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 wehat 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