

How to Identify Whole Grains

Don't get tricked by the label!

EXAMPLES OF WHOLE GRAINS

- Whole wheat
- Whole oats/oatmeal
- Whole grain corn
- Popcorn
- Brown & wild rice
- Whole rye
- Whole grain barley
- Buckwheat
- Bulgur
- Millet
- Quinoa
- Whole wheat couscous



WATCH WORDING ON GRAINS!

Foods are usually not whole grain products if labeled with these words:

- Multi-grain
- Stone-ground
- 100% wheat
- Cracked wheat
- Twelve-grain
- Bran



While bran provides fiber which is important for health, products with added bran or bran alone are not necessarily whole grain products.

COLOR AND WHOLE GRAINS



- Color is not an indication of a whole grain.
- Bread can be brown because of molasses or other added ingredients.
- Read the ingredient list to see if bread is a **WHOLE** grain.

Wheat flour, water, high fructose corn syrup, molasses, wheat bran ...

LABEL READING AND WHOLE GRAINS

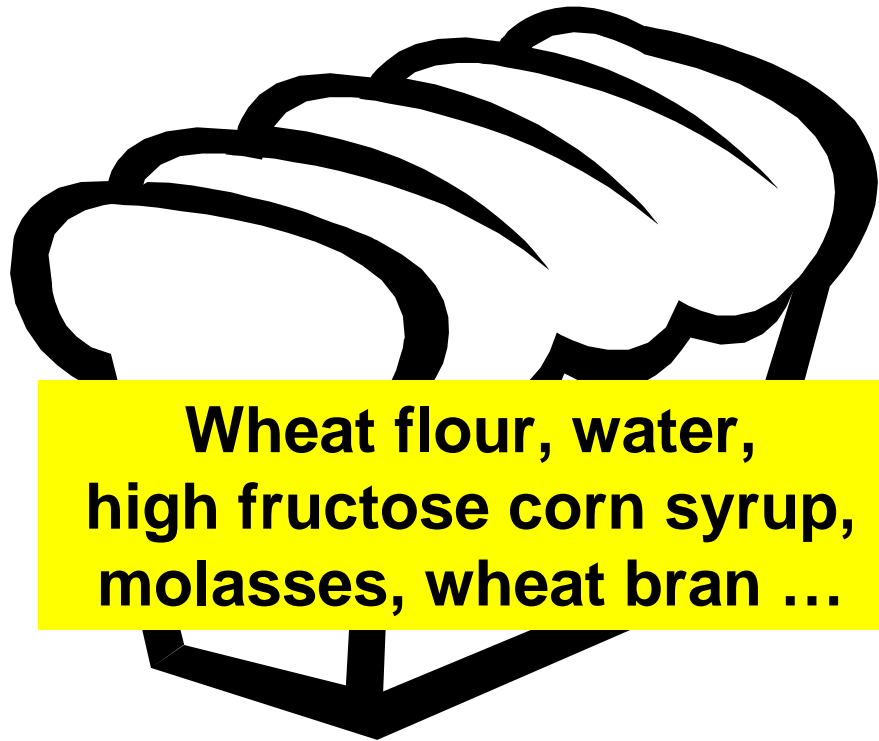
Choose foods with a whole grain ingredient listed **first** on the label's ingredient list.

Ingredients are listed in descending order of weight (from most to least).



WHICH IS THE WHOLE GRAIN BREAD?

A



Wheat flour, water,
high fructose corn syrup,
molasses, wheat bran ...

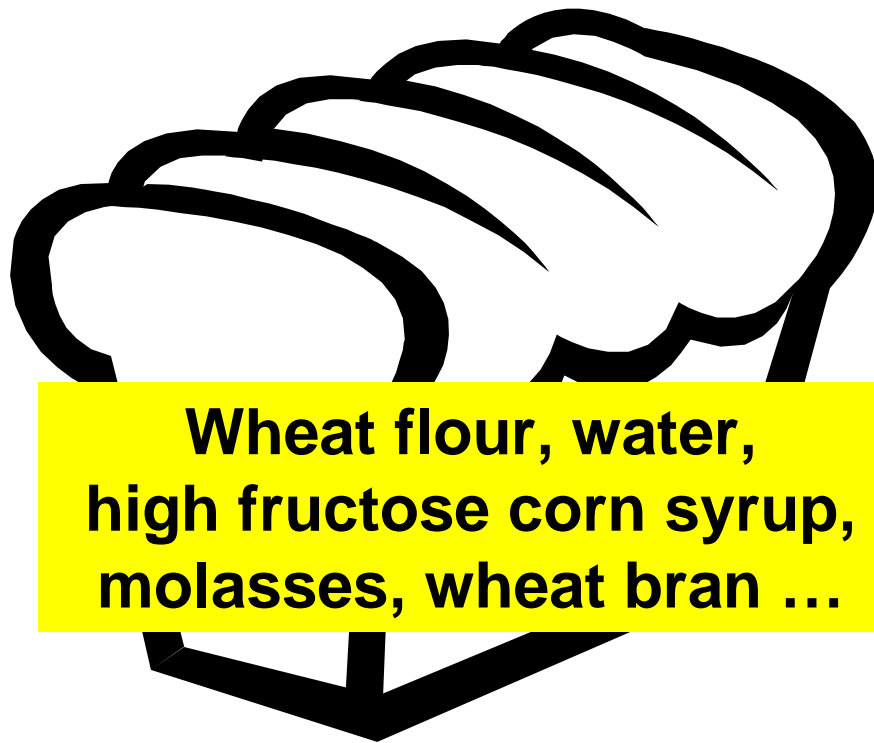
B



Whole wheat flour, water,
brown sugar ...

ANSWER: B HAS WHOLE WHEAT AS THE FIRST INGREDIENT!

A



**Wheat flour, water,
high fructose corn syrup,
molasses, wheat bran ...**

B



**Whole wheat flour, water,
brown sugar ...**

“NUTRITION FACTS” LABEL AND GRAINS

Nutrition Facts	
Serving Size 1 muffin	
Servings Per Container 2	
Amount Per Serving	
Calories 250 Calories from Fat 110	
% Daily Value*	
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 3g	12%
Sugars 5g	
Protein 5g	
Vitamin A 4% • Vitamin C 2%	
Calcium 20% • Iron 4%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

- Use “Nutrition Facts” label to help choose whole grain products with a higher % Daily Value (%DV) for fiber.
- The %DV for fiber is a good clue to the amount of whole grain in the product.

If a grain is **WHOLE** grain it should contain 10% of the DV for Fiber

A

Honey Wheat

Nutrition Facts
 Serving Size 1 muffin
 Servings Per Container 2

Amount Per Serving
Calories 250 Calories from Fat 110

% Daily Value*

Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 3g	12%
Sugars 5g	
Protein 5g	
Vitamin A 4% • Vitamin C 2%	
Calcium 20% • Iron 4%	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

B

Oat Bran

Nutrition Facts
 Serving Size 1 muffin
 Servings Per Container 2

Amount Per Serving
Calories 250 Calories from Fat 110

% Daily Value*

Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 2g	8%
Sugars 5g	
Protein 5g	
Vitamin A 4% • Vitamin C 2%	
Calcium 20% • Iron 4%	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

To truly know if a product is whole grain you need to:

1. Look for a whole grain as the first ingredient. (For example whole wheat flour or oats or whole corn flour).
2. Make sure the product is a good source of fiber (>10% DV).

If the product does not meet both of the above criteria most likely it is not a whole grain. Don't be fooled by the package!