



# Kernels

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Nutritional Confusion?  
***There's an app for that***

Meet Executive Chef  
***David Cox***

Member Profile  
***Washington Grain Commission***





## Message from the President

**W**e strive to provide you with sound science, interesting ideas and recipes you can use in your work and personal life. We are pleased to send you our Spring 2017 issue of *Kernels*, it includes a number of interesting features including an important new scientific study that reaches two important conclusions; the intake of gluten is not associated with coronary heart disease and promoting gluten-free diets among people without celiac disease should not be encouraged. Good news for bakers, and consumers too!

We also review two nutrition and fitness planning apps, share insights from chef David Cox, highlight our chef education program at the Culinary Institute of America, showcase our participation in the American College of Sports Medicine Health Summit and Expo, profile WFC member Washington Grain Commission and feature some fun picnic recipes for the season. Enjoy!

**Tim O'Connor**  
President, Wheat Foods Council

## NUTRITIONAL CONFUSION?

There's an app for that.



**T**oday, more people are looking for help navigating the world of fitness and nutrition as they strive for a healthier lifestyle. But too often, the “eat this, avoid that” flurry of fad diets on the internet leaves many wondering where to turn for helpful, expert advice and some simple tools to help set — and stick to — a sensible plan.

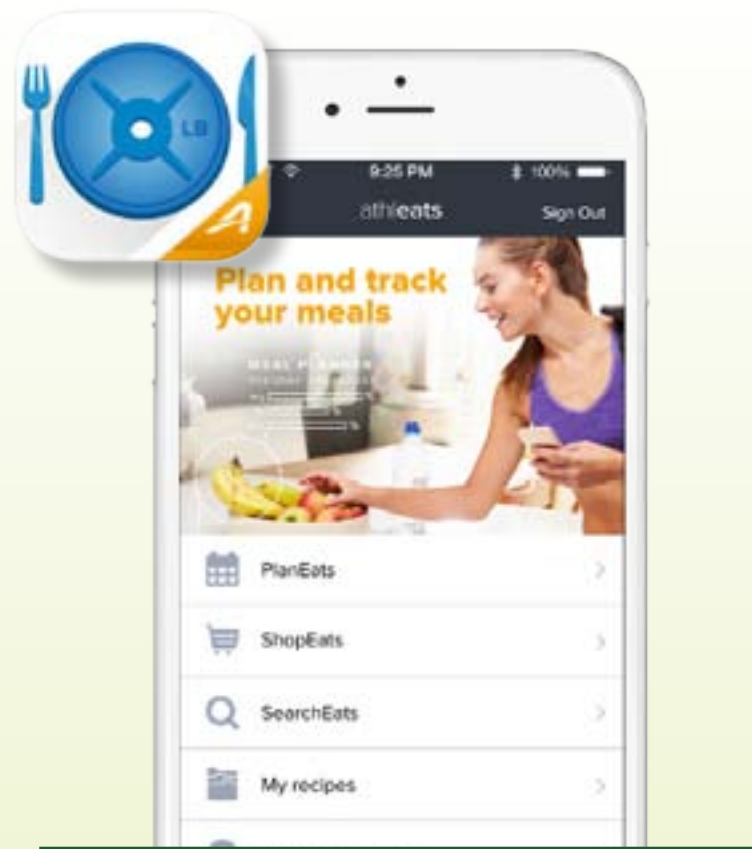
Here's some good news: There are plenty of easy-to-use mobile apps available that can help you navigate the nutritional landscape and gain control over food and fitness choices. Many of these apps are free, and they put some really great tools right in the palm of your hand.

A common message you'll find among these apps is that the secret to better health and nutrition lies in managing two things — balance and variety. That is, keeping food choices in balance with your dietary goals, but also making sure that you don't paint yourself into an unsustainable corner with overly restrictive diet plans. Restriction-based diets are frowned upon by many experts because they limit the ability to take in a breadth of nutrients that different foods offer. As an example, people who adopt low- or no-carbohydrate diets often end up sacrificing dietary fiber, essential vitamins, minerals and plant-based proteins that are good for the body.

Let's take a look at two different apps, and how they help users build a balanced, sustainable plan for food and fitness.



## VISUALIZE A VARIETY-FILLED DIET



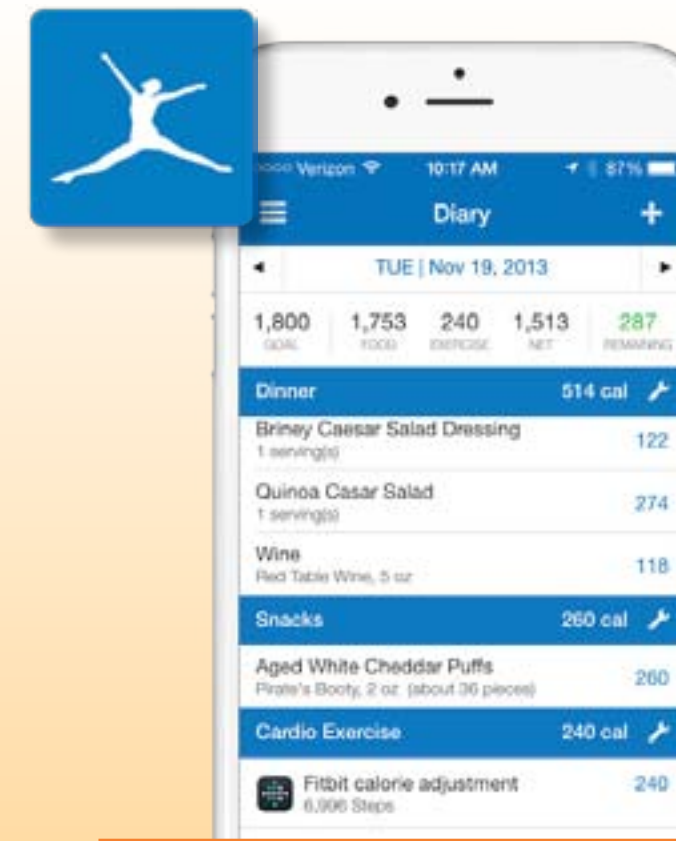
### ATHLEATS (IOS:FREE)

Staying healthy and fit takes more than just exercise. athleats provides the perfect combination of detailed nutritional value and delicious recipes. You can quickly gauge the health benefits of a meal before ever taking a bite.

Brought to you by ACTIVE.com, athleats is a nutrition app that helps you find and manage recipes, design meal plans, automatically calculate your daily nutritional information, AND make a shopping list to help you stay organized.

From sports nutrition to healthy recipes, athleats helps you fuel your body with the right nutrients to stay in tip-top shape and perform your best. READY, SET, EAT!

## GET A BIGGER PICTURE



### MYFITNESSPAL (ANDROID,IOS:FREE)

MyFitnessPal has one of the largest food databases available. Whether you're cooking at home or eating out, MyFitnessPal can help you log your meals. As you log them, the app helps you get a more complete picture of your diet — from total calories to vitamin and cholesterol intake, and more.

The app also boasts a large community of users, all eager to welcome newcomers and share recipes, meal plans, and stories about their successes and failures. Through its robust nutrition tracking database and a vibrant social community, MyFitnessPal provides a more complete understanding of overall diet and nutrition.

Through apps like these, people can gain confidence over their food and fitness choices and enjoy the assistance and encouragement they provide. Simple and intuitive, these thoroughly modern tools help us all understand that better management of our health and nutrition doesn't have to be time-consuming or confusing — it can be as easy as downloading an app.

\*\*This review doesn't imply endorsement. Be sure to check with your doctor or health provider for specific recommendations related to your specific health needs.



## ***S* study finds that the promotion of gluten-free diets among people without celiac disease should not be encouraged.**

Long term dietary intake of gluten was not associated with risk of coronary heart disease. However, the avoidance of gluten may result in reduced consumption of beneficial whole grains, which may affect cardiovascular risk.

In a recent study published online in BMJ, an international peer reviewed medical journal, researchers have reported that eating a gluten-free diet won't boost your heart health -- and might even harm it.

"I don't want to dismiss the fact that there are people who have gluten sensitivity," said said Dr. Andrew Chan., an associate professor of medicine at Harvard Medical School and the leader of the study. But everyone else should not think that going gluten-free will help their heart health.

The study analyzed data on over 60,000 women and 45,000 men, all U.S. health professionals without a history of heart disease when the study started. They completed a 131 item food questionnaire in 1986 and updated it every four years until 2010.

The researchers dividing participants into five groups ranking gluten intake from low to high, then calculated how likely they were to develop heart disease over roughly 26 years. When the the results were compared, the rates of heart disease were not very different.

Since people with restricted gluten intake are more apt to eat a diet low in fiber-rich whole grains and higher in refined grains, the researchers then adjusted their findings for intake of refined grains. "It appeared that those individuals who consumed the lowest levels of dietary gluten had a 15 percent higher risk of heart disease," Chan said.

Chan cautions that because the study was observational, however, "we can't say with certainty that this is a cause-and-effect association."

Dr. Ravi Dave, a cardiologist and professor of medicine at UCLA Geffen School of Medicine, and not involved in the study was quoted in US News that "Eating gluten-free is a big fad right now. There is a lot of hype about how gluten produces inflammation and can lead to giving you diabetes, heart disease, dementia, a lot of things."

Although he finds this new study inconclusive, Dave agreed with the researchers: "We should not recommend people who don't have gluten sensitivity or celiac disease go on a gluten-free diet," he said.

The Study which had no food industry funding, was published May 2, 2017 online in BMJ. The complete study can be found here: <http://www.bmj.com/content/357/bmj.j1892>

***Long term gluten consumption in adults without celiac disease and risk of coronary heart disease: prospective cohort study***

Benjamin Lebwohl, assistant professor, Yin Cao, instructor, Geng Zong, postdoctoral fellow, Frank B Hu, professor, Peter H R Green, professor, Alfred I Neugut, professor, Eric B Rimm, professor, Laura Sampson, senior research dietitian, Lauren W Dougherty, research dietitian, Edward Giovannucci, professor, Walter C Willett, professor, Qi Sun, assistant professor, Andrew T Chan, associate professor



# MEMBER PROFILE

## WASHINGTON GRAIN COMMISSION

**T**he Washington Grain Commission (WGC), effective July 27, 2009, was created through state legislation by merging the Washington Wheat Commission (WWC) and the Washington Barley Commission (WBC). The WGC collects assessments from growers to fund its programs designed to enhance the production and marketing of Washington wheat and barley in the areas of market development, research, and education and grower services. WGC Vice President Mary Palmer Sullivan spoke to us about the Commission's programs, wheat breeding, and developments in the Washington wheat industry.

### **What new or current WGC programs are working well to enhance markets, promote wheat research and educate the industry and consumers?**

We are constantly re-evaluating our budget each year to ensure that we are good stewards of our funding to best support Washington's farmers. For example, over the past 10 years the WGC has funded "Wheat Week" through the county conservation districts which hire teachers to go into 4th and 5th grade classrooms for one week to teach students and teachers about agriculture, primarily wheat growing.

"Wheat Week," which serves 23,000 students statewide, discusses a new topic each day: 1) What is wheat; 2) Water cycle/river systems for moving wheat products throughout the state; 3) Soil; 4) Watershed; and 5) Wheat Energy. The students keep a wheat journal called their "Kernel Journal" and are asked to bring it home to share with their parents and do an activity. Sharing with parents positively influences families about wheat and the industry resulting in positive outcomes by citizens when voting about agriculture or choosing wheat products to eat.

### **Total wheat production for 2016 was 157,290 million bushels. What sets Washington apart from other states in terms of successful yield and marketing of products and how does wheat breeding play a role?**

The WGC hired a bioinformatics researcher at Washington State University who has developed computer software to analyze data to identify and determine crosses of wheat to achieve specific yield, quality and disease resistance characteristics. The computer data helps breeders determine the best possible cross to identify the best pairings of wheat germ plasm with the hope of yielding better quality wheat worldwide.

The public does not understand that these wheat varieties have been around for hundreds of years, and that the only difference between ancient grains and modern wheat is age. Currently developed wheat varieties can be more resistant to disease, weather and growing conditions, because much of it is being genetically mapped to better help breeders.

### **Washington is the number one producer of soft white wheat used mainly for bakery products like pastries, cakes, and cookies. Who is the primary customer for Washington wheat?**

About 90 percent of Washington wheat is exported to countries in the Pacific Rim. Soft white wheat contains weaker gluten producing a more delicate flour product that Japanese bakers prefer for their sponge cakes and other specialty items. Washington wheat farmers also produce a sub-class of soft white wheat called "club wheat." Japanese customers prefer this mix of 20 percent club and 80 percent soft white wheat. It is blended at the port before shipping and delivery, the "Western White" wheat is considered a specialty baking ingredient that performs well producing a premium end product for our customers.

### **Wheat ranks number five in the Washington commodities based on production value, representing nearly \$600 million. To what do you attribute Washington wheat's success as an export commodity and how does the Commission support exports?**

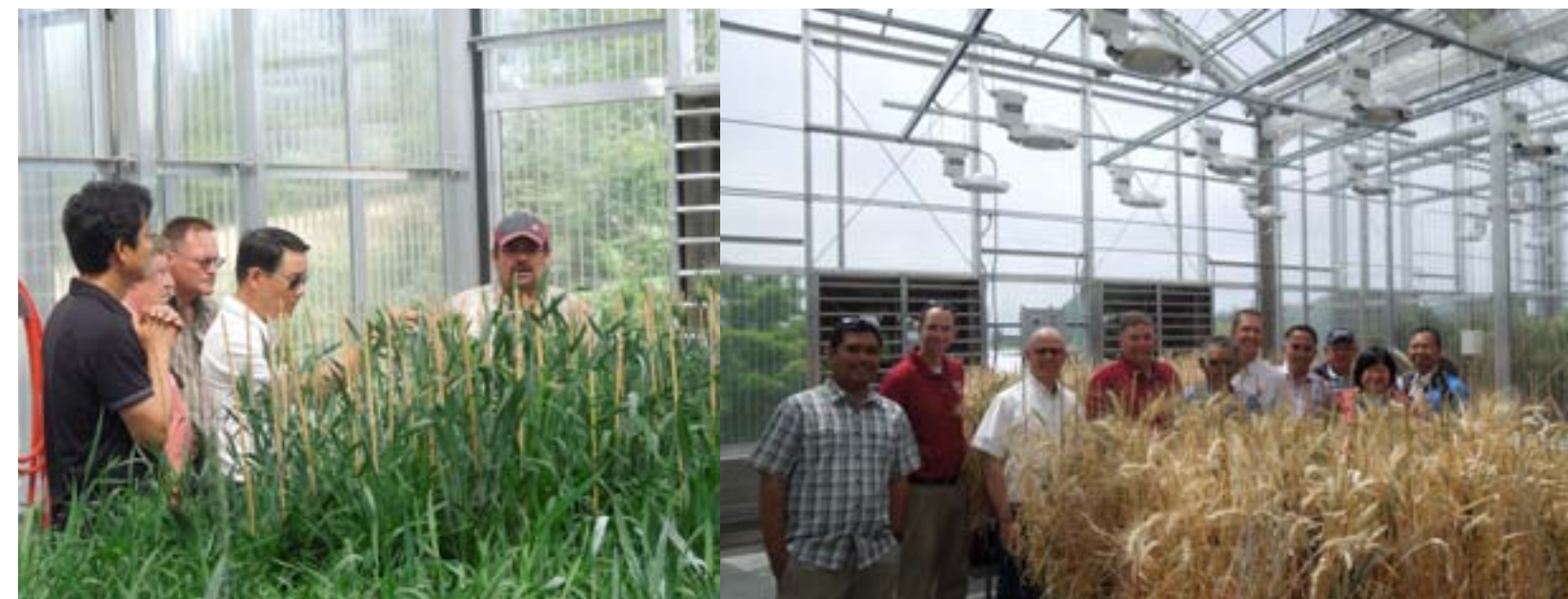
Soft white wheat is certainly a "niche" market for Washington wheat, but success of our export business is good, old-fashioned customer relations. Our big focus is on quality and consistency, and we emphasize that concept throughout all our programs.

### **What is the "Wheat All About It" program?**

The "Wheat All about It" program is a series of podcasts highlighting interviews with different members of the Washington wheat industry discussing various topics. This program, conducted by WGC's Scott Yates, Director of Communications and Producer Relations, is a big part of our social media outreach along with our website.

### **Finally, what does the Washington Grain Commission like most about its association with the Wheat Foods Council (WFC)?**

WGC relies heavily on the WFC to implement a social media program to get wheat industry and science-based nutritional information out to our consumers. We collaborate with WFC, so we don't have to recreate the wheel and can focus on our main task of promoting Washington wheat. We believe it is really important for individual wheat states to work together to reach more people and educate them about wheat, the industry and wheat foods. One state cannot do it all. Making the WFC the face of wheat is a great way to achieve this goal.





# PLANNING FOR THE PERFECT **PICNIC**

## INGREDIENTS:

1/2 cup plain, fat-free yogurt  
1/2 cup cucumbers, chopped  
1/4 cup onion, chopped  
2 teaspoons fresh dill, chopped, or 1 teaspoon dried dill  
1/8 teaspoon black pepper  
1/8 teaspoon salt (optional)  
4 slices whole-wheat bread  
4 slices enriched white bread  
8 ounces turkey breast, thinly sliced (or fat-free, low-sodium deli turkey)  
Additional cucumber slices, as desired  
Lettuce and tomato slices (optional)

## DIRECTIONS:

Mix the yogurt, chopped cucumbers, onion, dill, pepper and salt (if using). Divide the yogurt/cucumber mixture on all 8 slices of bread. Top the whole wheat bread with turkey, cucumber slices and lettuce and tomato (if using). Cover with the white bread slices.

## Turkey and Cucumber Sandwich



## NUTRITION:

Amount per serving: Calories: 245; Total Fat: 2 g; Saturated Fat: 0.14 g; Carbohydrate: 28 g; Fiber: 5 g; Protein: 21 g; Sodium: 317 mg.

## Baked Whole Wheat Tortilla Chips



## INGREDIENTS:

8 inch whole-wheat tortillas  
Kosher salt (optional)

## DIRECTIONS:

Preheat oven to 375°.

Lightly spray both sides of tortilla with cooking spray. If desired, sprinkle one side very lightly with salt.

Cut each tortilla into 8 pieces. Place on parchment lined baking pan.

Bake until golden brown, about 12-15 minutes, turning over 1/2 way through. Cool on rack. Serve with favorite dip, salsa or guacamole.

## NUTRITION:

Servings: 4 chips (1/2 a tortilla), Calories/Serving 60, Nutrition: One serving provides approximately: 2 g Protein, 10 g Carbohydrates, 1 g Fiber, 1 g Fat (0.5 g saturated) 0 mg Cholesterol, 160 mg Sodium

## Whole Wheat Jam Bars



## INGREDIENTS:

1 cup whole wheat flour  
1/2 cup packed brown sugar  
1 cup rolled oats  
1/4 cup vegetable oil  
2 Tablespoons butter, softened  
1 Tablespoon 1% milk  
1/4 teaspoon baking soda  
1/8 teaspoon salt  
Use scant 2/3 cup favorite 100% fruit spread of choice

## DIRECTIONS:

Preheat oven to 350 °F and grease one 8-inch square pan. Combine flour, brown sugar, rolled oats, vegetable oil, milk, baking soda, and salt. Add butter using your hands or a pastry blender to form a crumbly mixture. Press 2 cups of the mixture into the bottom of the prepared pan.

Spread fruit spread over the mixture to within 1/4 inch of the pan edge. Sprinkle the remaining crumb mixture over the top, and lightly press it into the spread. Bake for 35 to 40 minutes or until lightly browned. Allow to cool before cutting into bars.

## NUTRITION:

Servings: 12  
Calories/Serving 190  
Nutrition: Total fat 7g; Sat. fat 2g; Trans fat 0g; Sodium 55mg; Total carbohydrate 30g; whole grains 17g; sugars 16g; dietary fiber 2g; dietary fiber 2g. 6% DV iron; 2% DV of Calcium and Vit. A. 0% Vit. C

**Recipe Source:** Texas Wheat Board, [www.texaswheat.org](http://www.texaswheat.org).

This recipe was adapted and tested by the Home Baking Association as part of their "A Baker's Dozen Smart Snack Baking Recipes" resource to be in compliance with the Nutrition Standards for All Foods Sold in Schools (Smart Snacks in School Standards).



# E

## xploring New Ideas at the Culinary Institute of America

On March 20 and 21, a select group of 14 chefs from around the country were our guests for a two-day event at the Culinary Institute of America in Napa Valley, CA. They experienced the grandeur of the CIA Greystone campus, fine dining in and around Napa, and wine tasting at a local winery. The theme we created in collaboration with a senior chef at the CIA was New Possibilities: Unique ways to think about wheat foods and covered new and unusual ways to bring wheat foods into their restaurants' or chains' menus. The workshop included both a demonstration from Senior Chef Bill Briwa as well as a hands-on production in the Viking Kitchen where they all made interesting and unusual items. The comments from the chefs were very positive.





# MEET EXECUTIVE CHEF DAVID COX



## **Serving Up Delicious Wheat Foods at Norm's Restaurants in Southern California**

David Cox, Executive Corporate Chef and Director of Purchasing for Norm's Restaurants, participated in a hands-on workshop sponsored by the Wheat Foods Council at The Culinary Institute of America at Greystone, St. Helena, CA in the Napa Valley. The program theme, "New Possibilities: Unique ways to think about wheat foods," discussed and demonstrated new and unusual ways to include wheat foods on a restaurant menu.

Norm's Restaurants are a chain of classic, diner-style eateries founded in 1949 by used-car salesman Norm Roybark. Norm's dedicated staff serves guests quality food, made from scratch recipes, affordable and ample portions 24 hours a day, seven days a week.

We caught up with Mr. Cox to talk about his 14 years at Norm's Restaurants and his experience at the CIA event:

### **What is your role at Norm's Restaurants? What does a day in the life of David Cox look like?**

I wear many hats at Norm's Restaurants. I'm responsible for menu and recipe development and all of the research and development that entails. I train the chefs and store managers and help prepare them and the staff for new menu rollouts. I also oversee our private distribution company, Select Distribution, which employs a 40 foot tractor trailer that supplies most of the food for our stores. I personally select all food and ingredients and negotiate all purchase contracts managing the day-to-day operations of Select Distribution.

Many of the items on Norm's menus are made from scratch, including the hotcakes. Are there other wheat food products that you make from scratch?

All of our breakfast items come with your choice of toast, biscuits w/ gravy or our famous hotcakes. Flour is extremely important component of our hotcakes, which are made from a special recipe created from about 10 different recipes going back to 1949. Our hotcake recipe includes a special cake & pastry flour made from soft white wheat which contains less gluten producing a more delicate flour product. We serve a lot of pancakes daily, and we mix the batter each morning in a 40 gallon tub with fresh buttermilk, eggs, and our special flour. Sometimes we do this twice a day using 80 gallons of batter to feed our customers.

### **Is it important to use different types of breads for different dishes?**

We use a lot of breads on our menu – more than other similar genre restaurants, according to our bread company. All of our breads are delivered fresh 5 days a week, and we use several different kinds depending on the menu item. We use a thick-sliced, sweet French bread for our French Toast and also for cheese toast which we serve with our pasta dishes, soups and salads. Another big seller on our menu is the Soup/Salad/Half Sandwich combination. We pair this item with a dark brown bread sweetened with molasses.

In addition, we use sourdough, wheat, and a rye bread that is the perfect vehicle for our patty melts. We believe Norm invented the patty melt; that's our story and we are sticking to it!

### **What did you enjoy most about the event at the Culinary Institute?**

I really enjoyed the hands-on experience and watching how all of the chefs came up with such interesting creations. I especially like the Strawberry Empanadas. I worked with a kind of breakfast calzone that was deep-fried and stuffed with chorizo sausage, scrambled eggs, goat cheese and drizzled with tomatillo salsa. I was impressed with how the other chefs really did a great job creating while being in a strange kitchen with very little time.

### **Is there a way that the WFC or the wheat industry can better educate consumers about the importance of whole and enriched grains in the diet and their health benefits?**

I believe it's important to convey the message that gluten plays a role in the culinary world and educate consumers about what it really does to add structure, chew and texture to baked goods and pastas. In addition, many gluten-free products contain more sugar and unhealthy oils and fats to make up for the lack of taste and texture, so unless you have celiac or wheat allergy, eliminating gluten is unnecessary.

### **What's the most challenging part of your job? And what do you like best about what you do?**

I'm a chef at heart, yet I do not get to cook as often as I'd like. Having control over selecting and buying premium ingredients and food products and getting the most quality for the best price is really important.

### **Finally, what is your favorite wheat foods dish on Norm's menu?**

The hotcakes with just a little butter and syrup!







## Face-to-Face with Personal Trainers

The American College of Sports Medicine (ACSM) Health & Fitness Summit and Expo was held in San Diego, CA in early April and we were there for our first of two expos we'll do with Personal Trainers this year. About 1,000 of this important audience attended the annual event and many heard presentations by our new nutrition experts Nancy Clark and Travis Thomas. In addition, Michele Tuttle joined Nancy and Travis in the booth to answer questions. An hourly drawing for a copy of Nancy Clark's Sports Nutrition Handbook proved popular as well.