

Grains and Weight Loss: the Whole Story

Not all fibres are equal

Fibre rich foods are an **essential** part of a **BALANCED WEIGHT LOSS** diet as they help to promote health and prevent weight gain.^{1,2}

But... evidence suggests that fibre from grains and grain foods is more **EFFECTIVE IN PREVENTING WEIGHT GAIN**, when compared to fibre from fruit and vegetables.³

Fibre from grains and grain foods also promotes **health** and is associated with a **LONGER AND HEALTHIER LIFE**.⁴

It's a fact!

WOMEN NEED AT LEAST

25g
OF FIBRE
EVERYDAY.

Did you know?

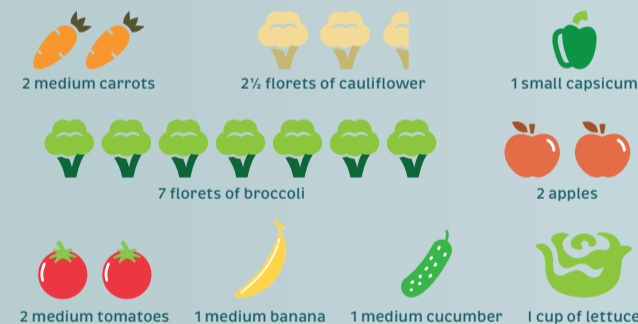
GRAIN FOODS GIVE US MORE FIBRE THAN ANY OTHER FOODS.

Grain based foods are the leading contributor of fibre in Australians' diets.⁵

Without grain foods

YOU WOULD HAVE TO EAT...

... AROUND 1.1KG OR 9 SERVES OF VEGETABLES & 3 SERVES OF FRUIT EACH DAY TO GET AT LEAST 25G PER DAY.⁶



4 SERVES OF HIGH FIBRE GRAIN FOODS EACH DAY PROVIDES OVER 50% OF YOUR FIBRE NEEDS WHICH GREATLY BOOSTS YOUR CHANCES OF GETTING ENOUGH FIBRE IN YOUR DAY ON YOUR WEIGHT LOSS JOURNEY.⁶

4 SERVES IS AS EASY AS ...



Did you know?

WHOLE GRAINS MATCH FRUITS AND VEGETABLES AS ANTIOXIDANT FOODS.⁷

Grains have unique fibres

EATING ENOUGH FIBRE IS JUST AS IMPORTANT AS GETTING THE RIGHT MIX OF FIBRES.

GRAIN FOODS PROVIDE A UNIQUE RANGE OF FIBRES WHICH ARE MORE POWERFUL AT PREVENTING WEIGHT GAIN COMPARED WITH FIBRE FROM FRUIT & VEGETABLES.^{3,4}

Types of fibres include:

SOLUBLE FIBRE • INSOLUBLE FIBRE
RESISTANT STARCH

SOLUBLE FIBRE

Did you know?

SOLUBLE FIBRE LOWERS THE GLYCEMIC INDEX (GI) OF YOUR MEAL, LEAVING YOU FEELING FULLER FOR LONGER.⁸

As foods containing soluble fibre pass through your stomach and small intestine they form a thick gel. This slows digestion which lowers the GI of the food. Lower GI foods have weight loss benefits and are linked to reduced hunger levels as well as greater fat loss. Soluble fibre from grain foods also looks after your heart by helping to lower cholesterol levels.

Rich sources Oats, barley, lentils, beans, peas and foods made with these ingredients like breakfast cereals, breads and crispbreads

Other sources Seed husks (i.e. psyllium) and some nuts, fruits and vegetables



INSOLUBLE FIBRE

Did you know?

1/3 OF AUSTRALIAN WOMEN EXPERIENCE BLOATING. CONSTIPATION IS OFTEN A CAUSE OF BLOATING AND ITS TREATMENT THROUGH GRADUALLY INCREASING FIBRE INTAKE ESPECIALLY INSOLUBLE FIBRE IS OFTEN A PATHWAY TO SUCCESS.⁹

Insoluble fibre comes from the structural parts of the plants, such as the bran layer of whole grains. Insoluble fibre remains intact as it passes through your digestive system where it helps to promote digestive wellbeing while keeping you regular.

Rich sources Most whole grains (whole wheat, brown rice, rye, barley), wheat bran, rice bran, bran based breakfast cereals, whole grain and wholemeal breads, pastas, crispbreads, noodles and couscous

Other sources Nuts, seeds and the skin of fruits and vegetables



RESISTANT STARCH

Have you heard of resistant starch?

AUSTRALIANS DON'T EAT ENOUGH OF THIS TYPE OF FIBRE AND RECENT RESEARCH IS UNCOVERING ITS SIGNIFICANT HEALTH AND WEIGHT LOSS BENEFITS.¹⁰

These starches resist digestion in the small intestine and so as they travel through to the large intestine where they help to generate a range of beneficial changes that can impact on your wellbeing and waistline in a number of ways:

- ▶ Encourages the growth of healthy bacteria – This is known as the 'prebiotic effect'
- ▶ Reduces GI of the meal and foods eaten
- ▶ Makes you feel full and helps prevent over eating
- ▶ Protects the bowels against damage, including damage caused by excessive protein in the diet
- ▶ Helps to keep you regular

Rich sources whole grains, whole grain foods, breads, pasta, noodles, rice, breakfast cereals and legumes

Other sources Firm bananas and cold cooked potatoes

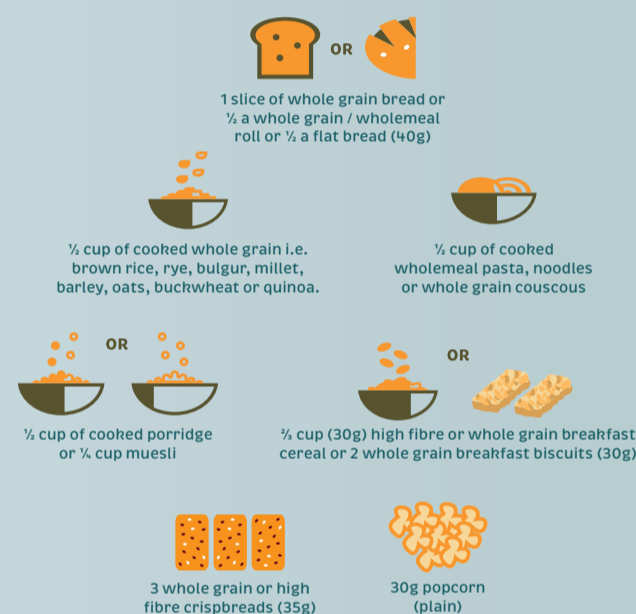


A HIGHER PROTEIN DIET WHICH INCLUDES **FIBRE-RICH GRAIN FOODS** HELPS YOU LOSE THE WEIGHT AND KEEP IT OFF IN THE LONG TERM.

4 serves OF HIGH FIBRE GRAIN FOODS AND WHOLE GRAINS EACH DAY IS ESSENTIAL DURING YOUR WEIGHT LOSS JOURNEY.

Practical tip: TO CHOOSE HIGH FIBRE LOOK FOR GRAIN FOODS WITH AT LEAST 3G OF FIBRE PER SERVE.

ONE SERVE EQUALS



4 SERVES IN A BALANCED HIGHER PROTEIN DIET IS AS EASY AS...



- Higher Protein
- Energy Restricted
- Balanced
- 4 serves whole grains and high fibre grain foods