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**HOW TO SURVIVE
THE HOLIDAY SEASON
OF TASTY TREATS**

**IS IT TIME TO RECONSIDER
HOW ENRICHED GRAINS
FIT INTO THE DIET?**

**MEMBER PROFILE:
RACHAEL VONDERHAAR,
CHAIR, WHEAT FOODS COUNCIL**

**PLUS:
OUR NEW AD CAMPAIGN,
NEW RECIPES, &
FUN HOLIDAY TRIVIA**



Message from the President

We want to wish everyone a Happy Thanksgiving, Merry Christmas and a wonderful holiday season for 2019. In this issue of *Kernels*, we offer you some tips for avoiding holiday weight gain, the results of reviewing the science to verify the positive nutritional contributions from refined grains, and some new holiday recipe ideas. We are also excited to share our newest advertising campaign “Bread. A Slice of Life,” and an interview with Rachael Vonderhaar, Wheat Foods Council Chair. Please use the information in *Kernels*! You are welcome to share all of our information and resources.


Tim O'Connor
President, Wheat Foods Council



How to Survive the Holiday Season of Tasty Treats

Yes, the holidays are one of our favorite times to eat. Tasty treats are around us at every turn, and while it can be so easy to overindulge in these festive times, it is possible to stay smart and healthy by following a few tips. You don't have to be perfect, but there are things you can do so you won't be afraid to step on the scale after the new year. It's no secret that planning ahead makes holiday weight gain a lot less likely. But what exactly does that mean? It means this:

1. Make a list of **5 SIMPLE MEALS** that you can cook within 30 minutes.
2. Make sure you have the ingredients for these 5 meals on hand **AT ALL TIMES** during the holidays.
3. You can always decide on something different for dinner. But **HAVING A PLAN** means you less likely to use the drive thru or order pizza.
4. If you do order pizza or drive thru, **EAT IT ON A PLATE**, and add a salad or baby carrots, fruit, etc.
5. Consider signing up for a **MEAL DELIVERY SERVICE**. The time you save between less prep time and fewer trips to the grocery store is worth extra cost.
6. Smile on January 1! You'll be one of a very few who weighs **EXACTLY THE SAME** as they did on November 1. Enjoy!!

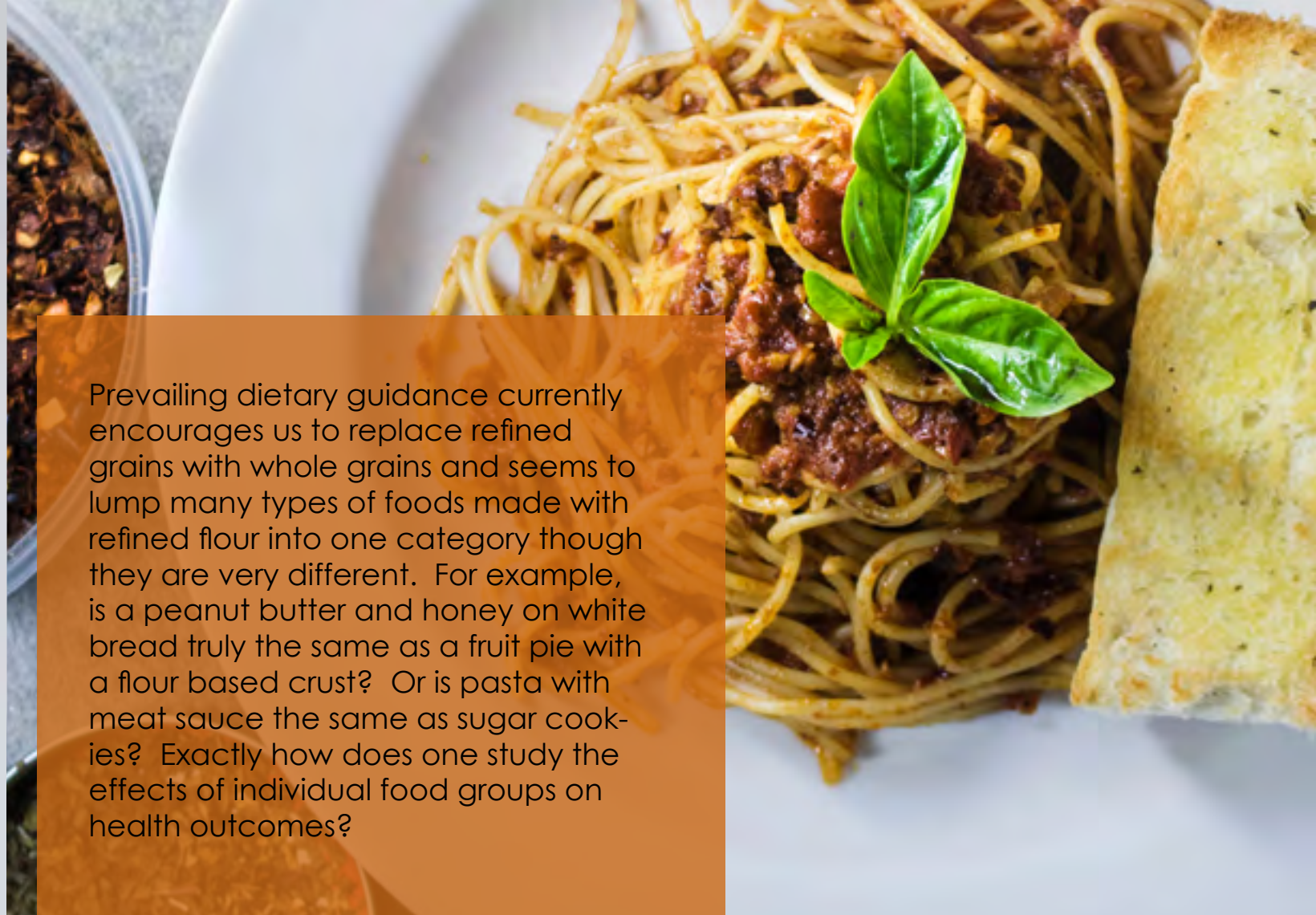


Is It Time to Reconsider How Enriched Grains Fit into the Diet?

Often when we think we “know” something, we find out that perhaps there is more to the story. This is definitely the case with refined grain foods such as breads, tortillas, pasta, cereals, and perhaps even the “sweet treats” like cookies or cakes.



Last year, the Wheat Foods Council asked Glenn Gaesser, PhD, a leading exercise physiologist and nutrition scientist at Arizona State University and author of “Big Fat Lies” to take a deep dive into the scientific literature on refined grains. He sifted through over 1,000 studies looking at the specifics of how refined grains affect health outcomes such as all cause mortality, heart disease, type 2 diabetes, cancer, and obesity. Last May, his paper was published in *Advances in Nutrition (Refined Grains and Health: Genuine Risk or Guilt by Association? Advances in Nutrition, Volume 10, Issue 3, May 2019, Pages 361–371, <https://tinyurl.com/y4q6lexu>)*



Prevailing dietary guidance currently encourages us to replace refined grains with whole grains and seems to lump many types of foods made with refined flour into one category though they are very different. For example, is a peanut butter and honey on white bread truly the same as a fruit pie with a flour based crust? Or is pasta with meat sauce the same as sugar cookies? Exactly how does one study the effects of individual food groups on health outcomes?

The answer? Not very easily. There are really only two basic types of studies you can use to look at nutrition because it takes months and years before disease outcomes are apparent. Epidemiological studies look at thousands of people, and filters them by specific characteristics (gender, lifestyle habits, age) and disease outcomes and looks at the categories of foods they report eating (from memory, not measured observation). Sometimes, several studies are combined into a meta-analysis. When you do this, the power of statistics can take extremely small differences and make them obvious.



Much of the data we use to create dietary guidance comes from large scale population studies (meta analyses). What Glenn Gaesser's research found was that when you look very carefully at the studies examining diet and health outcomes, there is very little evidence that eating more refined grains has ANYTHING to do with a greater incidence of death, type 2 diabetes or heart disease. Here is a summary of his key findings:



- Results from 11 meta-analyses, that include a total of 32 separate publications with data from 24 distinct populations, demonstrate that refined grains are not associated with increased risk of several major chronic diseases, including cardiovascular disease and type 2 diabetes.
- Consuming up to 6-7 servings/day of refined grains—more than currently recommended by US dietary guidelines—is NOT associated with higher risk of coronary heart disease, type 2 diabetes, hypertension or premature death.



Another way is to take groups of people, feed them a very specific way for a given amount of time, and see what happens to measurable health parameters like blood pressure, glucose levels, blood lipids, etc. These double-blind, randomized controlled trial (RCT) studies are expensive and difficult for participants to adhere to because they require following very specific feeding protocols for longer periods of time (up to 6 months). While you can measure effects on blood parameters and physical changes, they don't last long enough to prove whether the diet protocol prevents certain diseases, they only show a connection between diet and short term physiological changes.



- Total grain consumption, both refined and whole grains, is associated with LOWER risk of death and not associated with higher risk of cardiovascular disease, coronary heart disease, stroke or cancer.
- Grains provide more than 50% of daily fiber intake of Americans, and 70% of this comes from refined grains (bread, pasta, tortillas, etc). Reducing refined grain intake may also lead to reduced fiber intake.


The bottom line? Refined grains have been vilified as “poison” by some, but the real truth is that the evidence is not there. In fact, in terms of chronic disease, most people would be best served to INCREASE their grains consumption (both whole AND refined), reduce their protein consumption, and as always, eat plenty of fruits and vegetables.



Introducing our new Ad Campaign Bread. A Slice of Life.

In conjunction with our participation at the International Baking Industry Expo (IBIE), the Wheat Foods Council debuted a new ad campaign: Bread. A Slice of Life. This ad campaign focuses on the link between bread and life's special moments. A little girl and her dad sharing a piece of bread. Best friends spending time over the summer. A mom bonding with her daughter. Our point is it isn't really just a slice of bread, it's a slice of life.

The initial ad effort had a 4-month run in the print and digital versions of Milling & Baking News as well as the International Baking Industry Expo (IBIE) program guide. Response to the advertising was very positive throughout the wheat producing, milling, and baking communities.



What memories are really made of.

Bread. A Slice of Life.



The Wheat Foods Council has ***New Recipes***

The Wheat Foods Council has added a number of new recipes to their website!
<https://www.wheatfoods.org/recipes/>



It's the simple things in life that are always the most satisfying.

Bread. A Slice of Life. 



So many lasting memories share the same ingredient.

Bread. A Slice of Life. 



Find two of the new recipes featured in the recipe section on the next page!

Savor the Season with These Holiday Appetizers



Onion and Goat Cheese Tartlets

INGREDIENTS

2 frozen puff pastry sheets, defrosted
1 tablespoon butter
1 tablespoon olive oil
1 finely diced small red onion
2 scallions, finely sliced. white and green parts
1 tablespoon finely chopped chives
1 large egg
1/3 cup heavy cream
1 teaspoon salt
3 ounces goat cheese

NUTRITION

Calories/Serving: 185
One serving provides approx:
185 calories; 4.4 g protein; 10.3 g carbohydrates; 14.2 g fat (4.5 g saturated); 30 mg cholesterol; 0.5 g fiber; 1 mg iron; 285 mg sodium.

DIRECTIONS

Preheat oven to 375 degrees F.

Take a 2 1/2-inch round cookie cutter and cut out 12 rounds from 2 sheets of puff pastry. Take a 12-hole mini muffin pan and place rounds of dough into each hole, pressing gently to form a cup and giving room for the filling. Cover with plastic wrap and keep the prepared pan in the refrigerator or freezer (depends how long until you need it).

In a skillet add butter and oil. Throw in the onions and cook gently until softened and caramelized, stirring frequently for about 15 to 20 minutes. Once cooked add the scallions and chives. Set aside to cool slightly.

In a bowl whisk together the egg, cream, and salt. Add the cooked onions to the custard, stirring thoroughly. Pour into the prepared pastry cups with a spoon. Break up the goat cheese and place on top of tarts. Bake for 20 to 25 minutes. Serve.

Goat Cheese Bruschetta with Roasted Bell Peppers

INGREDIENTS

3 large bell peppers red, yellow and orange
4 Tbsp Extra Virgin Olive Oil
2 tsp balsamic vinegar
2 garlic cloves pressed or finely minced
1 tsp salt
1/2 tsp freshly ground
1 French baguette sliced into 25 slices
4 oz Goat Cheese of France at room temperature
Basil leaves or Parsley to garnish (optional)

NUTRITION

Calories/Serving: 183
One serving provides approx:
183 calories; 5.8 g protein; 31.3 g carbohydrates; 3.9 g fat (1.1 g saturated); 2 mg cholesterol; 1 g fiber; 433 mg sodium.

DIRECTIONS

Cut bell peppers in half lengthwise. Discard seeds and membranes. Place pepper halves cut sides down, on an aluminum foil-lined baking sheet, flattening peppers with the palm of your hand. Broil 10 minutes or until peppers are blackened. Remove pan from oven and wrap peppers in aluminum foil. Let stand 10 minutes. Peel.

Make the Marinated Bell Pepper Topping:

Remove stems and cut the bell pepper into quarters. Remove and discard peels and seeds. Slice peppers into 1/2" wide slices and transfer to a medium bowl.

Add 1 1/2 Tbsp olive oil, 2 tsp balsamic vinegar, 2 pressed garlic cloves, 1 tsp sea salt and 1/2 tsp black pepper. Stir to combine, cover and refrigerate 1 hour (or overnight) for the flavors to meld.

Toast and Assemble Bruschetta:

Brush both sides with olive oil and bake at 350°F for 5 minutes, just until edges are crisp and centers are still soft. Remove from oven and cool to room temperature.

Spread a thin layer of goat cheese over the top of toasts then divide the marinated roasted peppers evenly between 25 toasts and garnish with fresh basil.



MEMBER PROFILE



**Rachael Vonderhaar,
Chair, Wheat Foods Council**

A 5th generation grain farmer, Rachael Vonderhaar was elected to be the Chairperson for the Wheat Foods Council earlier this year. She also serves as the Board Secretary at the Ohio Small Grains Marketing Program, among many hats she wears on behalf of the agriculture sector. We recently caught up with Rachael to discuss the state of the wheat industry and what she would like to accomplish in her role on the WFC leadership team.

Please share a little about your background and how it shaped your vision for helping U.S. farmers produce quality crops and for promoting the wheat industry.

Farming is a family operation; everyone contributes. My dad worked 2nd and/or 3rd shifts, so as kids, we could work my grandparents' farm with them. My husband and I have continued the farming legacy from both sides of our family. Currently, we have 3 generations working our operation. Our sons are both graduates of The Ohio State University. Adam came home to Vonderhaar Farms Inc. to work as VP of Operations, and Ryan has taken a position with Ohio State as Assistant Coordinator of the Study Abroad program in the Ag school. Our daughter Caroline is studying Animal Science at the University of Findlay (Ohio). We are committed to feeding people. It is our mission, and it drives us to work hard to produce the best quality product possible for consumers.

Overall, what do you see as the most significant challenge and also the greatest opportunity for the wheat industry?

Cultivating international relationships is important for U.S. agriculture. As farmers, we make sure the product we bring to market is of the best quality, but we need access to the world markets. While the U.S. has an abundance of nutrient-rich farmland that can produce top-quality crops, 90 percent of our consumers are outside of our country's borders. The wheat industry must join with other commodity sectors to advocate for effective trade agreements with Mexico and Canada, and with China as well. The wheat, soybean and corn produced in southwest Ohio is primarily sold to Japan, so access to these and other markets is vital for U.S. producers.

Domestically, dispelling the myths about wheat foods created by inaccurate studies and those trying to make money is still a significant challenge for the industry. It is important to continue to educate consumers about the nutritive value of wheat and wheat foods for good health.

How have Ohio farmers fared with the recent period of challenging weather?

Last year, we had a long planting season due to too much rain, and there were only 4 days in November when we could harvest. It is happening again this season. In fact, the FSA has actually created a new disaster code, "excessive rainfall," to use when filing claims. After the rain we've experienced in southwest Ohio, Indiana and Illinois, the final yield numbers for the fall harvest have not



been calculated, as we had a late spring planting. The crop sat in water for many days, and we are unsure of the wheat quality. Farmers are hopeful by nature, and we always believe next year will be better.

What have you enjoyed most about serving in your current leadership role for the WFC, and what would you like to accomplish between now and next June?

I have learned so much from research and information contributed by the WFC's stellar panel of experts. Corrie Whisner's research data on the importance of eating wheat foods for a healthy gut and microbiome is an excellent educational tool. Michele Tuttle's triathlon training and competitions actively demonstrate the importance of wheat foods as source of carbohydrates necessary to fuel a body for maximum performance, not only world-class athletes, but for the average person hitting the gym for a workout. Glenn Gaesser, Nancy Clark, Brett Carver and Travis Thomas round out a team of experts that has helped the WFC create a compelling body of evidence proving the nutritional value of wheat foods as a part of a balanced diet.

We need to continue to work with members of the Grain Chain team in our industry to reach as many consumers as possible with this message. U.S. farmers are feeding the world, and we want our consumers to be healthy. Heart disease is the number one killer of women, and scientific research has time again proven that whole grain foods can help with prevention, reduce

cholesterol and relieve symptoms. It is far more efficient to train consumers to eat healthier for improved wellness, than spend costly dollars on healthcare.

Do you believe the wheat industry is succeeding with efforts to better educate consumers about the nutritional value of grain foods?

There is definitely a shift that has taken place in the media around the gluten conversation. There are more scientific facts coming out demonstrating the importance of wheat in the diet, not only from the WFC and others in the wheat industry, but by those in the medical profession. Doctors understand that eating more wheat foods and other whole grains positively affects a person's health.

Additionally, Americans love their sports, and parents are grooming competitive athletes at an early age. Educating parents and active adults about the importance of eating wheat foods to efficiently fuel an athlete for endurance and maximum performance is a demographic we need to reach. Outreach and education for personal trainers will help us to communicate with even more consumers interested in improving nutrition and fitness. The bigger message is that eating wheat foods provides better nutrition for the body which breeds a healthier lifestyle. Our job is to make sure that our message is the loudest in order to be heard over inaccurate facts and media chaos.

Finally, in what ways do you think the WFC most effectively impacts wheat farmers and the industry as a whole?

As a producer, we value the research and information compiled by the WFC proving the science behind the healthiness of wheat in the diet. The WFC participates with the Grain Chain members to endorse and promote wheat foods from farm to table, like the culinary workshops and education sessions held at the Culinary Institute of America. Chefs from all across the U.S. have come to demonstrate interesting ways that they add wheat foods to their menus. It was exciting to watch them incorporate wheat products with other ingredients to create the food on our plates, the bread in the baskets, and even within special beverages – truly a farm to table experience! Farmers strive to grow the very best product for their customers, and it was satisfying to see our product inspire these chefs to produce such innovative and delicious food.



DID YOU KNOW? Holiday Trivia



Gingerbread

The first-known recipe of the sweet treat is said to be from Greece in 2400 BCE. The formula was developed and remixed through several cultures and eventually made its way to England, where Queen Elizabeth I was credited with the idea of decorating the cookies. Eventually, gingerbread was consumed year-round, and the shapes changed with the seasons. The designs got so elaborate that they became a symbol of elegance, which is, perhaps, why we save them for a special time like the holidays.

Stuffing... or is it Dressing?



The first mention of stuffing meat with something for added flavor appears in a collection of Roman recipes by Apicius. The ancient cook suggested stuffing hares, dormice, chickens, sardines, and squid. Eventually, the concept of stuffing meat with meat was adopted by Europeans—particularly the French. Today, most cooks stick to non-meat fillings. Recently, stuffing has been freed from the interior of turkey bodies and can now be found as a side dish to a big holiday meal, where, depending on geography and many other factors like whether or not it's cooked in or outside the bird, it's often referred to as dressing.

Cookies for Santa



Where did the tradition of leaving Santa cookies come from? Years ago, especially in Germany, apples, cookies and other food were used to decorate Christmas trees. Some of these decorations, however, "disappeared during the night" while the children slept. This led to the idea that it was Santa himself enjoying some late-night snacks when leaving the children their presents.



Pecan Pie

Many credit the French for inventing the pecan pie after they settled in New Orleans in 1718 and noticed the abundance of pecan trees. But the first recipes actually appeared in the late 19th century, and were often referred to as "Texas pecan pie." These were standard custards topped with pecans, not the dark rich filling we associate with the dish today. That was created by the Karo Syrup company in the 1930s when a sales executive's wife allegedly came up with a "new" way of using corn syrup.

Fruit Cake



If you've ever received a truitcake as a gift (30-40% are regifted, FYI), you probably know that those suckers can last for a long time without ever going bad, thanks to the preservative properties of the sugar and the booze they contain. Actually, that's a part of the design: they were originally intended to last an entire year.