Whole Grains

What is a whole grain, anyway?
A whole grain is a grain with all of its parts (bran, endosperm, and germ). A refined grain is a grain where the bran and germ have been removed.

Why whole grains?
They contain fiber, vitamins, minerals, and antioxidants. Fiber helps us feel more full, regulates our blood sugar, feeds our gut bacteria, and keeps us regular.

Always look for whole grains in the first ingredient:
- Whole [name of grain, like wheat, rye, or oats]
- Whole grain [name of grain, like barley, flour, or cornmeal]

The only way to know if a product is whole grain is if a whole grain is the first ingredient.

Don't be fooled!

Don't be fooled by the other ingredients!
Any whole grains listed after the first ingredient may only be a very small part of the product.

Don't be fooled by what it looks like!
Just because it's brown or has grains sprinkled on top doesn't mean it's a whole grain.

Don't be fooled by the name!
Just because it says "wheat" or "multigrain" in the name doesn't mean it's a whole grain.

Some whole grains look like this...
...and some refined grains look like this!