packages must include one of the following to count towards increasing whole grains to 50% or more of the bread/grain offering:

1. A “whole” grain is listed as the first ingredient and is the primary ingredient by weight.
2. The package carries the FDA whole grain health claim.
3. The package notes that one serving provides eight or more grams of whole grain.

Don’t be shy about trying new whole grain products. Costs are coming down while variety and acceptability is going up. This opens a WHOLE new world of possibilities for schools!

GREAT IDEA

Switching from white to brown rice is a simple change that has received a “thumbs up” from kids across the state. Several Great Trays recipes use long grain brown rice, including Sartell-St. Stephen’s Chipotle Beans and Rice and Saint Paul’s Chicken Rice Bowl.

Find these recipes and more at z.umn.edu/NowWereCooking.

GREAT RESOURCES

The Whole Grains Council website offers a full list of educational materials, promotional items, recipes, and other resources. Find them online at wholegrainscouncil.org; click Resources.

Watch our short video on whole grains: z.umn.edu/WGvid

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