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December 31, 2007

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Press Releases

National Education Campaign Dispels Grain Myths, Empowering Moms to Energize Their Inner Athlete

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Wheat foods Council and "Mom, the Everyday Athlete" educate women at different stages of motherhood to make smart food choices.

CONTEST DEADLINE IS MAY 31, 2006

(PARKER, Colorado)—A nationwide survey found that 70 percent of moms believe they are similar to an athlete when considering all of their daily activities. This same survey also discovered moms have several misconceptions about energy-and nutrient-rich grain and wheat foods. With that in mind, the Wheat Foods Council has launched "Mom, the Everyday Athlete," an education campaign for women at different stages of motherhood with fact-based nutrition information, which will empower them to make food choices that have health energy benefits.

"Moms are always on the run, juggling everything from family and career to household and community involvement. This athletic lifestyle is why healthy 'fuel', such as wheat, is essential to keep them going strong," says Marcia Scheideman M.S., R.D., president of the Wheat Foods Council. "Through our campaign, "Mom, the Everyday Athlete," we hope to empower moms to recognize their inner athlete and make educated food choices to meet their specific nutrient and energy needs."

Moms' athletic qualities will also be acknowledged through an online search for one mom who exemplifies the "everyday athlete." Moms can nominate themselves or be nominated online at www.wheatfoods.org. An essay of 100 words or less should demonstrate that mom participates in a considerable amount of daily activity, incorporates wheat foods into her diet for healthy fuel, and is similar to an athlete. The winning mom will receive a spa gift certificate and gift basket worth \$500, as well as be profiled on the Wheat Foods Council Web site. Contest deadline is May 31, 2006.

Survey findings indicate that only one third of moms are aware that enriched white flour provides important vitamins and minerals such as B-vitamins and iron, contributes to the recommended daily grain requirement and is made from wheat. The perception that enriched white flour has little or no nutritional value is one of the major misconceptions addressed in the education campaign. Enriched grains should not only be consumed as part of a healthy diet, but can benefit a woman's health in different ways throughout motherhood.

Recognizing that different moms have different needs, the campaign divides motherhood into three stages: "Pregnant Mom," "Mom with Kids" and "Empty Nester Mom." Each stage is profiled on its own mom "trading card," a free, full-color, downloadable resource containing customized nutrition and energy information along with snack and meal tips. The cards address nutrient requirements specific to moms at each life stage and include facts, which clarify nutrition misconceptions

[Spring Wheat Contracting Available for Hard White Wheat](#)

[Idaho Wheat Commission to Discuss Export Markets and Soft White Wheat Prices at 2006 Cereal Schools](#)

[Idaho Students Enjoy 20 years of "Bread in a Bag"](#)

[US Wheat Associates Elects New Chairman From Idaho](#)

[Governor Appoints Gordon Gallup to Idaho Wheat Commission](#)

The campaign will focus on educating women about the benefits of energizing their bodies with both enriched grains such as bread and crackers made with white flour, and whole grains such as whole wheat tortillas and bran cereal. The following are examples of how both grains can positively impact the health of most at different life stages:

- Enriched white flour contains twice the folic acid of whole grains. For pregnant moms, folic acid is essential to the proper development of the baby's spine. Empty Nester Moms can also benefit from folic acid, as recent research suggests folic acid may play a role in reducing the risk of Alzheimer's.
- Whole grains have been shown to help with weight management. Moms with kids trying to lose post-baby weight may benefit from the fiber content of whole grains.
- Both enriched and whole grains include B vitamins, which help the body convert food to energy. Busy moms at all stages need to maintain their energy throughout the day to tackle their activity-filled schedules.

As part of "Mom, the Everyday Athlete," the Wheat Foods Council has enlisted Andrea Vincent, founder of seeMOMMYrun, to speak to the media on behalf of "everyday athletes" everywhere. Vincent's non-profit organization is an online resource that helps moms throughout the country find running or walking groups convenient to their time constraints, physical abilities and geographic needs. A mom herself, Vincent has a 1-year-old daughter and is pregnant with her second child.

"I am a true believer that moms are athletes in constant training, and they can enhance their health and performance with the proper nutrition knowledge," says Vincent. "Both 'Mom, the Everyday Athlete' and seeMOMMY run encourage moms to do something good for their health by providing meaningful resources that are easily accessible."

"We believe that 'Mom, the Everyday Athlete' will inspire moms to think of themselves as athletes, due to all of the activity they pack into each day and fuel their bodies accordingly," said Scheideman. "It is the goal of the Wheat Foods Council to educate moms about proper nutrition, clarify any misconceptions and make them aware that wheat foods can provide the vitamins, minerals and energy their bodies require."