**What is organic products?**

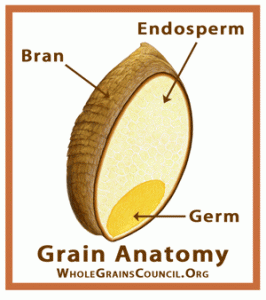
Organic farming entails:

* Use of cover crops, green manures, animal manures and crop rotations to fertilize the soil, maximize biological activity and maintain long-term soil health.
* Use of biological control, crop rotations and other techniques to manage weeds, insects and diseases.
* An emphasis on biodiversity of the agricultural system and the surrounding environment.
* Using rotational grazing and mixed forage pastures for livestock operations and alternative health care for animal wellbeing.
* Reduction of external and off-farm inputs and elimination of synthetic pesticides and fertilizers and other materials, such as hormones and antibiotics.
* A focus on renewable resources, soil and water conservation, and management practices that restore, maintain and enhance ecological balance.”

Organic production is not simply the avoidance of conventional chemical inputs, nor is it the substitution of natural inputs for synthetic ones. Organic farmers apply techniques first used thousands of years ago, such as crop rotations and the use of composted animal manures and green manure crops, in ways that are economically sustainable in today's world. In organic production, overall system health is emphasized, and the interaction of management practices is the primary concern. Organic producers implement a wide range of strategies to develop and maintain biological diversity and replenish soil fertility.”  
*Organic Agriculture Overview*, USDA, Cooperative State Research, Education, and Extension Service (CSREES), 2007

**What is whole grains?**

All grains start life as whole grains. In their natural state growing in the fields, whole grains are the entire seed of a plant. This seed (which industry calls a "kernel") is made up of three key edible parts – the bran, the germ, and the endosperm – protected by an inedible husk that protects the kernel from assaults by sunlight, pests, water, and disease.



The Bran

The bran is the multi-layered outer skin of the edible kernel. It contains important antioxidants, B vitamins and fiber.

The Germ

The germ is the embryo which has the potential to sprout into a new plant. It contains many B vitamins, some protein, minerals, and healthy fats.

The Endosperm

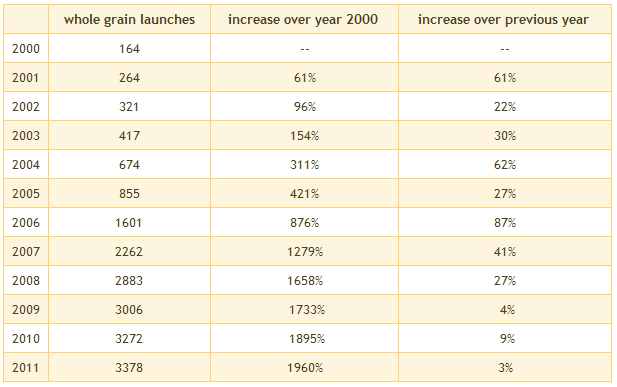
The endosperm is the germ’s food supply, which provides essential energy to the young plant so it can send roots down for water and nutrients, and send sprouts up for sunlight’s photosynthesizing power. The endosperm is by far the largest portion of the kernel. It contains starchy carbohydrates, proteins and small amounts of vitamins and minerals.

**Advantage of Whole Grains**

Whole grains contain all three parts of the kernel. Refining normally removes the bran and the germ, leaving only the endosperm. **Without the bran and germ, about 25% of a grain’s protein is lost, along with at least seventeen key nutrients**. Processors add back some vitamins and minerals to enrich refined grains, so refined products still contribute valuable nutrients. But **whole grains are healthier**, providing more protein, more fiber and many important vitamins and minerals.

**Whole grain market**

Whole grain market from 2000 to 2011. New product launches of foods making a "whole grain" claim have grown sharply since 2000. In fact, according to the [Mintel Global New Products Database](http://www.mintel.com), in 2010 almost 20 times as many new whole grain products were introduced worldwide as in the year 2000.



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