



New campaign gives Australians the “whole story” about grains and weight loss

The Grains & Legumes Nutrition Council™ (GLNC) has launched a new campaign, **Grains and Weight Loss: The Whole Story**, to educate Australians about the health and weight loss benefits of whole grains and high fibre grain foods.

The new education initiative was launched to help Australians understand that following a balanced higher protein diet doesn't mean completely cutting out healthy carbohydrates like whole grain or high fibre grains.

A national study commissioned by GLNC tracking the consumption of grain-based foods found over a third of females were avoiding grain foods in order to assist with weight loss (particularly high for females aged 18-35)ⁱ.

Michelle Broom, Nutrition Program Manager at GLNC and an Accredited Practicing Dietitian believes the campaign will address many misconceptions people have about eating carbohydrates and will empower health and fitness professionals to play a role in educating the wider public on the benefits of nutritious grain foods.

“We are constantly being bombarded with mixed messages from fad diets and quick fixes. Achieving weight loss and keeping the weight off in the long term hinges on going back to basics and learning what carbohydrate foods are essential as part of a balanced weight loss diet and how much to include everyday to achieve your goals.”

“We’ve launched this campaign to help people to understand *the whole story* and the role grains play for our long term health and weight management. We have developed lots of resources to help young women understand what nutritious grain foods are and what role they play in your weight loss diet. This campaign is also about empowering all personal trainers, dietitians, nutritionists and other allied healthcare professionals to communicate these healthy grain messages to their clients,” said Ms Broom.

A recent study [<http://www.ncbi.nlm.nih.gov/pubmed/23279557>] of young Australian women supports the benefits of a higher protein diet that includes four serves of nutrient rich grain foods each day. By six months, women who sustained this healthy approach to weight loss were able to achieve an average of 9kg weight loss which they were able to maintainⁱⁱ.

“We know low carbohydrate diets can successfully help you to lose weight in the short term, but most people find it very difficult to stick with this approach and the long term data shows no benefit over other diets. People are also often replacing carbohydrate-rich foods with highly processed foods, manufactured to be high in protein and low in carbohydrate, yet most of these products are still packed with kilojoules and have little or no fibre.”

“This research shows women who include whole grain foods as a part of their approach to weight loss were able to lose over nine percent of their body weight during a six month period. This and other studies clearly show that you can get the benefits of a higher protein diet, while still including the best, nutrient-rich carbohydrate-rich foods such as whole grains.”

"We also know that whole grains reduce our risk of several chronic diseases and provide us with fibre and a wealth of vitamins, minerals and beneficial plant chemicals. They cannot be put in the same basket as processed refined grains that can have a negative impact on weight and health."

"In their whole grain form, foods such as wheat, oats, rye, barley and quinoa (a pseudo grain – technically a seed) can help people achieve a healthy, balanced diet. They help us to have the energy to exercise, they provide glucose to fuel the brain, fibre and low GI carbs to fill us up and help us to eat less, which in turn can help us to lose weight and maintain a healthy weight." said Dr McMillan.

Kristen Beck, Registered Nutritionist, hopes the campaign will encourage women to think twice before adopting an unsustainable low carb diet for weight loss.

"Women following a higher protein weight loss diet should aim to include three to four servings of whole grain and high fibre grain foods every day as part of a balanced diet. This approach will not only support their initial weight loss, but will also help keep the weight off in the long term while taking in all the essential vitamins, minerals and phytonutrients to nourish their bodies," said Ms Beck.

To find out more about the campaign and to download resources head to <http://www.glnc.org.au>

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ⁱ Colmar Brunton. *Project Go Grain*. 2011. Unpublished

ⁱⁱ Griffin, H. J., Cheng, H. L., O'Connor, H. T., Rooney, K. B., Petocz, P. and Steinbeck, K. S. (2013), Higher protein diet for weight management in young overweight women: a 12-month randomized controlled trial. *Diabetes, Obesity and Metabolism*. doi: 10.1111/dom.12056