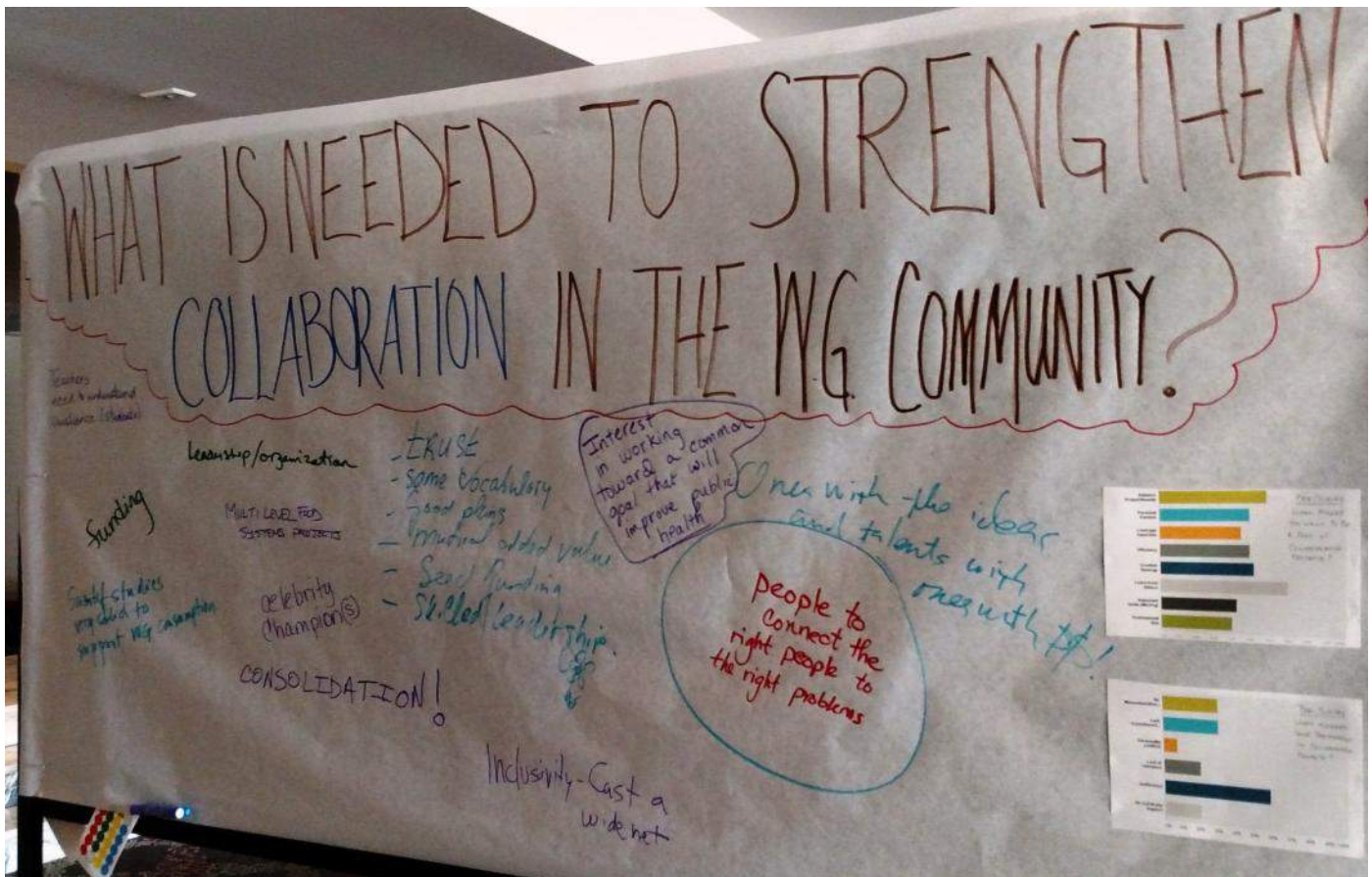


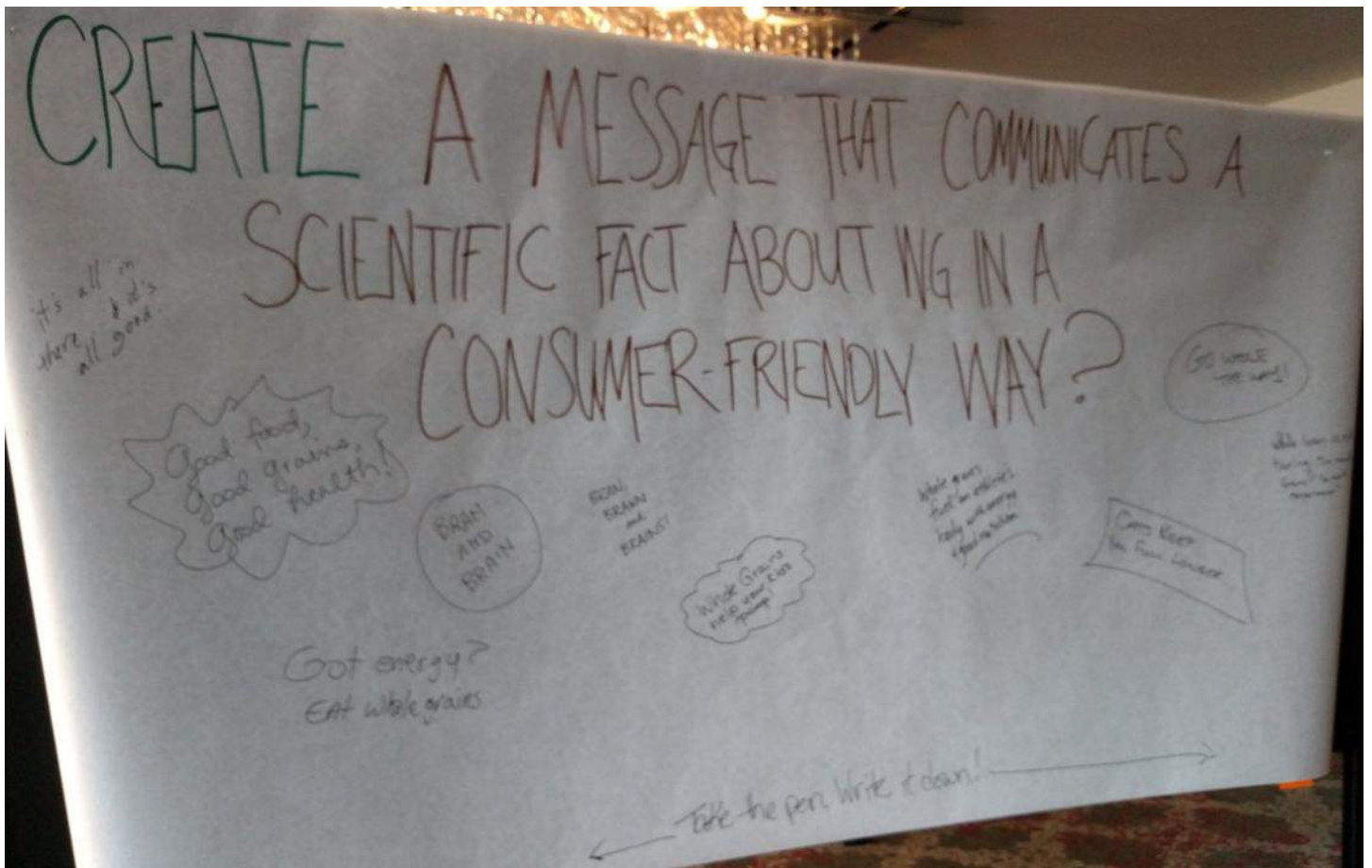
SESSION 7: COMMUNITY SHOWCASE



- * 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 wehats 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