



# Kernels

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**HAVE YOUR CAKE,  
AND EAT IT TOO:  
Let Your Body Decide  
What's On Your Plate**

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**MEMBER PROFILE:  
Grain Craft**

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**PERSONAL TRAINER TIPS:  
5 Ways Clients Can Turn  
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**PLUS:  
Recipes, Easter Breads  
from Around the World,  
and Looking Ahead at  
Wheat Foods Council Events**





## MESSAGE from the PRESIDENT

In this issue of Kernels we discuss replacing fad diets with “Intuitive Eating”. It’s a common-sense approach to eating that, well, just makes sense. We also feature Personal Trainer Tips from Michele Tuttle, World Class triathlete, dietitian and coach, a profile of our member Grain Craft, some interesting recipes and a peak ahead at our upcoming activities. Please use and share this information.

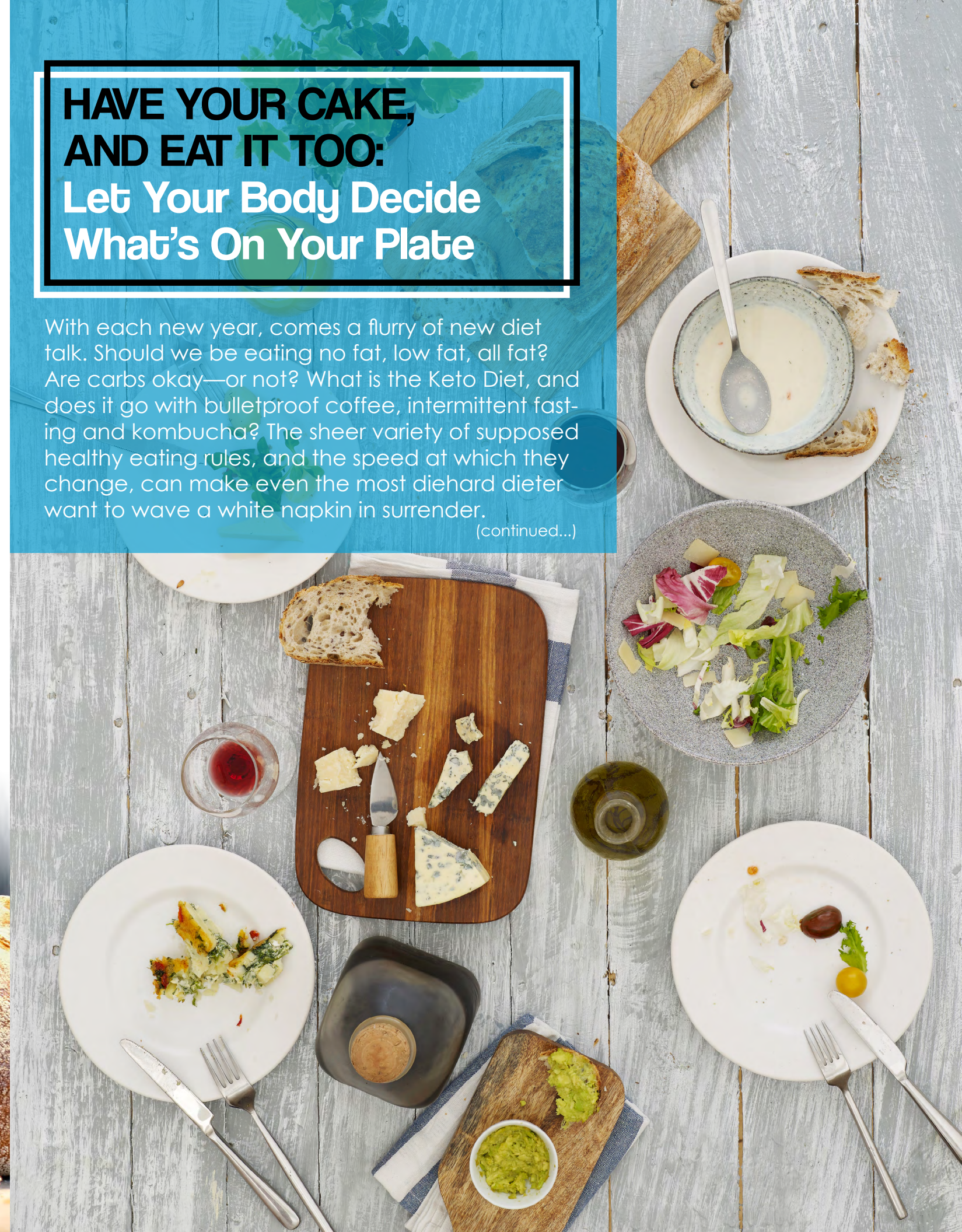
**Tim O'Connor**  
President, Wheat Foods Council



## HAVE YOUR CAKE, AND EAT IT TOO: Let Your Body Decide What’s On Your Plate

With each new year, comes a flurry of new diet talk. Should we be eating no fat, low fat, all fat? Are carbs okay—or not? What is the Keto Diet, and does it go with bulletproof coffee, intermittent fasting and kombucha? The sheer variety of supposed healthy eating rules, and the speed at which they change, can make even the most diehard dieter want to wave a white napkin in surrender.

(continued...)



Maybe giving up is okay, even good? The latest trend in dieting, isn't a "diet" at all. "Intuitive Eating" has gained prominence and visibility lately among health professionals, celebrities and the general public, but actually it has been around since 1995. Created by dietitians Evelyn Tribole and Elyse Resch, it is not a traditional diet or food plan. There are no good or bad foods. There is no weighing or measuring. No stepping on the scale. And no counting: not calories, not points, not carbs, not macros. Yet, many people find they feel healthier and happier, and that their bodies gravitate naturally to the ideal weight for them.

So, how does it work? Intuitive eating is comprised of common-sense principles including honoring internal cues when eating. That means taking a moment prior to a meal or snack to assess hunger and again during the meal to gauge approaching fullness. The program also calls for practicing gentle nutrition, which honors health while also honoring personal preferences and taste. Perhaps most deliciously, the hallmark of intuitive eating is making peace with food, says intuitive eating co-founder Elyse Resch. Many Americans have been so inundated with rules about what to eat, how much and when, that they may have lost touch with "the pleasure of eating and the right to engage in this pleasure."

So, foods previously thought of as off limits, like hearty sandwiches, pasta, muffins and more are back on the table, in amounts that feel satisfying and balanced to the eater. That sounds, to us, like the best diet since sliced bread.



## MEMBER PROFILE

GRAIN  CRAFT

Grain Craft is a relatively new union of three major stakeholders in the flour milling industry. In 2014, Milner Milling and Pendleton Flour Mills (PFM) acquired Cereal Food Processors (CFP), nearly tripling the size of the companies. An enhanced presence in the market and an expanded flour reach led to the decision to form one company, Grain Craft, which has become the third largest flour milling company in the United States.

The exceptional teamwork and creation of safe, quality products at Grain Craft are guided by its mission - "Through trust, dedication and relationships, we unlock the goodness of grain and nourish people." The team understands that its customers drive business, and that people, not buildings or equipment, determine whether an organization will succeed. We recently caught up with Natalie Faulkner, Grain Craft's Senior Communications Manager, to learn more about the company and its products.

### How does this new union help establish Grain Craft's position as a leader in the industry?

Our combined 100 years of flour milling experience has allowed us to consistently craft the highest quality, premium brands in the flour industry. The team is comprised of a talented group of professionals who have the knowledge and experience to constantly improve our customer's products, quality and efficiency. While we now serve customer needs from 14 milling locations coast to coast, our customers know they can count on us for personal attention and dependability.



We have always kept a clear focus on bulk and bagged flour within a few primary segments – baking, food service, pizza and tortilla. This focus has allowed us to become the experts in these offerings and to create the best flour options for the requirements and needs of these segments.

### **What are the main types of flour produced by Grain Craft and which are the most popular brands?**

Our bulk flours span a wide range depending on customer specifications, as we can customize flours based on customer needs. Some of our most popular branded bagged flours are Power, Mondako, and Morebread. Power and Mondako are known as premium gluten pizza flours, and they are perfect for making medium to thick crust pizzas. Morebread is an extremely versatile bread flour used for products like panned breads, buns, croissants, pastries, and baguettes.

### **The milling process has evolved since PFM began selling flour in 1910. How does Grain Craft balance tried and true milling techniques with the advances in technology and grain science?**

While the milling process has evolved, the basic techniques have remained the same. At Grain Craft, many of the advances in milling revolve around some key areas, including improved safety; reduced energy consumption; enhanced efficiency of production; and development of advances in grain science.

One of our Core Values is “Safe People and Products” and to support this focus we introduced a behavioral based safety program resulting in a 63% reduction in recordable injury claims since 2015. We have also made updates to enhance energy efficiency.

For example, our Pendleton, Oregon mill recently set a goal to reduce energy by 5% in 2018 and exceeded that goal by making some low-cost changes. Other key equipment and technology upgrades have increased production efficiency, such as the newly installed robotic palletizing line and a high-speed wheat receiving pit at our McPherson, Kansas mill.

Finally, Grain Craft believes advances in grain science are vital for the future of wheat flour. We fund research conducted by scientists from Kansas State University and USDA-ARS to explore ways to improve wheat quality and yield through proper fertility management.

### **You have created several specialty flours tailored for specific uses and customers. Based on production and marketing, how does Grain Craft stack up against other milling operations nationwide?**

### **In what ways has Grain Craft supported wheat farmers and promoted wheat foods as the industry continues to educate consumers about wheat flour?**

Grain Craft is strongly committed to the well-being of our nation's wheat farmers, and we are excited for any opportunity to help farmers achieve higher yields and bring a high-quality product to the market. In addition, half of our mills utilize direct farm shipments of wheat from local farmers, and we provide daily market updates for more than 250 farmers. Our social media platforms encourage the use of flour by our customers and promote the benefits of grains. We have proudly stood behind our slogan “I Love Gluten” (#iheartgluten).

### **Finally, what does Grain Craft like most about its association with the Wheat Foods Council?**

We think it's important that the Wheat Foods Council has a diverse membership base from farmers to end users. All have the common goal of promoting wheat and its nutritional benefits. We are proud of the work that the WFC is doing, and we are proud to support organizations that are dedicated to the betterment of our industry.



# STEP INTO SPRING WITH THESE SWEET AND SAVORY RECIPES

These recipes were provided to the Wheat Foods Council by Gemma Stafford of Bigger Bolder Baking. To learn more about Gemma and to try more of her recipes, visit: [BiggerBolderBaking.com](http://BiggerBolderBaking.com)

## STRAWBERRY SHORTCAKE

### INGREDIENTS:

#### FOR THE STRAWBERRIES

2 (16-oz.) packages of fresh strawberries, quartered  
1/2 cup sugar  
1 teaspoon Vanilla extract  
2 cups cream, whipped

#### FOR THE SHORTCAKES:

2 large eggs, lightly beaten  
1 cup sour cream  
1 teaspoon vanilla extract  
2 3/4 cups all-purpose flour  
1/4 cup sugar  
1 tsp salt  
4 teaspoons baking powder  
3/4 cup butter, frozen

### DIRECTIONS:

Combine strawberries, sugar, and vanilla bean (or extract). Stir well and let stand 2 hours. Beat whipping cream at medium speed with an electric mixer until foamy; gradually beating until soft peaks form. Cover and chill.

Whisk together eggs, sour cream, and vanilla until blended. Combine flour, sugar, baking powder, and salt in a large bowl. Using a grater, grate the frozen butter directly into the dry ingredients. Use the side of the grater with the largest holes. Stir to coat in flour mix. Frozen, grated butter gives lovely soft, fluffy texture to your shortcake.

Add wet ingredients to dry, stirring just until dry ingredients are moistened and forms a ball. On a floured surface gently press down your dough to 1 thick. With a round cutter (I used 4" wide, but you can use smaller) cut out your shortcakes.

Glaze the tops of the scones with milk. Bake at 400° for 18-20 minutes or until golden. Split shortcakes in half horizontally. Spoon about 1/2 cup berry mix and juice onto each shortcake bottom; top each with a rounded spoonful of chilled whipped cream, and cover with tops. Dust the shortcake with icing sugar to decorate.

**SERVING SIZE:** 1

**CALORIES/SERVING:** 436

### NUTRITION:

One serving provides approximately: 5 g Protein, 36 g Carbohydrates, 30 g Fat, (21 g Saturated), 97 mg Cholesterol, 137 mg Sodium

## SHALLOT TARTE TATIN

### INGREDIENTS:

1/4 cup butter  
1/4 cup brown sugar  
1 tablespoon thyme, preferably fresh  
pinch of salt and pepper  
15-20 small shallots, peeled and cut in half lengthwise  
2 tablespoons balsamic vinegar  
1 sheet frozen puff pastry, defrosted  
1/2 cup blue cheese, for garnish

### DIRECTIONS:

Place an 10 inch ovenproof pan over medium heat. Add the butter and sugar to the pan, then gently swirl the pan until the sugar is dissolved. Add the thyme leaves and season with salt and pepper.

Place the shallots in the pan, cut side down, packing them in until they completely cover the base of the pan then turn the heat down to low and allow to caramelize for 10 minutes or until the shallots are soft.

Pour in the balsamic vinegar, swirl the pan to distribute and continue to simmer for 2 minutes then remove from the heat. Using a small sharp knife, cut a circle a little larger than the size of the pan out of the puff pastry. Cover the shallots with the pastry, ensuring the you tuck the edges in around the walls of the pan (this will help to hold all the juices in when you turn out the tart).

Bake the tart at 400°F (200°C) for 20 minutes or until the pastry is puffed up and golden. Set aside for 5 minutes to cool slightly. Gently turn the tarte tatin by placing your serving dish over the top of the pastry and inverting the pan. Garnish with crumbled blue cheese and slice. Serve warm. Cover and store in the fridge for up to 2 days.

**SERVING SIZE:** 1 slice

**CALORIES/SERVING:** 623

### NUTRITION:

One serving/slice provides approximately: 3 g Protein, 78 g Carbohydrates, 1 g Fiber, 29 g Fat (15 g Saturated), 21 mg Cholesterol, 807 mg Sodium



# 5 EASTER BREADS FROM AROUND THE WORLD

From Hot Cross Buns to Tsoureki bread, many cultures have breads and pastries specifically for Easter Sunday. Here are five of our favorites to add to your Easter breakfast or dinner table.

## CROATIA | **PINKA**



It's known as Pinca, although some call it Sirnica. Whichever name you give it, you'll love this Croatian Easter bread. It is quite tasty and much like an aromatic brioche.

## FINLAND | **PULLA**



Pulla is a traditional Finnish sweet bread that is flavored with the unique scent of cardamom.

## GREAT BRITAIN — **HOT CROSS BUNS**



A hot cross bun is a spiced sweet bun made with currants or raisins, marked with a cross on the top, and traditionally eaten on Good Friday.

## GREECE | **TSOUREKI**



Tsoureki, a sweet yeast bread made of eggs, milk, and butter, is a staple during Greek Easter. The three-strand braid symbolizes the Holy Trinity, while the red-dyed hard-boiled egg braided into the dough symbolizes the blood of Christ.

## POLAND | **BABKA**



Babka is a sweet leavened bread made with a rich dough often containing raisins which is made for Easter Sunday to celebrate the rising of Christ. The Polish and Belarusian noun babka means "grandmother."

## PERSONAL TRAINER TIPS: 5 Ways Clients Can Turn a Negative into a Positive

By: Michele Tuttle, MPH, RD, CSSD



### Quote for the Week:

**"If you don't go after what you want, you'll never have it.**

**If you don't ask, the answer is always no.**

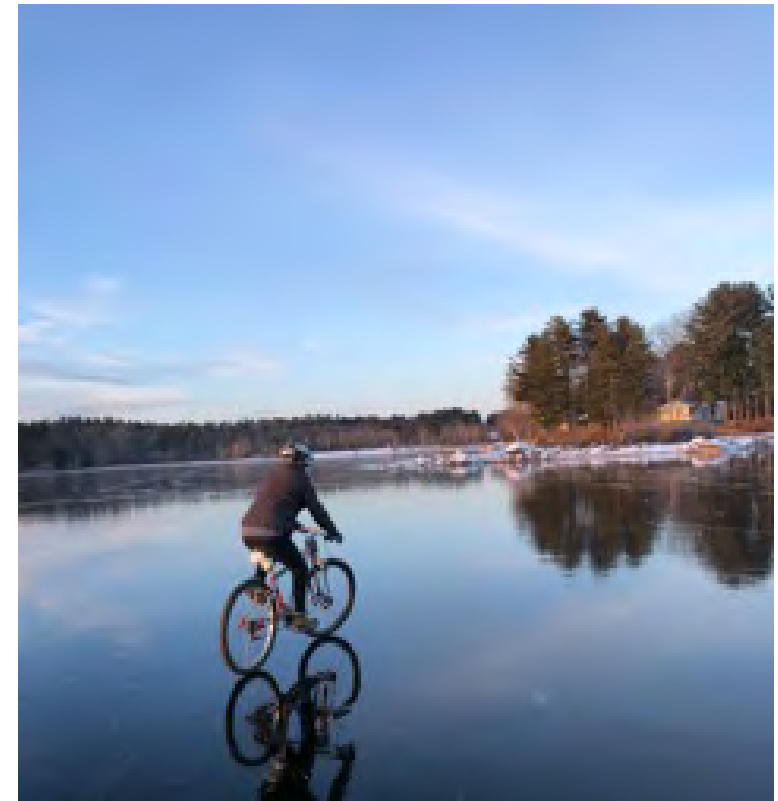
**If you don't step forward, you are always in the same place."** - Nora Roberts

We're on the home stretch heading quickly toward the equinox and Spring! Despite that, snow is falling as I type this on my laptop in Maryland. I could complain about it as many will, but perspective is the key to seeing things in a way that allows acceptance and the ability to move forward with conditions as they are, not as we would like them to be. Seeing things with this perspective is crucial whether you are a farmer, a personal trainer, and especially if you are an athlete. Otherwise, its easy to just continually grumble and complain about things you can't change.

I got a serious lesson in perspective this week. I unexpectedly spent a few days this past week in southern Maine and, WOW!!! It is REALLY cold up there. And, snow piles were EVERYWHERE and had clearly been there for a while. Icy patches formed nightly because during the day, if the sun was out, some melting would occur, then refreeze immediately. And, it's like this for MONTHS!!! Not days or weeks as I'm used to here in Maryland.

I found myself wondering if I could tolerate riding my bike indoors from November to April because I couldn't imagine how anyone could ride outside. Then, I had the opportunity to visit with a cyclist friend who lives in Maine and she explained how you simply have to EMBRACE what IS and ENJOY what it offers.

Pictured right, she is riding her bike on my FAVORITE lake (Sebago) in December before snow fell and covered it....the ice was 5 inches thick and she could see the bottom!!! But it was COLD....Once snow fell, she got her fat tyre bike out and has been riding that on the same lake since then!



My point is this: we too often avoid what appears to be uncomfortable (cold, wind) or hard when in actuality, it can be a tremendous opportunity (look at that lake!). A chance to do something at a time when and where few others are brave enough to try. The easier approach is to move to Arizona, Florida or California and avoid the cold altogether. But how cool would it be instead to simply buy appropriate clothes and gear and GET OUTSIDE? (Note to self: Best of both worlds would be to get outside AND go to Florida for a week....)

I love hearing about the many, many ways that people embrace their struggles and turn them into something meaningful. The weather is not usually a serious struggle for us here in Maryland. But whether you are "struggling" with the weather externally or with your personal internal weather of the mind, its all the same:



the desire to have things be different from what they are is continual and universal for nearly everyone. It takes a very strong mind to stop wishing for change and to instead ACCEPT and move forward. Some examples....

1. You've decided that you MUST find a way to get some of the weight off your body but another diet isn't going to do it (ACCEPTANCE). Instead, you're going to start figuring out where your extra calories are coming from and WHY and make some small changes that are PERMANENT by working with a registered dietitian or food psychologist (MOVE FORWARD).

2. Rather than buying yet another gym membership that you know you'll never use (acceptance), you've committed to working with a personal trainer for the next year (move forward).

3. Rather than depend on and plan around the "friend" who keeps backing out of plans to meet for a workout at the last minute (acceptance), you've decided what you're going to do regardless of the actions of others (move forward).

4. You've just received a health diagnosis and your health needs to become a priority (acceptance). However, you need more fruits and vegetables, and less dessert but dessert keeps showing up in the house. One option is to grocery shop for yourself (move forward). Another is to decide as a household that dessert needs to happen only 1x per month or outside of the house (move forward).

5. Believe in yourself and your ability to become healthier despite all your flaws, mistakes, and missteps (acceptance). There are no perfect humans on this planet, despite the pictures posted on Pinterest and Instagram. Move forward by doing the things you'd do if you were "perfect." (Examples: wear spandex workout clothes to the gym, go out dancing, flirt with people, etc). And, keep working on figuring out how to get where you want to be no matter where you are now!

Acceptance doesn't mean giving up. It means knowing where you are now and working with the situation as it is. Change always requires getting a bit uncomfortable either with ourselves or with others. But, just like dealing with the cold can get you to some beautiful places on the Earth, if you brave some discomfort when it comes to acting on behalf of your health you may be surprised at how much progress you can make. Let me know how it goes by tweeting me @Irongirlrd!



# LOOKING AHEAD

We've got some interesting things on the horizon. We'll be letting chefs explore the possibilities of wheat foods at the Culinary Institute, educating Personal Trainers of the importance of how wheat can help their clients succeed, and spreading the message through the baking industry at IBIE. Check out our social media channels and WFC Monthly Update to keep up-to-date.



March 18-21  
**Culinary Institute of America**  
**Exploring Bowls & Portables**  
Napa, CA



June 26-30  
**Idea World**  
**Personal Trainer Convention**  
Anaheim, CA



September 7-11  
**International Baking**  
**Industry Expo**  
Las Vegas, NV