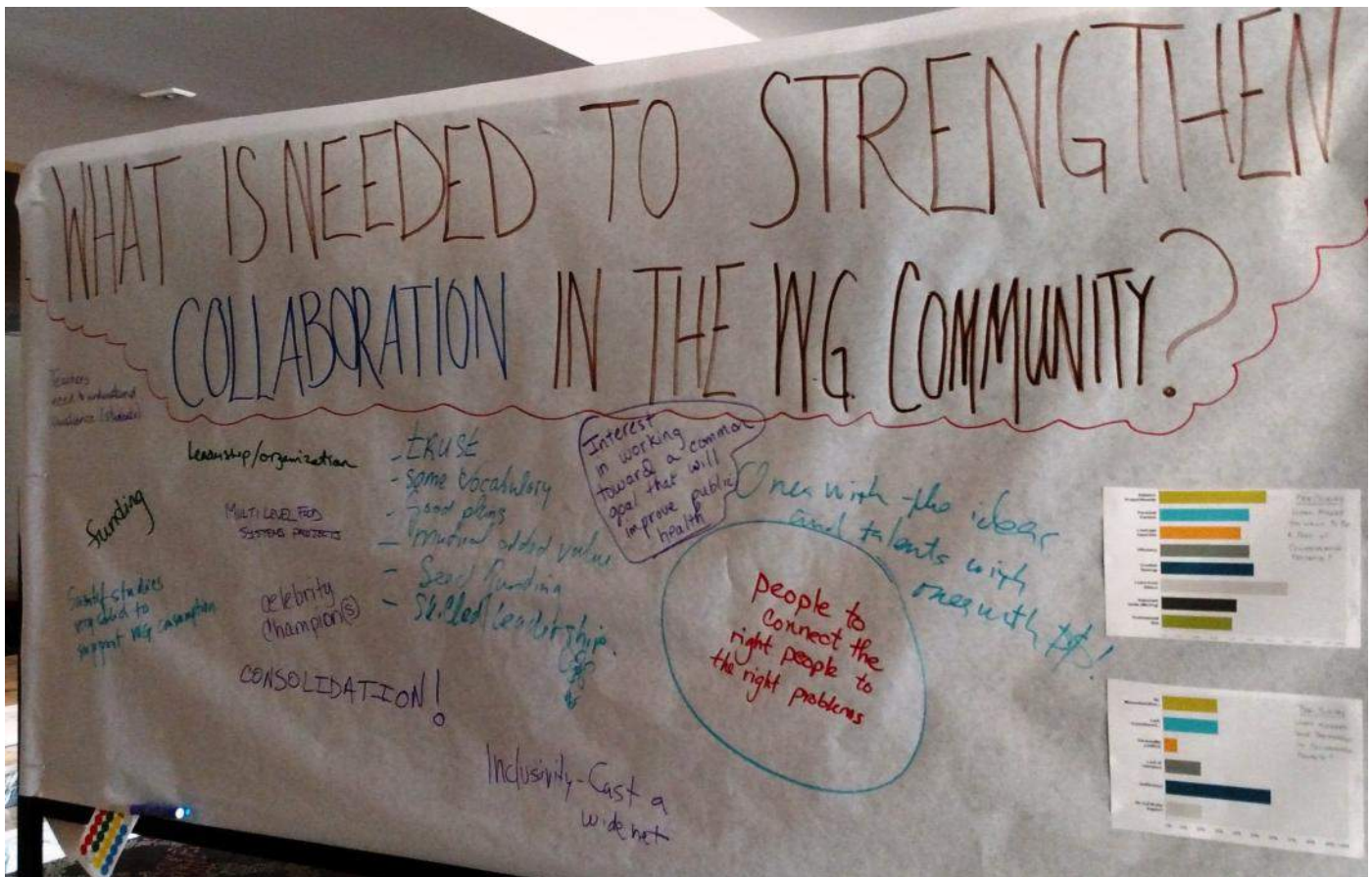


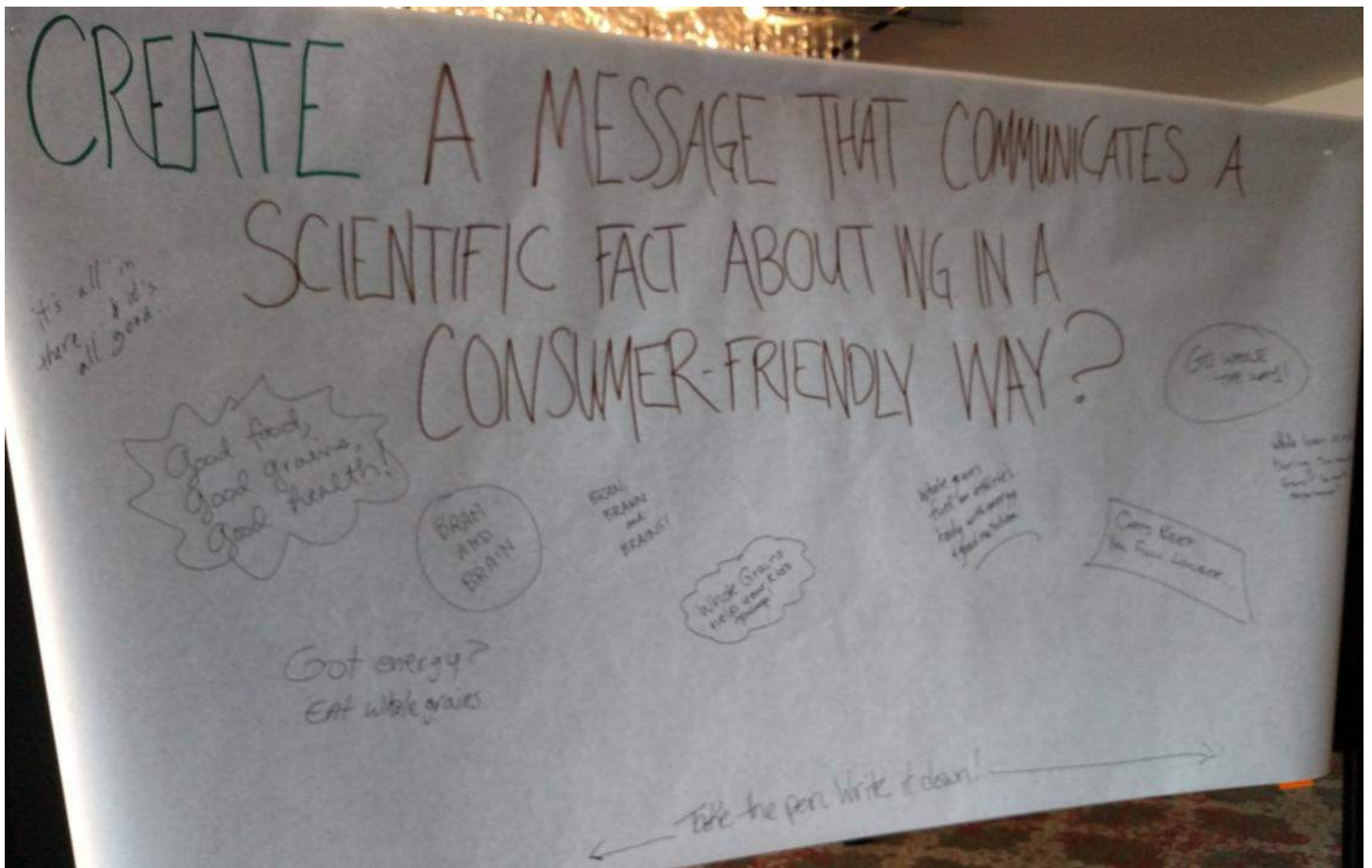
# SESSION 7: COMMUNITY SHOWCASE



- \* Increase efforts to promote gluten-free whole grains
- \* Formative research to understand barriers to WG stocking/consumption
- \* Work with restaurants to offer WG sides and breads
- \* Educate public that wheat is not GMO
- \* Positive results from better designed studies (interventions) – How should we improve protocols?
- \* Make whole grains affordable & tasty
- \* Chefs willing to make WG a primary focus on their menus using creative flavors globally
- \* International agreement on amount of WG intake that provides health benefits
- \* Regulation standardization globally
- \* blockbuster retail WG salad bowls
- \* g/portion is confusing for consumers
- \* A WHO statement: 2-3 portions/day are good 4 u!
- \* Rethink school lunch strategy – make it tasty!
- \* Identify leadership to form a true collaboration



- \* Teachers need to understand audience (students)
- \* Funding / Seed Funding
- \* Scientific studies very solid to support WG consumption
- \* Leadership/organization
- \* Multi-level food systems projects
- \* Celebrity champion(s)
- \* Consolidation!
- \* Trust
- \* Same vocabulary
- \* Good plans
- \* Mutual added value
- \* Skilled Leadership
- \* Interest in working toward a common goal that will improve public health
- \* People to connect the right people to the right problem (Ones with the ideas and talents with ones with \$\$!)
- \* Inclusivity – cast a wide net



- \* GO WHOLE THE WAY!
- \* Whole Grain is not boring. So much grains! So much experiences!!
- \* Oats Keep You Full Longer...
- \* Whole grains fuel an athlete's body with energy and good nutrition
- \* Whole Grains help your kids poop!
- \* BRAN, BRAWN, and BRAINS!
- \* It's all in there...& it's all good.
- \* Good food, Good grains, Good health!
- \* BRAN and BRAIN
- \* Got energy? Eat whole grains