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

Whole Grains Summit- Wednesday, June 24, 2015
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
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?

1. Does item meet portion size requirements for the grains component as defined in SP 30-2012?*
   - YES
   - NO

2. Are at least 50 percent of the grains in the product whole grains?
   - NO
   - YES

3. Are all grains in the product whole or enriched?**
   - NO
   - YES

4. Is a whole grain the primary ingredient by weight (nonmixed dishes) or primary grain ingredient by weight (mixed dishes)?
   - NO
   - YES

5. Does the product contain ≥8 grams of whole grain per NSLP/SBP oz eq?***
   - NO
   - YES

6. Does the product packaging display one of the FDA-approved whole-grain label claims?
   - NO
   - YES

7. Does the product have a valid CN Label crediting oz eq grains?
   - NO
   - YES

This product meets the whole grain-rich criteria. Maintain accompanying documentation on file to show that meal pattern requirements are met.

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.

“I’d rather eat cardboard.”
-Antonymous Overly Dramatic Six Year Old
Solutions Through Industry Partnership- Rich Foods
Solutions Through Industry Partnership - Mission Foods

**MISSION**

**HEARTY GRAINS ULTRA**

**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 flours, Mission Hearty Grains Ultra tortillas are the ideal combination of nutrition, flavor and performance.

**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 stroke
- Better weight management
- Healthier blood pressure levels

**June 24, 2015**

For additional product information on Mission Hearty Grains Ultra tortillas and to see our complete collection of foodservice recipes, visit missionfoodservice.com today.

**MISSION FOODSERVICE.COM | 1155 COTTONWOOD LANE, SUITE 260, IRVING, TX 75034**

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NEW!
Ultrgrain Pasta® Extreme

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

Introducing Ultrgrain Pasta® Extreme—the newest member of the Ultrgrain 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. Ultrgrain Pasta Extreme has thick walls that maintain its shape and texture in oven cooking, including JTM’s 5-3-2 Pressure Cooker method* Made with revolutionary Ultrgrain whole wheat flour and enriched semolina, Ultrgrain Pasta Extreme and Ultrgrain Pasta offer a mild flour, light color, smooth texture, all dentine-like and superior holding power—with proven student appeal and the health benefits of whole grain nutrition. Try Ultrgrain Pasta Extreme now available in Penne, Spaghetti and Elbow Macaroni—or choose one of our traditional Ultrgrain Pastas which include Penne, Spaghetti, Elbow Macaroni, Rotini, Lasagna and Egg Noodle, all made with 51% Ultrgrain.

FOODSERVICE NUMBERS

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<th>UPC #</th>
<th>Description</th>
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*www.conagrafoodservice.com/5-3-2-cooking

For more information, contact your local ConAgra sales representative or call 1-800-307-0433

www.conagrafoodservice.com

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The Next Frontier - Indian Harvest & Intact Whole Grains