







Go Grains Health & Nutrition Ltd

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Introducing Go Grains Health & Nutrition

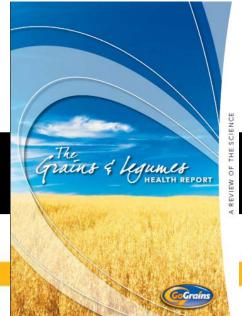
- Australia's leading independent voice in grains and legumes in health and nutrition
- Knowledge centre specialised resources
 - translate nutrition science into key messages for influencers
 - health care professionals
 - Government
 - Regulators
 - food industry
- Key contributors

Members of the grains and regumes value chair



Objective of the Review

- Go Grains commissioned a review of the science in wholegrain foods and legumes in the diet in 2010
- Examined the extensive body of literature exploring evidence for the role of grain-based foods and legumes in the diet
- "The Grains & Legumes Health Report A Review of the Science"
 , co authored by Assoc. Prof Peter Williams from the University of Wollongong and Go Grains
- Includes results from 2009 Go Grains Consumption Survey
- Report is available at www.gograins.com.au





- Grains and Wholegrain Foods
- Legumes
- Consumption
- Health Care Savings



- Grains and Wholegrain Foods
- Legumes
- Consumption
- Disease Status and Health Care Savings
- Key iviessages



Background Information: Grains

- Grains (cereals), are the edible seeds of plants belonging to the cereal grass family
- Wheat, rice, oats, rye, barley, corn, triticale, sorghum and millet
- Grains are a staple food around the world
- Cereal grains are high in carbohydrates, low in fat, good sources of protein and provide varying amounts of fibre, vitamins and minerals
- NNS 95' breads and cereal based foods were key contributors in the diet
 - Primary source fibre, thiamin, magnesium and iron
 - Secondary source folate, niacin, zinc and protein





Background Information: Wholegrains

- Grains need to be processed to make them suitable to eat
- Milling helps release valuable nutrients concentrated within the outer layers of the grain
- Wholegrain Definition (FSC) "the intact grain or the dehulled, ground, milled, cracked or flaked grain where the constituents – endosperm, germ and bran – are present in such proportions that represent the typical ratio of those fractions occurring in the whole cereal, and includes wholemeal²
- Wholegrains contain many functional components that work both alone and in synergy to promote health and offer significant protection against





Key Findings: Wholegrain foods reduce disease risk

- Eating 2-3# serves of wholegrain foods a day is associated with a reduced risk of developing chronic disease by 20% - 30%
 - cardiovascular disease³,
 - type 2 diabetes⁴
 - certain cancers⁵
- Eating 2-4# serves of wholegrain foods a day can reduce the risk of heart disease by as much as 40% equal to the effect of statin drugs^{6,7}.
- Wholegrain foods can help to lower blood pressure.⁸
- A diet high in wholegrains is associated with
 - a lower body mass index (BMI,)
 - waist circumference
 - reduce weight gain and as diet.

[#] US serve sizes, (eg. one serve is equivalent to one slice of bread)



Key Findings: Wholegrain foods reduce disease risk

- Wholegrain foods can reduce the progression from impaired glucose tolerance to type 2 diabetes by up to 58%.¹⁰
- Wholegrain foods are associated with lower cancer risk
 - The evidence suggests wholegrain and fibre rich cereal foods may protect against colorectal cancers, gastric cancers and possibly also breast, endometrial and prostate cancers.^{11-14, 15}
- Emerging science about the benefits of wholegrain consumption for prevention of periodontal disease, 16 and asthma 17,
- Suggestive evidence for improvements in mood and cognitive function. 18-20



Dietary Recommendations: Grain-based foods

- Australian Dietary Guidelines / Australian Guide to Healthy Eating recommend four serves of grain based foods each day, 'preferably wholegrain'
- What is a serve of grain-based food?
 - 2 slices of bread
 - ½ cup muesli
 - 1 cup cooked rice, noodles, pasta
 - 1 cup of porridge
 - 1 cup of breakfast cereal or 2 wheat flake biscuits



- In 2008, Go Grains in collaboration with the International Life Sciences Institute (ILSI) established an achievable, evidence-based Daily Target Intake (DTI) for wholegrains of 48g a day^{22,23}
- The 48g DTT can be found on the crispbreads and snacks



Wholegrain Content of Wholegrain Foods

- No Australian definition for 'wholegrain food'
- Wholegrain content varies across food categories, brands and recipe formulation
- Commonly available foods containing wholegrains (approx amounts):

Food	Serve Size	Wholegrains (g)
Wholemeal bread	2 slices	30-40
Multi-grain bread	2 slices	5-30
Wheat-flake breakfast biscuits	2 biscuits	30
Wholegrain breakfast cereal	30-45g serve	15-30
Porridge	1/3 cup raw rolled oats	30
Brown rice	1 cup cooked	65
Wholegrain pasta	1 cup cooked	55-65
Wholegrain crispbreads	2-4 slices	20-35
Popcorn (plain)	20g	15
Muesli bar	1 bar	10-15

48g
Daily Intake
Wholegrains
- at least
2 serves /day

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Legumes

Also known as pulses, include all forms of beans and peas



 Butter beans, haricot (navy beans), cannellini beans, red kidney beans, adzuki beans, black eyed-peas, soybeans, mung beans, lentils, split peas, peanuts and chickpeas.

 Provide a range of essential nutrients including protein, low glycaemic carbohydrates, dietary fibre, vitamins, minerals and phytochemicals.



Key Findings: Legumes reduce disease risk

- Low intake of legumes in most populations
- Lower number of scientific studies conducted, evidence is weaker than for wholegrain foods
- Epidemiological studies consistently show that eating legumes can help reduce the risk of
 - cardiovascular disease
 - diabetes
 - obesity
 - improve gut health²⁴

- ZZ% lower risk or corona
- 11% lower risk of cardiovascular disease²³



Key Findings: Legumes reduce disease risk

- 20g increase in legumes per day was associated with a 7-8% lower risk of death in older people in a 7 year study of five cohorts in Japan, Sweden, Greece and Australia.²⁶
- The World Cancer Research Fund and the American Institute for Cancer Research recommend people "eat relatively unprocessed cereals (grains) and/or pulses (legumes) with every meal"²⁷
- Go Grains involved in further research with Uni SA, Uni of Manitoba, Simplot, Heinz, Sanitarium, SA Govt, Pulse Australia and GRDC
 - cardio-metabolic risk factors and cognition





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Key Findings: Australians don't eat enough grain-based foods

Go Grains Consumption Study 2009

- n=1718, nationally representative sample, aged 5-80yrs
- 2 day food diary (self reported), followed by an online survey
- Collected data for 63 foods

Results: Grain-based Foods

- Australians on average consumed 5 serves of grain-based foods per day
- 25% made up of non-core grain-based foods or extra foods such as cakes, biscuits, pastries, hamburgers, hot dogs, pies, sausage rolls and other takeaway foods
- Adjusted average serves per day 4.08
 - minimum number of serves recommended by Australian Dietary Guidelines

remaies 3.20 serves per ac

- Kids 5 14 yrs 3.14* serves
- Rural communities 3.77* serves per day



Go Grains is Australia's leading independent voice for grain foods and legumes in health and nutrition.



Key Findings: Low consumption of wholegrain foods & legumes

Results: Wholegrain Foods

- Australians on average consumed 1.43 serves of wholegrains foods each day
- Rural communities consumed 1.29 serves of wholegrain foods each day

Results: Legumes

- consumed by only 23% of all Australians
- Baked beans were the main contributor to legume intake, particularly in rural communities

Go Grains Consumption Study 2011

Extended focus on rural com





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Key Findings: Significant health care savings with just three serves of wholegrain foods a day

Theoretical health expenditure cost savings with 3 serves of wholegrains each day

Disease Group	2001 Annual Healthcare Expenditure (\$million)	Percent Related to Diet	20% Annual Saving (\$million)
Cancers	2,918	40% (prostate, colorectal, breast only)	233.3
Cardiovascular	5,479	40% (CHD, stroke)	438.3
Diabetes	812	84% (type 2)	136.4
Endocrine, nutritional, metabolic	1,587	45% (obesity)	142.8
Total in 2001	10,796		950.8
Adjusted for 3.1% annual inflation in health care expenditure to 2009			1,213.8

Based on a conservative 20% reduction in the incluence of each of these major diseases, health expenditure cost savings >\$1.2 billion annually



The Challenge: Increasing Consumption

Barriers to wholegrain food and legume consumption

- Traditional and cultural preferences for refined grain foods
- Limited availability of wholegrain foods and legumes in supermarkets and foodservice settings
- Unfamiliarity with preparation and cooking techniques
- Confusion in product labeling



The Challenge: Increasing Consumption

Solutions:

- Consistent wholegrain and legume messaging to influencers and consumers
 - On pack
 - Education
 - Dietitian Information and Workshops
 - Go 4 Grains Kids Design Challenge
 - Go Grains brochures (<u>www.gograins.com.au</u>)
 - Recipes













Key Messages

 Grains, particularly wholegrains and legumes can reduce the risk of chronic diseases, by at least 20%

 Australian population is under-consuming grain-based foods, particularly wholegrains and legumes

Go Grains plays a role in increasing consumption



Thank You

Further Information
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