**No Foolin’! Whole Grain Sampling Day is April 1, 2015**

***Connecticut Academy of Nutrition & Dietetics Members Help Consumers Learn How to Incorporate Delicious and Nutritious Whole Grains into Their Diet***

**SIMSBURY, CT**, March 31, 2015 – We’re not fooling! April 1st is national Whole Grain Sampling Day, where restaurants, supermarkets and cafeterias will feature delicious whole grains like farro, risotto, creamy oatmeal, crusty 100 percent whole wheat bread, quinoa salad and other low-cost or free items to highlight the benefits of whole grains.

Connecticut Academy of Nutrition & Dietetics is joining dozens of restaurants, businesses, healthcare organizations, and retailers throughout the country and around the world. CT Academy members will provide whole grain samples, educational information, supermarket tours and feature their favorite ways to add whole grains on their social media pages tagged with @EatRightCT #SampleWholeGrains.

Organized byBoston-based non-profit [Oldways](http://www.oldwayspt.org/) and its [Whole Grains Council](http://wholegrainscouncil.org) (WGC), last year’s celebration prompted millions of Americans to taste a whole lot of delicious, healthy whole grains and the momentum continues for this 4th annual event in 2015.

“From supermarkets to restaurants, there are plenty of places to sample and explore new whole grains on Whole Grain Sampling Day. We think one delicious taste will convince you to put more nutritious whole grains on your plate,” said Cynthia Harriman, Director of Food and Nutrition Strategies for the Whole Grains Council and Oldways. “And remember, gluten-free doesn’t mean grain free – even those following a gluten-free diet can enjoy grains such as amaranth, corn, millet, oats, quinoa, rice, sorghum, teff, and wild rice.”

[Studies show](http://wholegrainscouncil.org/whole-grains-101/what-are-the-health-benefits) that switching to whole grains lowers the risk of many chronic diseases. While benefits are most pronounced for those consuming at least 3 servings daily, some studies show reduced risks from as little as one serving daily – so every whole grain helps. The latest health research presented during Oldways’ and the Whole Grains Council’s recent **Whole Grains: Breaking Barriers Conference** supported the importance of whole grain consumption and clarified myths around gluten-free and grain-free diets. Presentations can be viewed [here](http://wholegrainscouncil.org/get-involved/whole-grains-breaking-barriers-nov-2014-conference-program).

The easiest way to identify whole grains, now mandatory in school meals programs and included in dietary guidelines, is to look for the [Whole Grain Stamp](http://wholegrainscouncil.org/whole-grain-stamp), which guarantees a product has at least half a serving of whole grains.

The Whole Grain Stamp now appears on 10,000+ products including an increasing number that are natural, organic, Non-GMO Project Verified and labeled gluten free sold in 42 countries. Whole Grain stamped products now span [23 SPINS categories](http://wholegrainscouncil.org/files/Grains_Trends201412SPINS.pdf), with the top five sales category leaders driving $7.7B in dollar volume.

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To see other special promotions and sampling events taking place, visit the [Whole Grain Sampling Day](http://wholegrainscouncil.org/get-involved/whole-grain-sampling-day) page of the WGC website where all activities and opportunities are listed.

**About Oldways and the Whole Grains Council**
Oldways is a nonprofit food and nutrition education organization, with a mission to guide people to good health through heritage, using practical and positive programs grounded in science and tradition.  The Whole Grains Council (WGC), an Oldways program, has been working since 2003 to increase consumption of whole grains for better health, and in 2005 introduced the [**Whole Grain Stamp**](http://wholegrainscouncil.org/whole-grain-stamp), now used on more than 10,000 products in 42 countries. The WGC's many initiatives help consumers to find whole grain foods and understand their health benefits; help manufacturers and restaurants to create delicious whole grain foods; and help the media to write accurate, compelling stories about whole grains.  You can learn more about both at [**http://www.oldwayspt.org**](http://www.oldwayspt.org/) and [**http://www.wholegrainscouncil.org**](http://www.wholegrainscouncil.org/).

**About Connecticut Academy of Nutrition and Dietetics**

The Connecticut Academy of Nutrition and Dietetics ([www.eatrightct.org](http://www.eatrightct.org)) serves the public through promotion of optimal nutrition, health, and well-being.As the leading advocate of the dietetic profession in Connecticut, our membership includes Registered Dietitian Nutritionists, Dietetic Technicians, Registered, students, and retirees of the profession. Chartered by the [Academy of Nutrition and Dietetics](http://www.eatright.org/), the CT Academy is committed to serving the public in the state of Connecticut, while supporting activities at the national and international level. For more information visit the website at [www.eatrightct.org](http://www.eatrightct.org/), and follow us on Facebook and Twitter at @EatRightCT.

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