



Kernels

Vol. 20

SUMMER 2017



HEARING IS
Believing



CONTINUING HER
Quest for Gold



MEMBER PROFILE:
Ardent Mills



IT WAS A HOT TIME
in Las Vegas





Message from the President

I am very excited about this issue of Kernels; I am certain you will find it informative and interesting. It features a great interview with Dan Dye, CEO of WFC member Ardent Mills that is a must read. Dan discusses the challenges, opportunities and most current innovations in the wheat and milling industries.

We also feature our registered dietitian and world-class triathlete Michele Tuttle as she prepares to participate in the International Triathlon Union World Championship 2017 in Rotterdam, Netherlands. Michele will give it her best and we wish her the best, go Michele!!

You will also find a review of our exhibit at the 2017 Idea World personal trainer expo where we exhibited and our Scientific Advisory Committee sports nutrition expert Nancy Clark gave an outstanding presentation. A link to her presentation is included in the article. We also introduce podcasts in this issue, which is a communication channel WFC will begin to use this year. And, don't forget to celebrate National Sandwich Month in August with several of your favorite sandwiches.

Tim O'Connor
President, Wheat Foods Council



HEARING *is* BELIEVING

If you're looking for expert advice on how to live better and healthier, there are plenty of great websites, blogs, and apps to consider. But one type of fast-growing media that's often overlooked is actually one of the simplest and most enjoyable ways to stay informed: Podcasts.

In the coming months, we plan to use this message-multiplier platform to team up with our RD friends and provide healthy nutrition information to a wide range of people on a number of podcasts. Podcasts are a great way to share knowledge, introduce new information and expand horizons. When it comes to food and fitness, there are a range of interesting and engaging podcasts available to choose from — most of them free. So to start you on your downloading journey, here are a few to explore.





DO IT LIKE *Diva*

Monica Reigel is the multi-talented host of The Nutrition Diva. In addition to being a licensed nutritionist with a Master's Degree in Human Nutrition, she also attended culinary school, and was at one point in her life an opera singer. (Hence the Diva title.)

An author of several books, Monica has been featured on everything from The Today Show to NPR. Listen to one of her weekly nutrition podcasts and it's easy to understand why. Instead of touting an ever-changing list of food and lifestyle taboos, Monica focuses on what you can do. She believes there are many ways to put together a healthy diet, and the right answer is one that fits your lifestyle and your preferences. Tune in to Monica for a fresh voice in the conversation that's definitely worth a listen.



START COOKING WITH *Kathy Maister*

One of the best ways to meet your healthy eating and nutrition goals is to cook for yourself. That way, you always know what's going into the food you eat, and you can better control portion size and ingredient choices. But for some, the desire to cook doesn't line up with their culinary skills. And that's where Kathy Maister can help.

Start Cooking is Kathy's podcast that's all about how to get started cooking — teaching simple, filling recipes that are delicious and enjoyable to make. From waistline-friendly versions of kitchen classics to some of your favorite comfort foods, Kathy can get you cooking — and loving what you make — in no time at all.



TURN UP THE TUNES WITH *Podrunner*

A fitter, healthier life has a soundtrack all its own, and Podrunner is here to help you find yours.

Simply download any of their one-hour podcasts for a blast of nonstop, high-energy workout music mixes. Created by DJ and author Steve Boyett, they can help everyone from novices to top-notch athletes get in the groove to move.

Podrunner's free, fixed-tempo and interval exercise mixes are perfect for power walking, jogging, spinning, elliptical, aerobics, and other tempo-based forms of exercise. There are even podcasts designed with multi-week training in mind for 10ks, and much more.



GET FIT WITH *Quick and Dirty Tips*

Brock Armstrong is The Get-Fit Guy, and his podcast series can help you enhance energy, lose weight, boost performance, and feel better than ever. From fitness beginners to old pros looking for a fun way to shake up their routine, Brock has the tips to help you achieve your goals more easily.

Over a long career, Brock has worked with leading personal trainers, coaches and wellness consultants. With his easy-to-understand explanations and sound reasoning backed by scientific research, Get-Fit Guy will provide you with the inspiration and knowledge you need to become fitter, faster, stronger, and ultimately happier and healthier.

Listen. Learn. Live better.

So the next time you're looking for a new way to increase your knowledge and "health confidence," try listening to one instead. Just choose from any of these fun, informative and highly entertaining podcasts.



CONTINUING HER QUEST FOR

Gold



Michele Tuttle is a very busy woman this summer. Besides being part of the Wheat Foods Council's (WFC) marketing team, she is a coach, a registered dietitian, and a mom. And these days, you'll also find her training for her fourth trip to the 2017 International Triathlon Union (ITU) World Championship 2017, being held this September in Rotterdam, Netherlands. This is the third consecutive year the WFC has been her sole sponsor.

When asked what her training goals were, Michele, the 2016 silver-medalist responded, "Getting to the starting line is always goal one. Enjoying each moment is goal two. Allowing things to unfold is goal three. Staying present to whatever arises is goal four. The rest is not really up to me. As always I will do the absolute best I can with the race understanding that best performances happen when we let go of expectations."

A registered dietitian of 20 years, Ms. Tuttle believes grains=energy. The WFC continues to sponsor Michele's training to highlight the importance of eating enriched and whole grain foods to increase energy and maximize nutrition as part of a balanced diet.

"I'm excited to be heading to the Netherlands for ITU World Championships," said Ms. Tuttle. "Racing at the national and international level brings the best of the best together, and I love mixing it up with so many phenomenal athletes. It's great to see women my age and older going so fast!" Ms. Tuttle will compete at the top of her age category (50-54) in the draft-legal sprint competition on September 17. Last year, Ms. Tuttle won the silver medal placing second in the Sprint Distance (750m swim, 20k bike, 5k run) for the U.S. team at the 2016 World's in Cozumel with a time of 01:13:40, beating her former record set in 2015 in Chicago.

Ms. Tuttle has also lent her expertise and competitive experience to helping create a new website with the WFC for personal trainers that provides information for them to share with their clients including research, recipes, and resources. The "Center for Nutrition and Athletics website, <http://www.centerfornutrition-andathletics.org/>, emphasizes the importance of including both whole and enriched grain foods for all ages, energy needs, and specific health issues.

You can follow Michele's workout regimen, dietary choices and other insights from her training on the WFC website, www.wheatfoods.org; the WFC's Facebook page, @wheatfoods; on Twitter, @irongirlrd; and on Instagram, @mtuttlerd.

Follow Michele on Social Media



Member PROFILE



Ardent Mills is a company created by merging two pioneers in the food industry, ConAgra Mills® and Horizon Milling®. The company's vision is to nurture relationships among their customers, consumers and communities through innovative and nutritious grain-based solutions.

Ardent Mills offers a broad range of flours, mixes, blends and specialty products, customized to meet the baking needs of its customers. In addition, it offers a variety of services, including technical support for processing, manufacturing and product development; state-of-the-art test kitchens to experiment with food innovation, the latest research and insights shedding light on the evolving food culture.

The company's operations and services are supported by more than 40 flour mills and bakery-mix facilities along with a specialty bakery and Mobile Innovation Center, all located in the U.S., Canada and Puerto Rico. Recently, Ardent Mills' CEO Dan Dye spoke to us about the company's innovative products and services and addressed overall challenges and opportunities for the wheat industry.

Overall, what do you see as the most important challenges and the greatest opportunities the wheat industry is facing?

The biggest challenge we face is addressing food safety issues and providing consumers with clarity around products in the marketplace. Our industry must look to the entire supply chain and at our wheat products to make certain customers have a clear picture of the care given to the final product from start to finish. Ardent Mills' team is working hard to recognize and respond to this issue.

In addition, the wheat industry must tell the story of wheat from farm to table in order to dispel misinformation and instruct customers about the nutritional value of wheat foods, their versatility and great taste. It's our job to help consumers feel good about engaging in their love of wheat foods.



Thanks to substantial efforts by the wheat industry to better educate consumers about the nutritional value of grains, eating whole and enriched wheat foods are finding more favor among consumers again. Ardent Mills is an industry leader in whole and enriched grain products, like Ultragrain®, Sustagrain®, and Sprouted White Whole Wheat flour. How does Ardent Mills deliver on the promise of great taste and functionality, while helping customers create new products and markets?

We created Ardent Mills to embrace and expand wheat-based foods in the marketplace. Our Ultragrain® product is whole, wheat flour developed to provide baked goods with the taste, appearance and texture of products made with traditional white flour. We partner with food companies as a part of our "Super Kids Program," helping create products that not only meet K-12 school lunch requirements, but are also wheat foods kids like to eat. We are committed to helping our customers bring innovative products to the marketplace, for example hosting sampling opportunities and events. While there may be some negative press about wheat-based products, we are committed to doing a better job of telling the wheat story and highlighting the benefits of our products.

Ardent Mills produces a variety of products that meet customer needs while keeping a pulse on evolving trends in food. Please explain how innovation with whole grain, specialty/organic and inclusions are successfully addressing customer needs, and how do you market these products?

Innovation in the food space is constantly evolving. At Ardent Mills, our brand promise is to nourish what's next, looking around the corner for the next great evolution of our products creating new ways to prepare and serve delicious wheat foods while meeting the specific needs of our customers.



For example, the organic space is growing rapidly. We have a commitment from farmers to double acres planted in organic wheat by 2019. With organic products, farmers get a premium, and our customers get what they want. While niche marketing is a better way to target consumers linking the story of the organic process from farm to table, organic products are moving more mainstream into broader marketing categories.

Ardent Mills' line of inclusion products are a way to incorporate grains in different kinds of foods, for example, "sprouted wheat."

We are leaders in the sprouted whole

wheat flour space. Inclusions can change taste and texture profiles while adding healthy nutrients. We partner with our customers to guide this innovation and offer options, so they can reach the right consumer with the right products.

Acknowledging shifts in food culture and blending the science behind and the perceptions of nutrition has greatly impacted food choices. In what ways does Ardent Mills work with its customers to improve technology, advance culinary innovations and efforts in food safety, and share research and trends data?

In an era of shifting food culture where science and nutrition are coming together, Ardent Mills prides itself on being a trusted partner vital to promoting nutrition and innovation based on solid R&D. We offer numerous services providing the latest consumer trends and insights as a result of focus groups, product testing, cooking sessions, surveys, and other outreach.

We have a chef who works with our R&D teams to experiment with our products, create new applications for wheat foods and produce the best quality end products. We built the Ardent Mills Innovation Center as a part of our new headquarters in Denver, CO, featuring a state-of-the-art kitchen and culinary demonstration area. Products are constantly being developed with our teams and our customers' culinary teams as well. We also deploy a Mobile Innovation Center, which is an 18-wheeler outfitted with a top-notch kitchen, for trade shows use or on-the-road demonstration at customer sites.

In addition, we are the only miller in the U.S. to have its own bakery which is in the Portland area. We make specialty, small batch breads, of artisan quality with a variety of inclusions, toppings and flavors. Ardent Mills offers a unique package to our customers bringing service and innovation together while providing premium quality products.

Are there restaurants you work with to help chefs create new menu items? How have you interacted with them in the past?

We do work with restaurants and chefs, but mostly we partner with our customers to better help them work with their customers. We do have customer chefs come to Denver to work with our culinary teams to create better taste and texture profiles with different products. This process works better when you can actually get your hands dirty and see and taste the various combinations.

"The foundation of any first-rate baked good is first-rate flour." This quote appears on your website, and underscores the importance of using the highest quality ingredients to produce delicious baked goods. Research shows that consumers will indulge in treats if made fresh with premium ingredients. How does Ardent Mills create, distribute and promote its traditional bakery flour?

Ardent Mills' baking flour boasts consistent quality and performance that is our hallmark. Our extensive network of facilities delivers first rate flour every time. The Bakery category continues to outpace other wheat foods categories underscoring the fact that people still indulge in bakery treats. Making an indulgent product healthier without compromising taste is a key to innovation in this category. Ultragrain® flour creates tasty baked goods that deliver on indulgence and healthier attributes. Innovation, versatility and consistent quality allow Ardent Mills to create outstanding ingredients that produce tremendous baked goods.

Finally, what does Ardent Mills like most about its association with the Wheat Foods Council (WFC)?

We like that the WFC has its "roots" with wheat farmers. We couldn't make flour and other ingredients without them. The WFC brings together all the players of the wheat industry from farmers and millers, to manufacturers and nutrition experts focusing on improving education and awareness for consumers.

The WFC is a great fit for Ardent Mills and offers value in partnering with us to tell the story of wheat. The WFC is the voice of the story of the foods wheat flour creates. We are proud to be a member and really like the work the WFC does to promote a great future for wheat.





Pasta with Tomato, Kalamata Olives, and Arugula

INGREDIENT LIST:

- 2 1/4 cups chopped plum tomatoes
- 1/4 cup chopped pitted Kalamata olives
- 1 1/2 tablespoons olive oil
- 1/4 teaspoon salt
- 1/4 teaspoon ground black pepper
- 2 garlic cloves, minced
- 6 cups hot cooked whole-wheat fusilli or penne pasta
- 3 cups baby arugula
- 2 ounces shaved fresh pecorino Romano cheese

Calories/Serving: 386

Nutrition: One serving provides approximately: 14 g Protein, 45 g Carbohydrates, 6 g Fiber, 16 g Fat (3.5 g saturated), 15 mg Cholesterol, 25 mcg Folate, 2 mg Iron, 587 mg Sodium

DIRECTIONS:

Combine first 6 ingredients in a large bowl. Add hot pasta and arugula. Toss gently. Divide pasta mixture among 4 bowls, and sprinkle with cheese.

Servings: 4

*Time Saver Tip: Cook the whole box of pasta according to package directions. Freeze the leftovers in a freezer bag, reheat for later use.

NEW
RECIPE
VIDEO

See our latest recipe video for the Pasta with Tomato, Kalamata Olives and Arugula on the Center for Nutrition and Athletics recipe page!

Follow the link here: <http://www.centerfornutritionandathletics.org/recipees/pasta-with-tomato-kalamata-olives-and-arugula/>

Lemon Cranberry Wheat Berry Salad

INGREDIENT LIST:

- 1 cup wheat berries, dry
- 3 1/4 cups water, boiling
- 2-3 Tablespoons lemon juice, fresh or bottled
- 1/2 Tablespoon ground coriander
- 1/2 Tablespoon ground cumin
- 1 teaspoon paprika
- 1/2 teaspoon salt
- ground black pepper to taste
- 1 small yellow pepper, seeded and chopped
- 1 small orange pepper, seeded and chopped
- 1 small bunch (about 5) green onions, thinly sliced, include white bulbs and green tops
- 1/2 cup sweetened dried cranberries
- 1/2 cup fresh cilantro, lightly chopped

Servings: 6

Calories/Serving: 150

Nutrition: One serving provides approximately: 150 calories, 5 g protein, 32 g carbohydrates, 5 g fiber, 1 g fat (0 g saturated), 0 mg cholesterol, 21 mcg folate (DFE), 1.5 mg iron, 200 mg sodium.

DIRECTIONS:

Place wheat berries in your rice cooker and pour boiling water over it. Stir; allow it to soak for 30 minutes. After 30 minutes, turn on rice cooker. Wheat berries should be done when rice cooker turns off.

Toss the cooked wheat berries with lemon juice. Add coriander, cumin, paprika, salt and pepper and stir to coat evenly. Add the chopped peppers, green onions, dried cranberries and cilantro and stir to combine. This salad is excellent served chilled or at room temperature. It will keep for several days in the fridge.



WATCH THE
Video



IT WAS A HOT TIME IN *Las Vegas* (and we're not talking about the weather)

It may have been over 100 degrees outside but inside the Las Vegas Convention Center, things were cooking. The Wheat Foods Council joined 10,000 personal trainers and fitness professionals July 19-21 at 2017 Idea World, the world's largest personal trainer convention and expo. During our three days in the Wheat Foods Council booth, we were able to share our message, answer questions and build connections with well over 1,000 personal trainers.

In addition, Sports Nutrition expert and Board of Advisors member, Nancy Clark, MS, RD, CSSD, gave her presentation, "Keeping It Real: Sports Nutrition in Action" to a sold out room on Saturday and then joined Michele Tuttle and Dave Mangan in the booth for the entire day. The presentation shows the role of macronutrients, like carbohydrates, proteins and fats; micronutrients, like vitamins and minerals; hydration and supplements, and how when used effectively, they can contribute to peak performance outcomes for clients of all abilities.

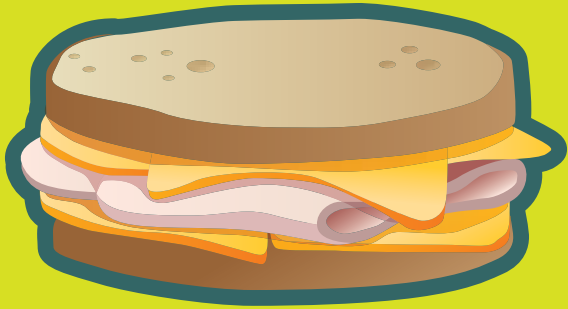
The booth experience also included a chance to win one of 25 of Nancy's book, *The Sports Nutrition Guidebook*, a number of handouts, Athlete's Plate refrigerator magnets, and last but not least, thousands of breakfast bars generously donated by our member, Bimbo Bakeries.

Earlier this year, the WFC launched the Center for Nutrition and Athletics website to help establish a presence in the personal trainer community, become a source of science-based nutrition information for personal trainers and their clients, and build relationships with influential members of the personal trainer community. The CNA's mission is to provide personal trainers and their clients with up-to-date, accurate information in order to better promote healthy food choices.

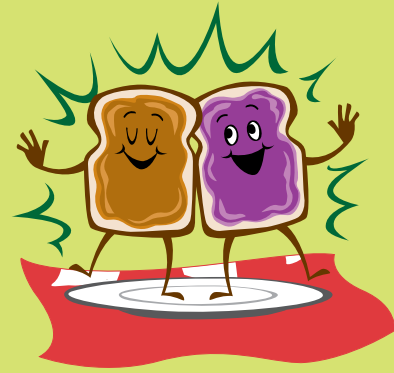
To view Ms. Clark's presentation at this year's Idea World convention, go to <http://www.centerfornutritionandathletics.org/wp-content/uploads/2017/08/Keeping-It-Real-Sports-Nutrition-in-Action.pdf>



AUGUST IS NATIONAL SANDWICH MONTH

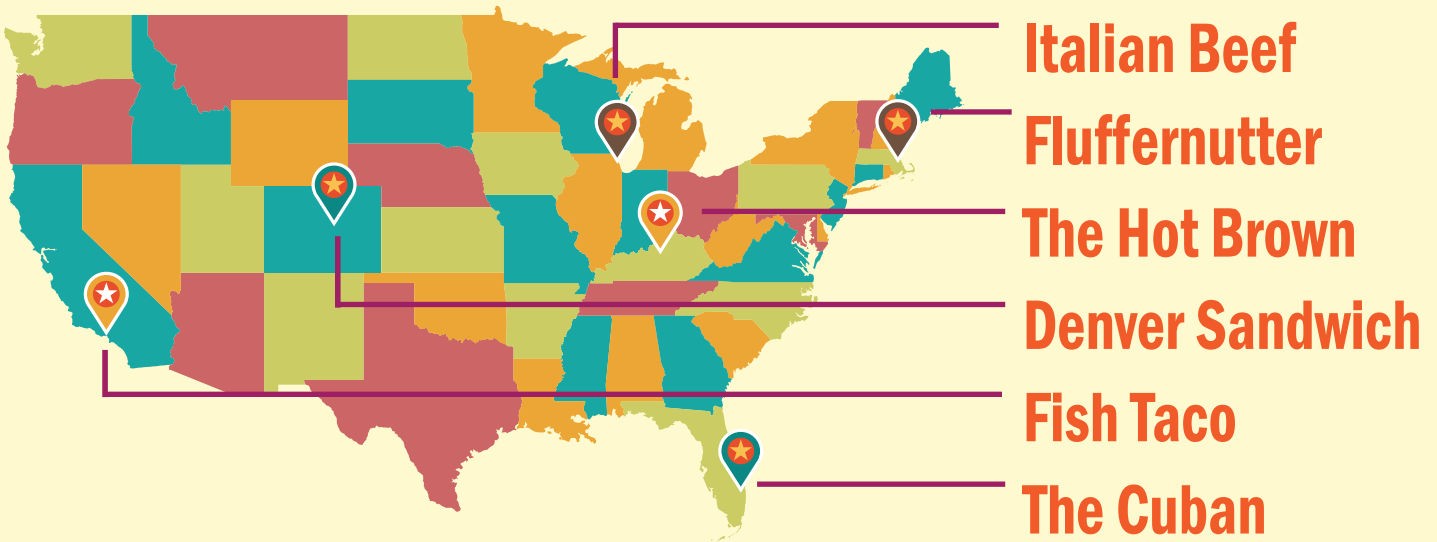


THE MOST POPULAR SANDWICH IN AMERICA IS THE HAM AND CHEESE (HAM, CHEESE, AND MUSTARD OR MAYONNAISE)



THE AVERAGE AMERICAN WILL HAVE 1,500 PB&JS BY THE TIME THEY GRADUATE HIGH SCHOOL

NEXT TIME YOU'RE IN TOWN, TRY ONE OF THESE REGIONAL FAVORITES



Italian Beef

Fluffernutter

The Hot Brown

Denver Sandwich

Fish Taco

The Cuban

FOR MORE WHEAT RESOURCES, VISIT:
[HTTP://WHEATFOODS.ORG/RESOURCES](http://wheatfoods.org/resources)