

MyPlate Resources and Themes for Retailers September 2012 – December 2012

Time Frame: Sept. to Dec. 2012

MyPlate Theme: Foods to Increase

Key Message: Make at least half your grains whole grains.

Retail Themes to Consider for this Key Message:

September:

- Back to School with Whole Grains
- Better Breakfasts Begin with Whole Grain

October:

- Be Active Your Way: Walk to School Day (October 5)
- Eat Better, Eat Together Month: Whole Grains at Dinner

November:

- Thanksgiving: Go With the Grain

December:

- Festive Grains for the Holidays

Background/Connection to MyPlate:

Whole grain is “in.” Whole grains include foods like whole wheat, oatmeal, brown rice, popcorn, bulgur, quinoa and others. Research indicates that eating plenty of whole grains may reduce the risk of heart disease, obesity and type 2 diabetes. Whole grains and enriched grain products are also sources of folate, an important nutrient during pregnancy. In addition, whole grains that contain dietary fiber can help reduce blood cholesterol levels, improve bowel function, and can provide a feeling of fullness and satiety with fewer calories. MyPlate encourages customers

to select products that contain whole grains. As a retailer, you can show shopper how to find and prepare whole grains that meet their taste, budget and nutritional needs. It's good for business and good for health.

For additional National Health Observances visit FMI's [Healthy Ideas Calendar](#)

Marketing & Promotional Ideas:	Additional Tips, Handouts and Resources
<p>September: Back to School with Whole Grains; Better Breakfasts Begin with Whole Grain.</p> <p>Create a display of whole grain options for meals:</p> <ul style="list-style-type: none"> ▪ Breakfast: Oatmeal, whole grain toasts, waffles, bagels or cereals ▪ Lunch: whole grain breads for sandwiches or hearty soups with barley or brown rice (canned) ▪ Dinner: See Recipes at Whole Grains Council ▪ Snacks: Popcorn or whole grain crackers or chips 	<ul style="list-style-type: none"> ▪ MyPlate tips on Whole Grains ▪ Recipes at the Whole Grains Council
<p>October: Be Active Your Way: Walk to School Day (October 5); Eat Better, Eat Together Month: Whole Grains at Dinner</p> <ul style="list-style-type: none"> ▪ Join a local school district to promote and participate in National Walk to School Day ▪ Encourage employees to volunteer to be safety patrols on the walking routes for that morning. ▪ Form a walking club for employees, customers and the community that meets in your store's parking lot. For Eat Better, Eat Together month feature weekly menus that suggest whole grains for side dishes. Possible examples include instant brown rice, ready to prepare quinoa and barley based pilafs, whole grain breads, and breakfast suggestions like whole grain pancakes, waffles and oatmeal. 	<ul style="list-style-type: none"> ▪ National Walk to School Day ▪ Information about walking for exercise ▪ Creating a Workplace Walking Program ▪ Eat Better, Eat Together Month

Marketing & Promotional Ideas:	Additional Tips, Handouts and Resources
<p><u>November:</u> Thanksgiving: Go With the Grain</p> <ul style="list-style-type: none"> ▪ Thanksgiving is a time for traditional recipes but traditions can be slightly adjusted. Offer recipes and suggest menus that include some of the following ideas: whole wheat bread cubes in stuffing; side dishes featuring whole grains like corn, quinoa, barley or spelt; whole wheat rolls or breads instead of white; sweet potato soufflé or pie with an oatmeal based topping; apple crisp with an oatmeal topping instead of pie. 	<p>Whole Grain Recipes:</p> <ul style="list-style-type: none"> ▪ Healthy Whole Grains
<p><u>December:</u> Festive Grains for the Holidays</p> <ul style="list-style-type: none"> ▪ Grains are filling, nutritious and offer a kick start to the palate; December often means that diets and health get kicked to the curb. Festive-ise whole grains by suggesting holiday recipes featuring them with flavors and ingredients like cloves, ginger, nuts, cranberries, orange zest and others that brighten them up for the holidays. 	<p>Whole Grain Recipes:</p> <ul style="list-style-type: none"> ▪ Healthy Whole Grain Recipes & Cooking Tips