



# Working Together to Deliver Whole Grain Foods to Schools and Foodservice Customers

Whole Grains Summit- Wednesday, June 24, 2015

# A G E N D A

1. **History of USDA NSLP Whole Grain Regulations**
2. **HHFK Act Industry Impact & Challenges**
3. **Creditable Whole Grains Solutions for Schools**
4. **Next Frontier of Whole Grains in the NSLP**

# USDA School Lunch Program Whole Grain Regulations

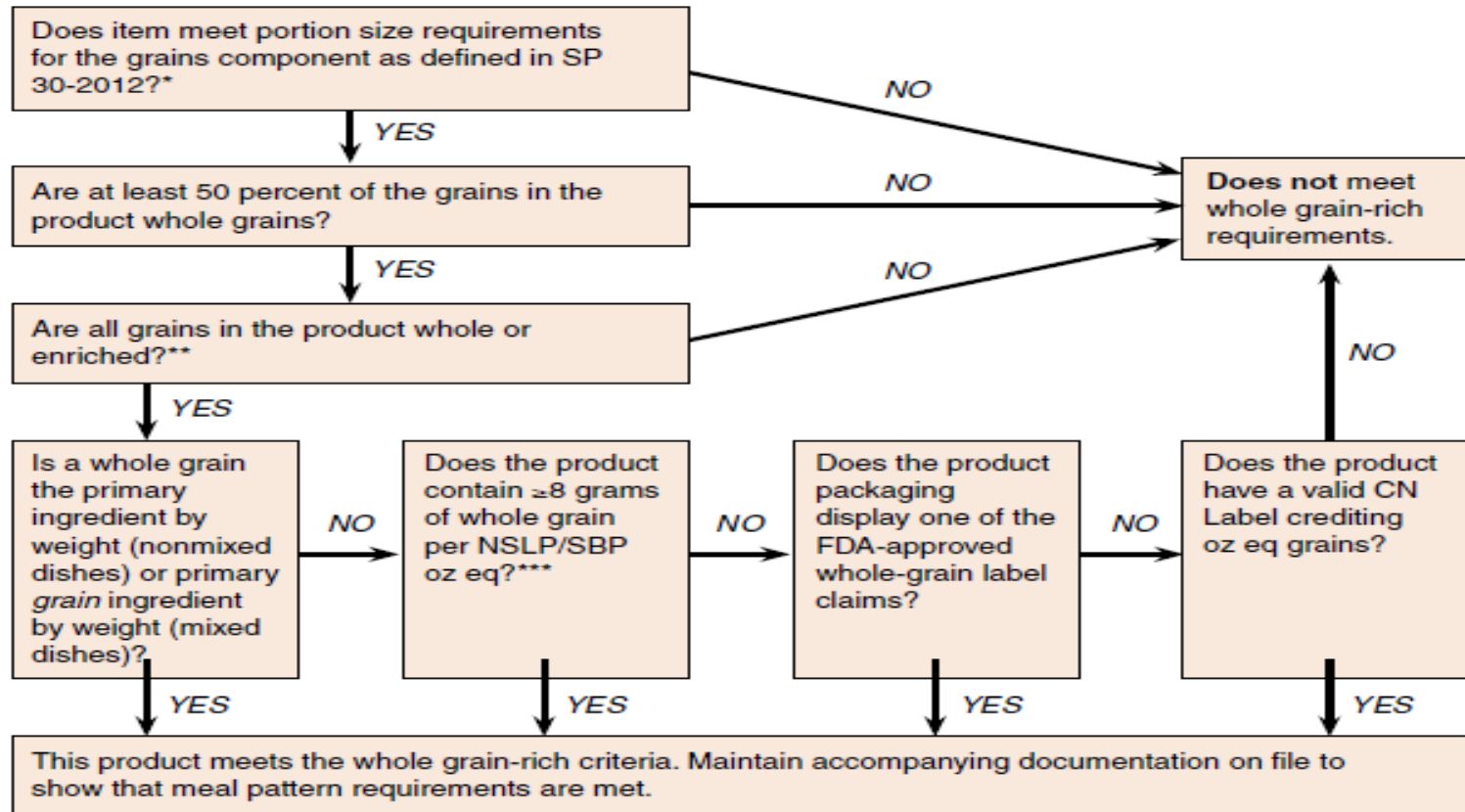
## 2012- Healthy Hunger Free Kids Act Implemented in Schools

- Ounce Equivalent Standards for Crediting Grain Products:
  - Baked Goods: 16 gm of Creditable Grain Ingredients = 1 oz EQ Credit
  - Cereal Grains: 28 gm (1 oz by weight) dry or ½ C Cooked Cereal, Pasta, Rice = 1 oz EQ Credit
  - Ready to Eat Cereal: 28 GM or 1.0 oz Product = 1 oz EQ Credit
- Whole Grain Rich Criteria:
  - Food must meet the oz EQ requirements for a grain component AND
  - Must have a flour content that is at least 50% Whole Grain (51% is the rule of thumb)
- In School Years 2012-2013 and 2013-2014 50% of the Grain EQ offer had to be whole grain rich.
- In School Year 2014-2015 the requirement increased to 100% of the Grain EQ offer.
- In School Year 2014-2015, all a la carte grain based items had to be whole grain rich.

# Determining if a Grain Product is Whole Grain Rich

There are many foods labeled as whole grain, such as pizza crusts, buns, breads, tortillas, and other products. The chart below will assist you in determining if your whole-grain product meets the criteria.

## Does My Product Meet the Whole Grain-Rich Criteria?



Source: fns.usda.gov; Whole Grain Resource

# Unintended Consequences

- Rush to Market without proper time for culinary development & sensory testing.
  - Items with the greatest pushback are pasta, biscuits, and tortillas.
  - 10% decrease in school meal participation in 'SY 2012-2013
- Some companies did not convert until much later in 2 year conversion process and lost market share.
- Massive shortages in SY'14-15 school opening because of shrinking pool of products.
- Waiver process introduced in SY'14-15 and new proposed legislation did not define a solution.



**YUCK!**

“I’d rather eat cardboard.”

-Anonymous Overly  
Dramatic Six Year Old

# Solutions Through Industry Partnership- Rich Foods



# Solutions Through Industry Partnership- Mission Foods

**MISSION HEARTY GRAINS™ ULTRA**

**AN AVERAGE OF 40% LESS SODIUM THAN WHEAT TORTILLAS**

**NUTRITION AND FLAVOR ROLLED INTO ONE.**

At Mission, we know that whole grains offer many health benefits. Of course, we also know that customers want food that tastes good. That's why we created Mission Hearty Grains Ultra tortillas. Made with a blend of whole grain and enriched wheat flour, Mission Hearty Grains Ultra tortillas are the ideal combination of nutrition, flavor and performance.

**MISSION** Without Borders

LOOK FOR THE WHOLE GRAIN logo

**WHY MISSION® HEARTY GRAINS™ ULTRA?**

- Made from a blend of whole grain flour and enriched wheat flour
- Available in 6", 8", 10" and 12"
- Exceeds the whole-grain-rich nutritional requirements for K-12 School Foodservice
- Delivers a soft, pliable texture and consistent performance
- Kosher certified
- Shelf stable—ready-to-use straight from the box

**HEALTH BENEFITS OF WHOLE GRAIN\***

- REDUCED RISK OF HEART DISEASE
- REDUCED RISK OF TYPE 2 DIABETES
- BETTER WEIGHT MANAGEMENT
- HEALTHIER BLOOD PRESSURE LEVELS

PRODUCT CODE	DESCRIPTION	SIZE	SHLE LIFE
33822	6" Hearty Grains Ultra	24/12 ct.	75 days
TOTAL FAT	TOTAL SAT. FAT	CHOLEST.	DIETARY FIBER
2.5g	0.5g	125mg	1g
*% DV: 100%			

PRODUCT CODE	DESCRIPTION	SIZE	SHLE LIFE
33824	8" Hearty Grains Ultra	12/12 ct.	75 days
TOTAL FAT	TOTAL SAT. FAT	CHOLEST.	DIETARY FIBER
4g	1g	200mg	2g
*% DV: 100%			

PRODUCT CODE	DESCRIPTION	SIZE	SHLE LIFE
33825	10" Hearty Grains Ultra	12/12 ct.	75 days
TOTAL FAT	TOTAL SAT. FAT	CHOLEST.	DIETARY FIBER
4.5g	1.5g	250mg	3g
*% DV: 100%			

PRODUCT CODE	DESCRIPTION	SIZE	SHLE LIFE
33826	12" Hearty Grains Ultra	6/12 ct.	75 days
TOTAL FAT	TOTAL SAT. FAT	CHOLEST.	DIETARY FIBER
8g	2.5g	410mg	5g
*% DV: 100%			

**LOWER SATURATED FAT THAN WHOLE WHEAT TORTILLAS**

**AN AVERAGE OF 40% LESS SODIUM THAN WHOLE WHEAT TORTILLAS**

**8 GRAMS TRANS FAT PER SERVING**

For additional product information on Mission Hearty Grains Ultra tortillas and to see our complete collection of foodservice recipes, visit [missionfoodservice.com](http://missionfoodservice.com) today.

1.800.642.7794 | [MISSIONFOODSERVICE.COM](http://MISSIONFOODSERVICE.COM) | 1151 COTTONWOOD LAKE, SUITE 200, IRVING, TX 75038

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# Solutions Through Industry Partnership- ConAgra



**NEW!**

## UltraGrain Pasta® Extreme

Pasta so delicious **and durable**  
you won't believe it's whole grain.

**NOW AVAILABLE:  
ULTRAGRAIN PASTA  
EXTREME**

-  PENNE
-  SPAGHETTI
-  ELBOW

Introducing UltraGrain Pasta® Extreme—the newest member of the UltraGrain Pasta family. Now it's even easier to incorporate the benefits of whole grain into your school menu, while maintaining the taste, texture and appearance of traditional pastas. Finally a whole grain-rich pasta that stands up to the most rigorous school foodservice cooking and holding methods. UltraGrain Pasta Extreme has thick walls that maintain its shape and texture in oven cooking, including JTM's 5-3-2 Progressive Cooking™ method.\* Made with revolutionary UltraGrain® whole wheat flour and enriched semolina, UltraGrain Pasta Extreme and UltraGrain Pasta offer a mild flavor, light color, smooth texture, al dente bite and superior holding power—with proven student appeal and the health benefits of whole grain nutrition. Try UltraGrain Pasta Extreme, now available in Penne, Spaghetti and Elbow Macaroni—or choose one of our traditional UltraGrain Pastas which include Penne, Spaghetti, Elbow Macaroni, Rotini, Lasagna and Egg Noodle, all made with 51% UltraGrain.



**FOODSERVICE NUMBERS**

UPC #	Description	UPC #	Description
	UltraGrain Pasta® Extreme		Traditional UltraGrain Pasta®
4910100042	51% UltraGrain® Whole Wheat 10" Spaghetti with 4% EW	4910100035	51% UltraGrain® Whole Wheat 7/8" Elbow, Foodservice
4910100043	51% UltraGrain® Whole Wheat 7/8" Elbow with 4% EW	4910100033	51% UltraGrain® Whole Wheat 1-1/8" Rotini, Foodservice
4910100044	51% UltraGrain® Whole Wheat Penne with 4% EW	4910100034	51% UltraGrain® Whole Wheat 1-1/2" Penne, Foodservice
		4910100032	51% UltraGrain® Whole Wheat 10" Spaghetti, Foodservice
		4910100038	51% UltraGrain® Whole Wheat Orzo, Foodservice
		4910100041	51% UltraGrain® Whole Wheat Bowtie, Foodservice
		4910100036	51% UltraGrain® Whole Wheat 9" Fettuccini, Foodservice
		4910100040	51% Whole 9-Grain Orzo, Foodservice
		4910100039	51% UltraGrain® Whole Wheat 10" Lasagna, Foodservice
		4910100037	51% UltraGrain® Whole Wheat 3/4" Egg Noodle, Foodservice



For more information, contact  
your local sales representative  
or call **1-800-357-6543**.  
[www.conagrafoodservice.com](http://www.conagrafoodservice.com)

\*http://www.jtmfoodgroup.com/schools-5-3-2-cooking  
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# The Next Frontier- Indian Harvest & Intact Whole Grains

