

APPENDIX – C

Survey of whole grain and non-whole grain products

Market Survey of Grain Products*
Whole Grain Cereals
30 g RACC

Product	Manufacturer	RACC	Serving size	Fat (g/svng)	Fat (g/RACC)
Cheerios	Gen Mills	30	30	2	2.0
Multi-Grain Cheerios Plus	Gen Mills	30	30	1	1.0
Wheaties	Gen Mills	30	30	1	1.0
Whole Grain Total	Gen Mills	30	30	1	1.0
Complete Wheat Bran Flakes	Kellogg	30	29	0.5	0.5
Cinnamon Life	Quaker	30	32	1	0.9
Life	Quaker	30	32	1.5	1.4
Post Grape Nuts Flakes	Kraft	30	29	1	1.0
Average					1.1
Range					0.5- 2.0

*Products meet the existing criteria for the whole grain health claim with the possible exception of "low fat"

*Survey determined whole grain status based on whole grain flour being primary ingredient and fiber content

**Market Survey Grain Products
Other Cereals
30 g RACC**

Product	Manufacturer	RACC	Serving size	Fat (g/svng)	Fat (g/RACC)
Apple Cinnamon Cheerios	Gen Mills	30	30	1.5	1.5
Berry Berry Kix	Gen Mills	30	30	1.5	1.5
Boo Berry	Gen Mills	30	30	1	1.0
Cinnamon Grahams	Gen Mills	30	30	1	1.0
Cinnamon Toast Crunch	Gen Mills	30	30	3.5	3.5
Cocoa Puffs	Gen Mills	30	30	1	1.0
Cookie Crisp	Gen Mills	30	30	1	1.0
Corn Chex	Gen Mills	30	30	1	1.0
Count Chocula	Gen Mills	30	30	1	1.0
Country Corn Flakes	Gen Mills	30	30	0	0.0
Fiber One	Gen Mills	30	30	1	1.0
Franken Berry	Gen Mills	30	30	1	1.0
French Toast Crunch	Gen Mills	30	30	1	1.0
Frosted Cheerios	Gen Mills	30	30	1	1.0
Frosted Wheaties	Gen Mills	30	30	0	0.0
Golden Grahams	Gen Mills	30	30	1	1.0
Honey Nut Cheerios	Gen Mills	30	30	1.5	1.5
Honey Nut Chex	Gen Mills	30	30	0.5	0.5
Kaboom	Gen Mills	30	30	1	1.0
Kix	Gen Mills	30	30	0.5	0.5
Lucky Charms	Gen Mills	30	30	0.5	0.5
Reese's Peanut Butter Puffs	Gen Mills	30	30	3	3.0
Rice Chex	Gen Mills	30	31	0	0.0
Team Cheerios	Gen Mills	30	30	1	1.0
Total Corn Flakes	Gen Mills	30	30	0	0.0
Trix	Gen Mills	30	30	1	1.0
All-Bran	Kellogg	30	31	1	1.0
All-Bran Buds	Kellogg	30	30	0.5	0.5
All-Bran with Extra Fiber	Kellogg	30	26	1	1.2
Apple Jacks	Kellogg	30	33	0	0.0
Cocoa Frosted Flakes	Kellogg	30	31	0	0.0
Cocoa Krispies	Kellogg	30	31	1	1.0
Complete Oat Bran Flakes	Kellogg	30	30	1	1.0
Corn Flakes	Kellogg	30	28	0	0.0
Corn Pops	Kellogg	30	31	0	0.0

Market Survey - Grain Products

Other Cereals

30 g RACC

Crispix	Kellogg	30	29	0	0.0
Froot Loops	Kellogg	30	32	1	0.9
Frosted Flakes	Kellogg	30	31	0	0.0
Honey Crunch Corn Flakes	Kellogg	30	30	1	1.0
Marshmallow Blasted Froot Loops	Kellogg	30	30	0.5	0.5
Product 19	Kellogg	30	30	0	0.0
Razzle Dazzle Rice Krispies	Kellogg	30	28	0	0.0
Rice Krispies	Kellogg	30	33	0	0.0
Rice Krispies Treats Cereal	Kellogg	30	30	1.5	1.5
Smacks	Kellogg	30	27	0.5	0.6
Special K	Kellogg	30	31	0	0.0
Post 100% Bran	Kraft	30	29	0.5	0.5
Post Cocoa Pebbles	Kraft	30	29	1	1.0
Post Fruity Pebbles	Kraft	30	27	1	1.1
Post Golden Crisp	Kraft	30	27	0	0.0
Post Honey Bunches Of Oats Honey-Roasted	Kraft	30	30	1.5	1.5
Post Honey Bunches Of Oats with Almonds	Kraft	30	31	2.5	2.4
Post Honey Comb	Kraft	30	29	0.5	0.5
Post Marshmallow Alpha Bits	Kraft	30	29	1	1.0
Post Oreo O's	Kraft	30	27	2.5	2.8
Post Premium Bran Flakes	Kraft	30	30	0.5	0.5
Post Toasties Corn Flakes	Kraft	30	28	0	0.0
Post Waffle Crisp	Kraft	30	30	2.5	2.5
Apple Zaps (bagged)	Quaker	30	30	1	1.0
Cap'n Crunch	Quaker	30	27	1.5	1.7
Cap'n Crunch Crunch Berries	Quaker	30	26	1.5	1.7
Cap'n Crunch's OOPS! All Berries	Quaker	30	32	1.5	1.4
Cap'n Crunch's Peanut Butter Crunch	Quaker	30	27	2.5	2.8
Cinnamon Crunch (bagged)	Quaker	30	30	2	2.0
Cocoa Blasts (bagged)	Quaker	30	33	1	0.9
Crunchy Corn Bran	Quaker	30	27	1	1.1
Frosted Flakers	Quaker	30	31	0	0.0
Frosted Oats (bagged)	Quaker	30	28	1.5	1.6
Fruitangy Oh's (bagged)	Quaker	30	31	0	0.0
Honey Crisp Corn Flakes (bagged)	Quaker	30	31	0	0.0
Honey Graham Oh's	Quaker	30	27	2	2.2
Honey Grahams (bagged)	Quaker	30	28	1.5	1.6

Market Survey Grain Products

Other Cereals

30 g RACC

Honey Nut Oats (bagged)	Quaker	30	28	1	1.1
King Vitaman	Quaker	30	31	1	1.0
Marshmallow Safari (bagged)	Quaker	30	30	1.5	1.5
Sweet Crunch (bagged)	Quaker	30	27	1.5	1.7
Sweet Puffs (bagged)	Quaker	30	34	1	0.9
Toasted Oats (bagged)	Quaker	30	30	1.5	1.5
Average					1.0
Range					0 - 3.5

Market Survey of Grain Products*
Whole Grain Cereals
55 g RACC

Product	Manufacturer	RACC	Serving size	Fat (g/svng)	Fat (g/RACC)
Oatmeal Crisp Almond	Gen Mills	55	55	4.5	4.5
Oatmeal Crisp Apple Cinnamon	Gen Mills	55	55	2	2.0
Oatmeal Crisp Raisin	Gen Mills	55	55	2	2.0
Wheat Chex	Gen Mills	55	50	1	1.1
Apple Cinnamon Mini-Wheats	Kellogg	55	55	1	1.0
Blueberry Mini-Wheats	Kellogg	55	54	1	1.0
Frosted Mini-Wheats	Kellogg	55	55	1	1.0
Frosted Mini-Wheats Bite Size	Kellogg	55	51	1	1.1
Raisin Mini-Wheats	Kellogg	55	53	1	1.0
Strawberry Mini-Wheats	Kellogg	55	50	1	1.1
Post Banana Nut Crunch (Selects)	Kraft	55	59	6	5.6
Post Great Grains - Crunchy Pecan (Selects)	Kraft	55	53	6	6.2
Post Great Grains - Raisin, Date, Pecan (Selects)	Kraft	55	54	4.5	4.6
Post Honey Nut Shredded Wheat Bite Size	Kraft	55	52	1.5	1.6
Post Shredded Wheat	Kraft	55	46	0.5	0.6
Post Shredded Wheat 'N Bran	Kraft	55	59	1	0.9
Post Grape Nuts	Kraft	55	58	1	0.9
Toasted Oatmeal Honey & Nut	Quaker	55	49	2.5	2.8
Toasted Oatmeal Squares	Quaker	55	56	2.5	2.5
Average					2.2
Range					0.6 - 6.2

*Products meet the existing criteria for the whole grain health claim with the possible exception of "low fat"

*Survey determined whole grain status based on whole grain flour being primary ingredient and fiber content

Market Survey Grain Products
Other Cereals
55 g RACC

Product	Manufacturer	RACC	Serving size	Fat (g/svng)	Fat (g/RACC)
Basic 4	Gen Mills	55	55	3	3.0
Honey Nut Clusters	Gen Mills	55	55	2	2.0
Multi-Bran Chex	Gen Mills	55	59	1.5	1.4
Raisin Nut Bran	Gen Mills	55	55	4	4.0
Total Raisin Bran	Gen Mills	55	55	1	1.0
Healthy Choice Almond Crunch with Raisins	Kellogg	55	58	2.5	2.4
Healthy Choice Low Fat Granola without Raisins	Kellogg	55	60	3	2.8
Healthy Choice Low-Fat Granola with Raisins	Kellogg	55	49	3	3.4
Just Right Fruit and Nut	Kellogg	55	60	2	1.8
Raisin Bran	Kellogg	55	59	1.5	1.4
Raisin Bran Crunch	Kellogg	55	53	1	1.0
Smart Start	Kellogg	55	50	0.5	0.6
Post Blueberry Morning (Selects)	Kraft	55	55	2.5	2.5
Post Cranberry Almond Crunch (Selects)	Kraft	55	55	3	3.0
Post Premium Raisin Bran	Kraft	55	59	1	0.9
Oat Bran	Quaker	55	57	3	2.9
Toasted Oatmeal	Quaker	55	49	2.5	2.8
Average					2.2
Range					0.6 - 4.0

Market Survey of Grain Products*
Whole Grain Crackers

Product	Manufacturer	RACC	Serving size	Fat (g/svng)	Fat (g/RACC)
Natural Ry Krisp	Bremner, Inc.	15	15	0	0.0
Sesame Ry Krisp	Bremner, Inc.	15	15	1.5	1.5
Meijer Woven Wheat	Miejer (distributor)	30	31	5	4.8
Reduced Fat Triscuits	Nabisco	30	29	3	3.1
Triscuits	Nabisco	30	31	5	4.8
Wasa Fiber Rye Crisp	Wasa GmbH (Germany)	15	10	1	1.5
Average					2.6
Range					0 - 4.8

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*Survey determined whole grain status based on whole grain flour being primary ingredient and fiber content

Market Survey of Grain Products Other Crackers

Product	Manufacturer	RACC	Serving size	Fat (g/svng)	Fat (g/RACC)
Carr's Whole Wheat	Carr's of Carlisle (UK)	15	17	3.5	3.1
Delicious Hearty Wheat	Delicious Frookie Co.	30	31	6	5.8
Cinnamon Crisp Grahams	Keebler	30	30	3	3.0
Club Original	Keebler	15	14	3	3.2
Club, Reduced Fat	Keebler	15	16	2	1.9
Harvest Baked Rye	Keebler	15	16	3.5	3.3
Hi-Ho	Keebler	15	16	4.5	4.2
Hi-Ho Reduced Fat	Keebler	15	15	2.5	2.5
Sunshine Krispe Original Salteens	Keebler	15	15	1.5	1.5
Sunshine Krispe Whole Wheat Salteens	Keebler	15	15	1.5	1.5
Sunshine Krispee Fat-Free Salteens	Keebler	15	14	0	0.0
Toasted Buttercrisp	Keebler	15	16	3.5	3.3
Wheatables 7 Grain	Keebler	30	30	6	6.0
Wheatables Honey Wheat	Keebler	30	30	6	6.0
Wheatables Original Wheat	Keebler	30	30	6	6.0
Wheatables Reduced Fat	Keebler	30	31	4	3.9
Low Fat Honey Maid Grahams	Nabisco	30	31	1.5	1.5
Reduced Fat Wheat Thins	Nabisco	30	29	4	4.1
Ritz	Nabisco	15	16	4	3.8
Ritz with Whole Wheat	Nabisco	15	15	2.5	2.5
Sociables	Nabisco	15	14	3.5	3.8
Wheat Thins	Nabisco	30	29	6	6.2
Zesta Salteens	Nabisco	15	15	1.5	1.5
Average					3.4
Range					0 - 6.2

Market Survey of Grain Products*

Whole Grain Bread

Product	Source	RACC	Serving size	Fat (g/svng)	Fat (g/RACC)
Bread, whole wheat, commercially prepared	Handbook #8	50	28	1.2	2.1
Bread, whole wheat, from recipe	Handbook #8	50	28	1.5	2.7
Mixed grain	Handbook #8	50	28	1.1	2.0
Pumpernickel	Handbook #8	50	28	0.9	1.6
Rye	Handbook #8	50	28	0.9	1.6
Rye, reduced calorie	Handbook #8	50	28	0.8	1.4
Wheat, reduced calorie	Handbook #8	50	28	0.6	1.1
Average					1.8
Range					1.1 - 2.7

Market Survey of Grain Products Other Breads

Product	Source	RACC	Serving size	Fat (g/svng)	Fat (g/RACC)
Cracked wheat	Handbook #8	50	28	1.1	2.0
French or Vienna	Handbook #8	50	28	0.8	1.4
Italian	Handbook #8	50	28	1	1.8
White, commercially prepared	Handbook #8	50	28	1	1.8
White, prepared from recipe	Handbook #8	50	28	1.6	2.9
Average					2.0
Range					1.4 - 2.9

Market Survey of Grain Products* Snack Mixes

Product	Manufacturer	RACC	Serving size	Fat (g/svng)	Fat (g/RACC)
Chex Snack Mixes, Traditional	General Mills	30	30	4	4.0
Chex Snack Mixes, Party Blend	General Mills	30	30	6	6.0
Chex Snack Mixes, Honey Nut	General Mills	30	30	4	4.0
Chex Snack Mixes, Hot n Spicky	General Mills	30	30	4.5	4.5
Chex Snack Mixes, Nacho Fiesta	General Mills	30	30	3.5	3.5
Ches Snack Mixes, Peanut Lovers	General Mills	30	30	6	6.0
Gardettos Deli Style Mustard	General Mills	30	30	2	2.0
Gardettos Italian Cheese Blend	General Mills	30	30	5	5.0
Gardettos Original Recipe Snack-ens	General Mills	30	30	9	9.0
Gardettos Reduce Fat Original Recipe	General Mills	30	30	6	6.0
Gardettos Sour Cream & Onion	General Mills	30	30	4	4.0
Gardettos Special Italian Recipe	General Mills	30	30	6	6.0
Trail Mix, Regular	Handbook #8	30	28	8.3	8.9
Average					5.3
Range					2.0 - 9.0

*Current products in snack mix category do not meet existing requirements for whole grain health claim