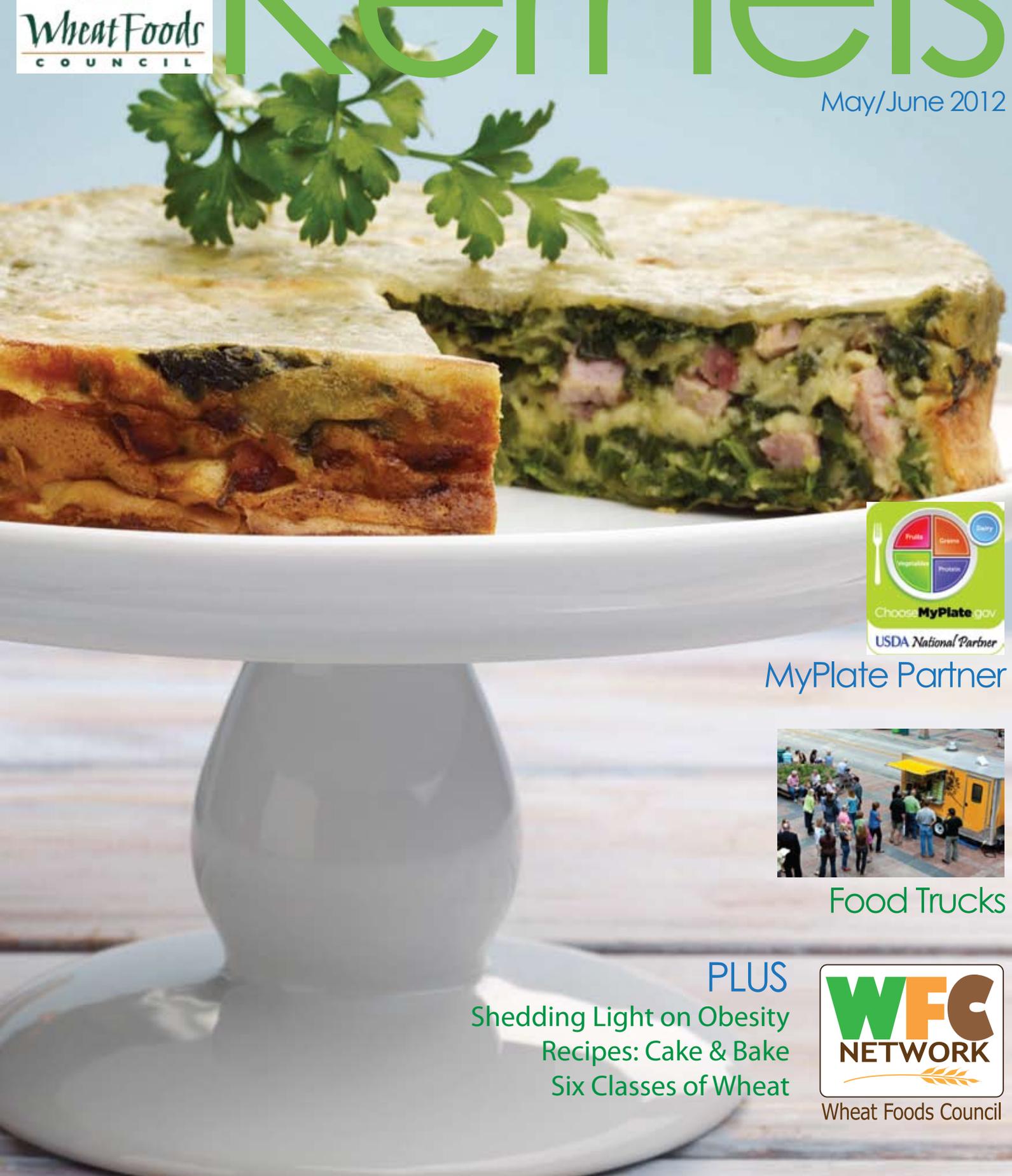




Kernels

May/June 2012



MyPlate Partner



Food Trucks

PLUS
Shedding Light on Obesity
Recipes: Cake & Bake
Six Classes of Wheat



Wheat Foods Council



Welcome to the May/June edition of Wheat Foods Council's Kernels E-Magazine

Hope you're getting ready to enjoy a fun summer that takes full advantage of the bounties of the season – from farmer's markets and fresh produce, to easy meals on the grill and all the many outdoor recreational opportunities.

To get you started, we've included two of our newest recipes that are perfect for a lazy Sunday brunch with family or friends: Pear and Bacon Waffle Bake, and Crepe Cake with Ham and Spinach. Both incorporate easily available convenience foods for quick preparation.

With our nation's obesity epidemic so much in the news, Michele Tuttle, MPH, RD, shares her thoughts on how to make long-term changes in our personal habits to achieve a healthier lifestyle.

In addition, we focus on the Wheat Foods Council's activities as a MyPlate National Strategic Partner, and get you up-to-speed on the six classes of wheat and the foods they make.

I also wanted to add a comment about the Whole Grains Summit I attended in May in Minneapolis, MN. The good news is that, as the profile of whole grains is raised, more research is being done into quantifiable impacts of consumption of the recommended amounts. But it's not enough and more long-term, intervention studies are needed to show more positive effects.

The Whole Grains Summit also identified some basic consumer barriers to consumption which included such issues as how to identify whole grains, lack of knowledge about how to cook them, and perceptions that they don't taste good.

We're looking forward to working with others in the nutrition community to address these issues and will be particularly targeting them as we prepare for the fall 2012 Dietary Guidelines messaging focus to "make at least half your grains whole."

Judi Adams, MS RD,
President, Wheat Foods Council

Welcome!

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Wheat Foods Council: Proud MyPlate Partner

Educating consumers about how to eat more healthfully is a key goal of the Wheat Foods Council so it made perfect sense for us to sign up last year as a National Strategic Partner in the US Department of Agriculture (USDA) Center for Nutrition Policy and Promotion's Nutrition Communicators Network.

Since the MyPlate icon was launched last June, we have used the Wheat Foods Council Network website (www.wheatfoods.org) as a tool to communicate the Dietary Guidelines messages while also providing easy, delicious, budget-friendly ways to eat healthfully by incorporating nutritious wheat foods, along with other grains, fruits, vegetables, dairy and lean protein into our daily lives. We've also leveraged other platforms, such as our presence at state and national Academy of Nutrition and Dietetics (AND) meetings, and our social media channels, to provide tips and educational materials, all aimed at helping people eat smarter.

This spring, we've been busy "grainstorming" with other members of the Grain Chain – the American Bakers Association, Grain Foods Foundation, National Pasta Association, USA Rice, and corporate members General Mills and Kellogg's – for this fall when USDA/CNPP will be focusing on the Dietary Guidelines message, "make at least half your grains whole."

Working individually and in concert, we have a busy calendar planned for September-December 2012, with outreach and educational activities in the works for consumers, educators, dietitians, health professionals, the media, and others.

Stay tuned to the Wheat Foods Council Network website, our social media platforms, and our Kernels e-magazine for more information in the days ahead.

While the DGAs provide sound, scientifically-based guidance on how to eat healthfully, all of us in the nutrition community recognize that the majority of Americans fail to follow them. USDA/CNPP has taken a much more aggressive approach with the 2010 Guidelines to help consumers change their eating behavior through the launch of the MyPlate icon, website and SuperTracker tool, as well as the National Strategic Partner program. At the Wheat Foods Council, we're committed to doing our part!



HBO's Weight of the Nation: Shedding Light on Obesity

Michele Tuttle, MPH, RD

HBO's Weight of the Nation, which premiered in May 2012, is a great reminder of all the things we know about obesity and how incredibly hard it is to treat but that it is possible. Research over the past 30 years has shown us that "diets" don't work long term, and that obesity prevention is so much more effective than treatment. It's also clear that the best long term health outcomes happen when people focus on eating healthfully and moving more, rather than focusing solely on weight loss. Finally, physical activity is helpful during weight loss, but it is most effective in keeping weight off.

Ultimately, the treatment is not a pill or even a set protocol: anyone who wants to lose weight has to find the methods that work best for them.

As a registered dietitian (RD) for the past 22 years, I've watched the nation gradually put on weight.



My first real "job" as an RD was working for the Duke University Diet and Fitness Center, a residential, comprehensive obesity treatment program that provided the meals, fitness programs, nutrition education programs, and psychological therapy. One of the most frustrating things I experienced as a clinician was realizing that while the program provided all the best approaches and worked well, once patients returned home, very few were successful at maintaining their weight loss or continuing their weight loss.

While certainly we are each individually responsible for what we eat, we are also influenced by the choices available around us. If fruits and vegetables and whole grains are easily available (and affordable), we eat those. If foods with lots of calories, fat, salt and sugar are available, then we'll reach for those. There's plenty of blame to go around in terms of who or what is responsible for the obesity crisis. And, there are a number of solutions that will have to be implemented simultaneously for the crisis to abate.

"...the best long term health outcomes happen when people focus on eating healthfully and moving more, rather than focusing solely on weight loss."

As registered dietitians, I think we can help our patients best when we teach them the tricks that we personally use to eat healthfully and manage weight. I know that I have a set of "food rules" that I stick to. Some of mine include:

- * No eating in front of the television
- * No eating in the car
- * When eating out, immediately cut the portion in half and take the rest home
- * Eat salads, vegetables and whole grains first, then eat the other foods
- * Never grocery shop when hungry

Ultimately, for most people, obesity comes down to an issue of too many calories and too little activity. Each of us, in the context of our busy lives, has to come up with our own set of "rules" that works for us. No one likes being told what to do and rules that are imposed can seem restrictive. That's why as dietitians, we are in the unique position of guiding patients and clients to explore what rules might work best for them.

We know that when kids help prepare dinner, they are much more likely to eat the meal. Similarly, when people create their own guidelines for how to manage their food choices, portions and activity patterns, they are much more likely to stick with them. We also need to acknowledge that not everyone has access to healthful foods or safe places to exercise and help people devise strategies even with these challenges.

Most people know how much they should eat and that they "should" exercise more. Perhaps it is time to shift our focus a bit so we can help people create their own "rules" for exactly how to manage the food and exercise challenges in their stressful lives.

Michele M. Tuttle, MPH, RD, is a nutrition communications consultant.



Cake & Bake

Crepe Cake with Ham and Spinach

Serves 8



Photo for Wheat Foods Council by Renee Comet

Ingredient List:

2 9-ounce packages frozen creamed spinach, (2 cups)
(choose "with real cream sauce")
1 12-ounce package diced boneless, lean ham,
low-sodium if available
2 large eggs
1 cup 1% milk
10 prepared 9-inch French crepes

Directions:

Preheat oven to 350 degrees F. Lightly coat a 9-inch round cake pan with cooking spray.

In a medium bowl, stir together the creamed spinach and ham until blended.

In a small bowl, whisk together the eggs and milk.

Lay one crepe in the bottom of the prepared cake pan. Spread a little of the spinach/ ham mixture over the crepe. Repeat layers until all crepes are used, ending with a crepe on top. Pour the egg mixture over and around the crepe cake. Bake 45-50 minutes, until lightly puffed in the center and nicely browned.

Let sit for 5 minutes before inverting onto a serving plate. Cut into 8 wedges and serve warm.

Approximate nutritional value per serving:
200 calories; 11 g total fat; 6 g saturated fat; 100 mg cholesterol; 880 mg sodium; 13 g carbohydrates;
1 g dietary fiber; 14 g protein; 1.5 mcg DFE (folate).

Ingredient List:

6 4-inch round frozen waffles, wholegrain, thawed
1 15-ounce can sliced pears in 100% pear juice,
well-drained, diced
12 slices precooked, thin sliced, maple bacon, diced
8 large eggs
1 1/2 cups 1% milk
2 tablespoons maple syrup
1 teaspoon vanilla
1/4 teaspoon salt
1/8 teaspoon ground nutmeg
2 tablespoons sugar
1/2 teaspoon ground cinnamon



Photo for Wheat Foods Council by Renee Comet

Pear and Bacon Waffle Bake

Serves 6

Directions:

Cut the waffles in half crosswise. Lay 6 halves in the bottom of an 8x8-inch baking dish, arranging them so they lay flat. Sprinkle with half the pears and half the bacon. Cover with the remaining 6 waffle halves and sprinkle with the remaining pears and bacon.

In a medium mixing bowl, whisk together the eggs, milk, maple syrup, vanilla, salt and nutmeg. Pour over the waffles.

Cover the dish with plastic wrap and press all over the surface with your fingers to submerge the waffles in the liquid. Cover and refrigerate for at least 30 minutes and as long as overnight.

Preheat oven to 350 degrees F. Mix together the sugar and cinnamon, and sprinkle it over the waffles. Bake in the middle of the oven, 50-55 minutes, until lightly puffed and firm. Let sit 5 minutes before cutting into squares.

Serve warm, with maple syrup if desired.

Approximate nutritional value per serving:
320 calories; 12 total fat; 4 g saturated fat; 305 mg cholesterol; 700 mg sodium; 37 g carbohydrates; 3 g dietary fiber;
17 g protein; 1 mcg DFE (folate).

Food Trucks Roll Out Wheat Foods

Lisa Cherkasky

From every city's ubiquitous pushcart pretzels to the beef short rib taco with 21-ingredient sauce served from gourmet food truck Kogi in Los Angeles, wheat foods are on the move. Since the rolling out of Kogi's Korean-Mexican fusion cuisine in 2008, street food has mushroomed. Feasts on wheels – Korean tacos to porchetta roti, lemon crepes to Beijing noodles – have become a glorious part of our urban landscape, their eye-catching trucks huddling en masse outside of tourist destinations, alongside festival grounds, cruising down city streets and gathering at urban parks.

Street food is certainly not new, but current trends have blown the concept out of the water. The culinary brilliance and rogue approach of Chef Roy Choi at Kogi was apparently the tip of a craze, just waiting to explode. The seemingly limitless variety of "high-end food at street level prices," according to the Smithsonian's Jonathon Gold, has utterly transformed how, what, when and where we indulge in amazing meals, snacks and treats, expanding all of our palates on beyond the imagination.

Everything from traditional cupcakes and lobster rolls to the complex and innovative espresso-spiked barbecued brisket of the Sloppy Jose at Miami's Gastropod Mobile Gourmet, wheat foods are on the move with something for any appetite. Yelpers speak up loud and clear, driving foodies hither and yon in search of the next fabulous bite. Simultaneously, enormous, established music festivals such as Bonnaroo and Lollapalooza have joined the revolution, deploying food trucks of every ilk to feed the ever more sophisticated music fans.

Clever names, such as Streetza in Kansas City, TaKorean in Washington, DC, and Halláva Falafal play winkingly with the menu. As for menus, food truck chefs are having a ball – empanadas, banh mi, dosas, sliders, mac and cheese, beignets, buns and boudin. Seems all one has to do is wait for the world to come to you.

On the other hand, should you want to be a food truck chaser, social media goes hand in hand with roaming restaurants. Many, if not most, operators tweet their locations, daily menus, special events and, heaven forbid, breakdowns or delays. Kogi currently tweets to 96,000 followers and has been dubbed "America's first viral eatery" by Newsweek.

While there has been some friction between brick-and-mortar stores and trucks, tensions seem to be easing as cities work out appropriate regulations and codes. No question, we are in an adjustment period. Some over-the-top success stories, such as Kogi in Los Angeles and Clover Food Lab in Boston, have expanded their concepts into brick-and-mortar themselves. While they may roam, food trucks are on our streets to stay. I, for one, would like to jump on the bandwagon.

Lisa Cherkasky is a food stylist, recipe developer, and food blogger in Arlington, VA.



What's Happening

June

June 8-9

BlogHer Food '12 Conference
Seattle, WA

June 25-28

Institute of Food Technologists
IFT 12th Annual Meeting & Food Expo
Las Vegas, NV

July

July 1-4

Florida Dietetic Association
Annual Symposium and Expo
Orlando, Florida

July 14-17

Society for Nutrition Education and Behavior
SNE 2012 Annual Conference
Washington, DC

July 15-18

School Nutrition Association
Annual National Conference
Denver, CO

A look at the six classes of wheat grown in the U.S. and the food products made from them.

Six Classes of wheat



Hard Red Winter

Versatile, with excellent milling and baking characteristics for pan bread, Hard Red Winter is also a choice wheat for Asian noodles, hard rolls, flat breads, general purpose flour and cereal.



Hard Red Spring

The aristocrat of wheat when it comes to "designer" wheat foods like hearth breads, rolls, croissants, bagels and pizza crust, Hard Red Spring is also a valued improver in flour blends.



Soft Red Winter

A versatile weak-gluten wheat with excellent milling and baking characteristics, Soft Red Winter is suited for cookies, crackers, pretzels, pastries and flat breads.



Soft White

A low moisture wheat with high extraction rates, providing a whiter product for exquisite cakes, pastries and Asian-style noodles, Soft White is also ideally suited to Middle Eastern flat breads.



Hard White

The newest class of U.S. wheat, Hard White receives enthusiastic reviews when used for Asian noodles, whole wheat or high extraction applications, pan breads and flat breads.



Durum

The hardest of all wheats, Durum has a rich amber color and high gluten content, ideal for pasta, couscous and some Mediterranean breads.

