



PEOPLE EMPOWERING PEOPLE

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News *You* Can Use

USA & CANADA

Scientists Push To Increase Whole Grains In Diet!

Whole grain foods form the foundation of a healthy diet, and researchers from the Harvard School of Public Health and the U.S. Department of Agriculture want us to eat more of them. That's the message being delivered these days as the latest science reaffirms that whole grains are key components to a healthy diet. In addition to providing complex carbohydrates, whole grains are excellent sources of fiber, valuable lipids and sterols, and key vitamins and minerals that are not

available from other sources. Here's the problem: The great majority of people aren't getting nearly enough of these critical nutrients!

Recently, the Harvard School of Public Health re-emphasized the importance of whole grains by making three serious changes to the USDA's Food Guide Pyramid.¹

1. They moved simple, starchy foods—such as white bread, potatoes, white

rice, and pasta—from the most important level, the base, to the least important, the top.

2. They reaffirmed the importance of still eating six to nine servings from the base level each day.

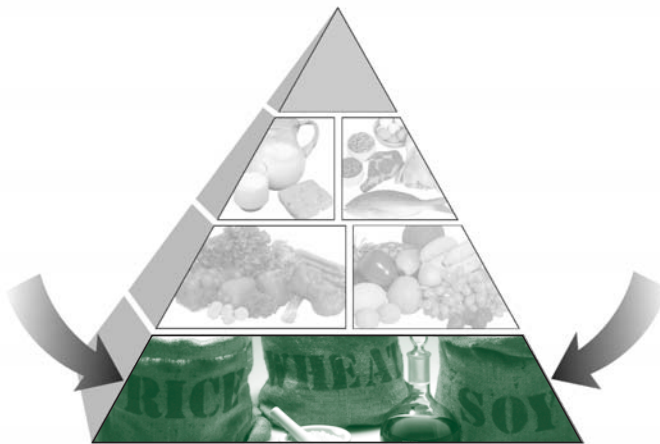
3. They stressed the importance of at least three of those servings being whole grains, each and every day!

Two facts are behind all the hubbub about whole grains.

First, whole grains provide critical nutrients that are not available from other food sources. In addition to providing key nutrients like vitamins, minerals, and fiber, whole grains are also a valuable source of lipids and sterols, the energy-giving substances that have a direct influence on cellular health and efficiency.

Unfortunately, lipids and sterols are often removed from grains through standard food processing. In an attempt to reduce food spoilage, for example, lipids are removed from most cereals, breads, and flour. Without these essential food factors, cell membrane function can become compromised, making it difficult for nutrients to get in and waste to get out. Remember, we're only as healthy as our cells!

Second, in their report titled "Healthy People 2010," USDA researchers state that only 7% of the population 2 years of age and older get the three servings of whole grain daily that are fundamental to good health.² This lack of whole grains, and the lipids and sterols they contain, has become the single most common deficiency in the modern diet. According to a



LOOK TO THE PYRAMID & BE SMART ABOUT "CARB" CHOICES!

More than a decade ago, the USDA established a Food Guide Pyramid with a foundation level of bread, cereal, rice, and pasta. These foods provide carbohydrates, which are essential to a sound diet.¹ Over time, though, the importance of these food factors has been downplayed, or even completely misreported. Currently, for example, the media is flooded with information suggesting that carbohydrates are detrimental to weight management and good health. But people who buy into the "low-carb" craze may be denying themselves

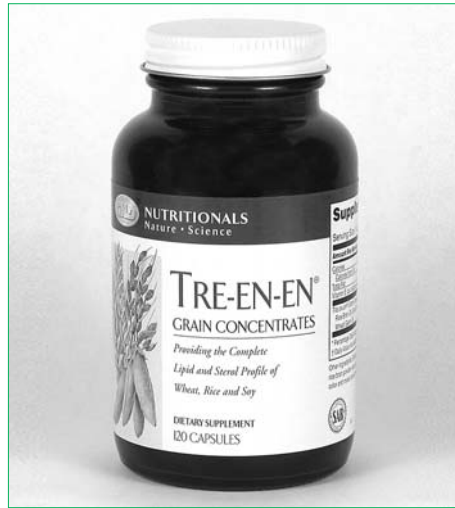
important nutrients. It's true that today's consumers need to be smart about the types and amounts of carbohydrates they eat—but they also need to make sure they're getting the healthy benefits of whole grain. That's why many nutrition and healthcare professionals are working to open our eyes to the importance of these critical nutrients and suggesting that—though we should watch our carbs—we also need to make sure we get a minimum of three servings of whole grains each day.

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recent article in the *Journal of Nutrition*, increased intake of whole-grain foods is limited by a lack of consumer awareness of the health benefits of whole grains, difficulty in identifying whole-grain foods in the market place, and higher prices for whole-grain foods.³

Tre-en-en: 3-a-day is the healthy way.

GNLD has long been familiar with the importance of whole grains and the unique nutrients they provide to the diet, and this latest round of scientific reports strongly reinforces our position. For over 46 years, we have known that good nutrition begins at the cellular level, and that whole grain lipids and sterols contribute critical factors to optimal cellular nutrition, helping to keep cell membranes healthy, permeable, and efficient—able to take in nutrients and eliminate waste and be their energetic best.



In 1958, scientists formulated a dietary supplement that replaces the lipids and sterols lost through food processing and a whole-grain-deficient diet. This supplement became known as Tre-en-en Grain Concentrates, a unique combination of

concentrated extracts from wheat, rice bran, and soybeans, tested and proven to enhance cellular efficiency. Its importance in the diet today is greater than it has ever been in the past.

The foundation of the Food Guide Pyramid is the foundation of your healthy diet. So work to make sure you eat your 6-9 servings of this important food group each day. And just so you are sure you're receiving the benefits of the whole-grain lipids and sterols you need, take three Tre-en-en each and every day!

References

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