



Don't Leave Holes In Your Whole Grain Nutrition!

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If you're like me and you've been reading about or listening to health news lately, you've probably heard the excited buzz that's sweeping the food industry. "Whole grain nutrition is critical to health," the experts are saying—as if the idea has just been discovered!

The reason for all this attention is because recent scientific studies have put a spotlight on two critical pieces of information regarding this important component of a healthy diet:

1. Whole grain nutrients are critical to health and cannot be obtained from any other food.
2. As little as 2% of North America's adult population gets adequate whole grain nutrition in their daily diet. (It's the single most common deficiency within the major food groups.)

This information has caused such governmental agencies as the USDA to rethink previous recommendations for a healthy diet and put much more emphasis on whole grains. They've even suggested changes to the popular Food Guide Pyramid to highlight this fundamental need.

As a result, consumers are becoming more aware of the importance of whole grains and are beginning to look for them in the marketplace. But the reality is that they're darn hard to find! To help fill this growing need, it seems everyone is jumping on the "grain train," touting the benefits of whole

grain nutrients. You may have heard a major breakfast cereal manufacturer promising that all its products would soon be "whole grain," and many other food industry businesses are promising more "whole grain" breads and baked goods on the horizon. Certainly the importance of whole grains and the very special nutrients they provide is not new to GNLD. Our company was founded on a unique dietary ingredient specifically focused on replacing critical whole grain nutrients lost to food processing. Those nutrients are the whole grain lipids and sterols that essentially every food processor removes in order to give products the longest shelf life possible. And GNLD's unique foundation ingredient is Tre-en-en Grain® Concentrates, a vital combination of wheat, rice, and soy that has been putting whole grain lipids and sterols back into people's diets for more than 45 years.

These critical and sensitive natural whole grain nutrients are essential for health at its most basic level, the cellular level. The quantity and quality of dietary lipids and sterols in the diet supports the quality of cellular nutrition, function, and overall health of the body.

But filling the whole grain lipid and sterol gap in today's diet isn't going to come from eating more of those "whole grain" bread or cakes or cereals. They still won't have their original lipids and sterols in them. The reality is that unless you grow your own whole grain or buy it from someone



who does, mill your own flour, and make your own whole grain foods, it's nearly impossible to get whole grain lipids and sterols these days.

Of course, this has been true for a long time, and this is what makes Tre-en-en such an important part of a powerful supplement program. It delivers all the lipids and sterols that are supposed to be in the whole grain wheat, rice, and soybeans we eat. This makes it the only supplement that fills this critical gap in our modern diets.

So don't leave holes in your whole grain nutrition. Fill them the natural way with Tre-en-en!