



**ONLY 30% OF AUSTRALIANS ARE MEETING WHOLE GRAIN RECOMMENDATIONS FOR GOOD HEALTH**

- **Just 30% of Australians are meeting the recommended three serves of whole grain a day, required for good health<sup>1</sup>.**
- **Increasing whole grain consumption by just 1.5 serves may result in better health outcomes.**

New global research on whole grains suggests that Australia is doing better than many countries for whole grain consumption, but it appears we still have a long way to go to meet the amount of whole grain needed for good health. Three serves of whole grain a day are recommended for a lower risk of chronic disease and better health outcomes, but in Australia, just one in three people meets this target. Whilst Australia is doing much better than the UK - where just 17% of people meet targets and the US where only 8% eat enough whole grain<sup>2</sup> - we're still not doing nearly as well as countries like Denmark, Sweden and Norway. Residents in these countries typically consume twice as much whole grain as the average Australian and are likely to experience fewer instances of chronic disease as a result.

But although 70% of Australians are falling short of the whole grain recommendation, there are plenty of opportunities to choose whole grain foods more often and increase your whole grain intake. In fact, the average Australian only needs an increase of just 1.5 serves of whole grain a day to meet the recommended three serves and reap the significant health benefits of higher whole grain intake. And this could be as simple as swapping the white bread in your sandwich for a wholemeal variety, or switching a serve of white rice with your dinner for brown rice.

Choosing whole grain foods is important as it increases your intake of fibre and essential nutrients, as well as reducing risk of diabetes and heart disease by 20–30%. Two out of three Australians would benefit from changing their habits by making at least half their grain food choices whole grain and looking for foods higher in whole grain.

With increasing innovation in the whole grain category, it's easier than ever to choose foods higher in whole grain, but industry faces a significant challenge for communication of whole grain content, both on pack and in product marketing, due to a lack of regulation on whole grain content claims.

Currently, the Australian New Zealand Food Standards Code doesn't regulate the use of whole grain content claims on different foods. So products making whole grain claims can contain differing amounts of whole grain, some breads for example may vary from 6 grams of whole grain per serve right up to 60 grams per serve.

So how do we go about eliminating consumer confusion on whole grain?

To ensure consumers are receiving consistent information on whole grain content, the Grains & Legumes Nutrition Council (GLNC) launched the Code of Practice for Whole Grain Ingredient Content Claims (the Code) back in 2013. The Code sets guidance for the minimum amount of whole grain a food must contain in order to make a whole grain content claim on pack, such as '*contains whole grain*', '*high in whole grain*' or '*very high in whole grain*'. As such, when a product carries one of these claims, consumers can rest assured that they're getting enough whole grain to make a positive impact on their health.

Rebecca Williams, Nutrition and Code Manager of the Grains & Legumes Nutrition Council says "*In a recent assessment of whole grain foods on shelf we found most breakfast cereals labelled as whole grain were in fact very high in whole grain. So people can be confident they are making a good choice.*"

Since its launch in 2013, **over 100,000 tonnes of additional whole grain have been added into the food supply** as a result of the Code. This is the equivalent of over 400 Olympic sized swimming pools - a fantastic result for consumers which presents a real opportunity for higher whole grain consumption and better health outcomes within Australia.

As of December 2016, there are over 350 products registered with the Code - the full list can be found on [GLNC's website](#).

With recent studies continuing to show that higher whole grain intakes are associated with improved health and protection against chronic disease, along with considerable innovation in this space, there is a very real need for consistent messaging amongst the whole grain category.

For a deliciously different way to get some whole grain into your day, why not try this delicious [Green Breakfast Salad](#) from Kellogg's, topped with crunchy Special K®. Or try this recipe for [Ocean Trout & Watercress Open Sandwiches](#) on Burgen® Rye Bread for a light lunch.

Find out more about the benefits of whole grain on [GLNC's website](#).

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## ENDS

### Contacts

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### Recipes

[Green Breakfast Salad](#) – recipe courtesy of Kellogg's®

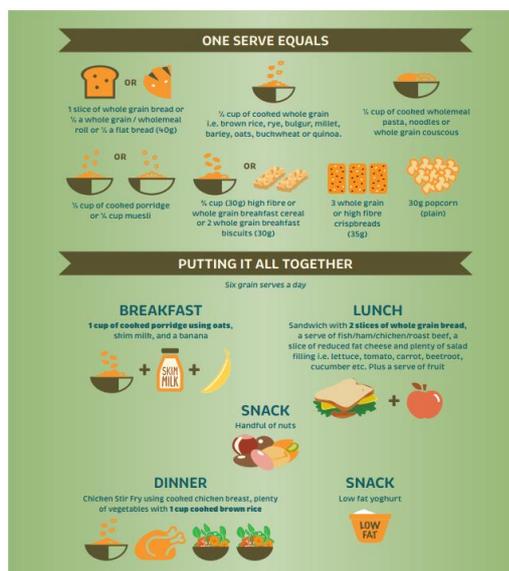
[Ocean Trout & Watercress Open Sandwiches](#) – recipe courtesy of Burgen®

For more delicious ways to spice up your lunchtime whole grain sandwich, try these topping variations;

[Bocconcini & Olive](#)

[Avocado & Prawn Salad](#)

### Resources



### **For more information**

Visit the [GLNC Website](#) for more information on the Code as well as recipes, factsheets and information on the nutrition and health benefits of grains.

GLNC Facebook page:

<https://www.facebook.com/GrainsLegumesNC>

GLNC Twitter feed:

<https://twitter.com/GrainsLegumesNC>

### **References**

1. GLNC. GLNC 2014 Consumption & Attitudes Study. Unpublished: 2014.
2. Mann KD, Pearce MS, Seal CJ. Providing evidence to support the development of whole grain dietary recommendations in the United Kingdom. *The Proceedings of the Nutrition Society*. 2016:1-9.