



New Research Series Finds "Whole Lot" of Confusion Around Fiber and Whole Grains

Carefully Select Whole Grain Choices To Increase Fiber Intake

BATTLE CREEK, Mich., Dec. 13, 2011 /PRNewswire/ -- The terms whole grains and fiber cause a "whole lot" of confusion and can add up to a "whole lot" of calories for consumers looking to increase the fiber in their diets. According to a three-part series examining fiber in *Nutrition Today*, consumers who eat more whole-grain foods to up their fiber intake could increase their calories by more than 1,200 per day unless they carefully read the Nutrition Facts label and choose higher-fiber versions of the foods they already eat.

"Small steps in your diet can help make a big difference," said DeAnn Liska, Ph.D., senior director of nutrition science at Kellogg Company and a co-author of the article series. "Choose two or three foods each day - such as beans, fruit and cereal with at least 3 grams of fiber - to boost your fiber intake."

Fiber is an important nutrient beneficial to healthy weight, digestive health and heart health. Yet, less than one in 10 American adults and children get enough fiber in their diets, and most get about half the amount of fiber they need, as recommended by the Institute of Medicine.

In response, the 2010 Dietary Guidelines for Americans identified fiber as one of four nutrients of concern that Americans need more of in their diets and recommended that the best way for people to meet their fiber needs is to use the Nutrition Facts label to compare whole-grain products and find choices higher in dietary fiber.

"Whole grains can be an important source of fiber, but the reality is that meeting the recommendation of 'making half your grains whole' will only provide about one-third of daily fiber needs for most people," said lead author Betsy Hornick, M.S., R.D. "So it's important to make your whole-grain choices count by looking for whole-grain products that provide at least 3 grams of fiber per serving."

This advice is important because the amount of fiber in whole-grain products can vary greatly and leads Americans to believe they are getting more fiber in their diet than they are. According to the articles, consumers should specifically look for grain or whole-grain foods that provide at least a good source (3 grams) of fiber to help meet their daily requirements without increasing calories.

To help consumers meet this need, Kellogg offers more ready-to-eat cereals that provide at least a good source of fiber and 8 grams of whole grains than any other U.S. food company, including *Kellogg's Raisin Bran*, *Frosted Mini-Wheats*, *Froot Loops* and *Apple Jacks*.

Additional articles in this three-part series will be published in 2012. The abstract of the first article is now available at http://journals.lww.com/nutritiontodayonline/Abstract/2011/11000/The_Fiber_Deficit_Part_I_Whole_Grain.9.aspx

SIDEBAR: Track Your Fiber Intake

Kellogg has two useful, free tools to help consumers determine their fiber needs and track their daily fiber intakes. A Fiber Tracker app for iPhone® and Android™ platforms and an Online Fiber Tracker are available at kelloggsnutrition.com.

About Kellogg Company

For more than 100 years, consumers have counted on Kellogg for great-tasting, high-quality and nutritious foods. Kellogg Company, with 2010 sales of more than \$12 billion, is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit-flavored snacks, frozen waffles and veggie foods. Kellogg Company's beloved brands, which are manufactured in 18 countries and marketed in more than 180 countries, include *Kellogg's*®, *Keebler*®, *Pop-Tarts*®, *Eggo*®, *Cheez-It*®, *All-Bran*®, *Mini-Wheats*®, *Nutri-Grain*®, *Rice Krispies*®, *Special K*®, *Chips Deluxe*®, *Famous Amos*®, *Sandies*®, *Austin*®, *Club*®, *Murray*®, *Kashi*®, *Bear Naked*®, *Morningstar Farms*®, *Gardenburger*® and *Stretch Island*®. For more information on the Kellogg Company, including our corporate responsibility initiatives, visit www.kelloggcompany.com.

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