







Kellogg's[®]

GO GRAINS GO!

The Goodness of Whole and High Fibre Grain Products

You know that grain products are good for you, but studies have shown that Canadians are not eating enough! By not following the *Canada's Food Guide To Healthy Eating's* recommendation to eat 5-12 servings of grain products daily you could be missing out on some great health benefits. Here's why:

Nutrition:

-  Whole grains give nutritional benefits of the entire grain (bran, endosperm, germ) – rich in carbohydrates and dietary fibre, they also contain protein, vitamins and minerals and non-nutrient compounds called "phyto" or plant chemicals
-  Most whole grain foods are high in fibre and tend to be low in fat
-  Many grain products are fortified with the B vitamin folic acid
-  Grain products contribute to the intake of certain minerals for Canadians, particularly iron, zinc and calcium ¹

Health:

Whole and high fibre grain foods can be thought of as the "great regulators" because of the positive effect they have on lowering blood cholesterol levels, improving blood sugar control, intestinal function and appetite.

Blood cholesterol:

Foods high in soluble fibre, such as psyllium, oats and barley, lower blood cholesterol levels, which may help reduce the risk of heart disease. ^{1,2}

Diabetes:

Whole and high fibre grain products improve blood sugar control and reduce the body's need for insulin, positive effects for people with, or at risk of developing diabetes. ¹


Obesity:

High carbohydrate, high fibre diets help promote healthy body weights because they tend to be lower in calories and the fibre helps you feel full faster and longer. ^{1,2}

Regularity:

Grain products that are rich in insoluble fibre promote regularity and are thought to be protective against developing certain types of cancer. ^{1,2}





Types of Whole Grains:

<i>Whole Wheat</i>	<i>Psyllium</i>	<i>Corn</i>	<i>Brown Rice</i>
<i>Barley</i>	<i>Couscous</i>	<i>Rye</i>	<i>Bulgar Wheat</i>
<i>Quinoa</i>	<i>Oats</i>		

Tips for including more whole grains into your diet:

Remember 5-12:

Canada's Food Guide to Healthy Eating recommends choosing 5-12 servings of grain products daily, and choosing whole grain and enriched products more often. As your physical size and activity level go up, so does the number of servings you need to eat.

Read labels:

Look for whole grains in the ingredient list, and check out the Nutrition Facts Panel for the amount of fibre. A food that is a source of fibre will have at least 2 g of fibre per serving amount.

Breakfast cereal:

Choose breakfast cereals with at least 2 g of fibre per serving, or mix in high fibre cereal with a cereal that contains less fibre. Try them as a snack.

Experiment:

Try different types of rice, pasta and breads, especially whole grain and high fibre varieties.

The Bottom Line

Enjoy eating and snacking with whole and high fibre grain products, as they are the foundation of a healthy diet.^{1,2,3} Include cereal, rice, bread, and pasta every day, especially whole grain and high fibre varieties. Grain foods provide a wealth of nutrition including carbohydrates for energy, dietary fibre, essential vitamins and minerals, and phytochemicals. Don't ignore your grains!

1- National Institute of Nutrition. Grains in the Canadian Diet. NIN Review, No.28, 1999.

2- ADA Reports. Position of the American Diebetic Association : Health Implications of Dietary Fiber. J.AM. Diet. Ass., Vol.102, No.7, July 2002 : 993-1000.

3 - Health Canada. Canada's Food Guide to Healthy Eating. Minister of Supply and Services Canada, 1992.