



# GO GRAINS HEALTH & NUTRITION

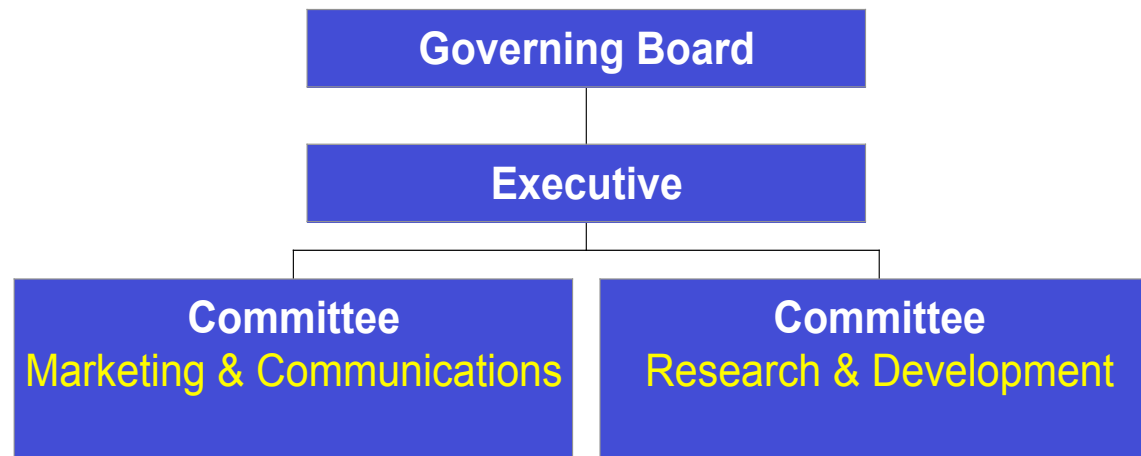
Australia's leading independent nutrition advisor  
for grain foods in human health





# GO GRAINS HEALTH & NUTRITION

## ORGANISATIONAL STRUCTURE





# GO GRAINS HEALTH & NUTRITION

## MEMBERSHIP STRUCTURE

**Foundation Members**  
GRDC  
BRI Australia Ltd.

**Bakers Delight**

**Kellogg**

**Campbell Arnotts**

**Nestle / CPW**

**George Weston Foods**

**Sanitarium**

**Goodman Fielder**

**Sunrice**

**Grain Growers Assoc.**





# Go Grains – What we do...

---

- Public relations activities
  - Agenda setting
  - Issues management
- Consumer education materials
- Curriculum based teaching resources
- Consumer research studies
- E-Newsletter
- R&D agenda
- Website – [www.gograins.com.au](http://www.gograins.com.au)
- Networks – conference presentations, newsletters, publications,





# The opportunity for grains

---

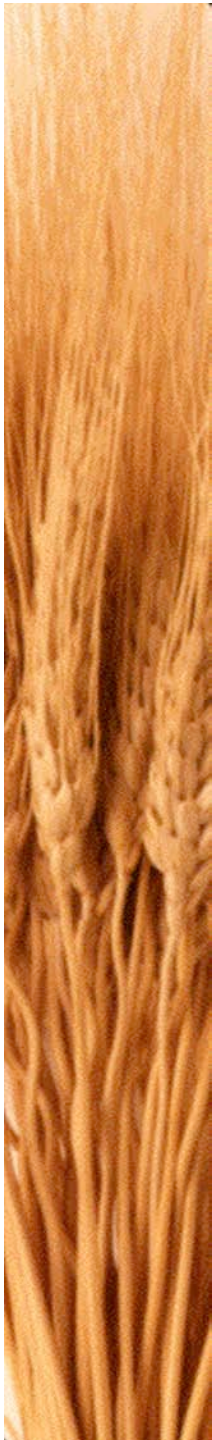
- Promote the established health benefits of grain foods
- Promote appropriate consumption – 4+ serves per day.
- Address continuing myths and misconceptions



# Health benefits of wholegrains



- **Reduced risk of heart disease**
  - ✓ up to 30% lower risk of heart disease
- **Reduced risk of type 2 diabetes**
  - ✓ 20-30% reduction in risk
- **Reduced risk of some cancers**
  - ✓ 30- 40% reduction in bowel cancer risk observed in people who eat wholegrain and high fibre foods.
- **Improved weight control**
  - ✓ Improved insulin sensitivity





# Promoting wholegrains

---

- Revised definition for wholegrain (FSC 2005)
- Daily target intake – 48g
- Criteria for labelling claims



# Grains and weight management



There is **strong evidence** that:

- A diet high in wholegrains is associated with lower BMI, waist circumference and risk of being overweight.
- A diet high in wholegrains can help reduce weight gain.
- Significant weight loss is achievable with energy controlled diets that are high in cereals and legumes.

NCEFF report commissioned by Go Grains 2007





# Grains and weight management



There is **weak evidence** that:

- high intakes of refined grains may cause small increases in waist circumference in women.

There is **no evidence** that:

- low carbohydrate diets that restrict cereal intakes offer long term advantages for sustained weight loss.

There is **insufficient evidence**:

- to make clear conclusions about the protective effect of legumes on weight.





# Consumer research findings

---

- Newspoll tracking surveys (2002, 2004, 2006)
- Focus group research (Jan 2006)
- Newspoll – weight management (Nov 2006)





# Myths and misconceptions

---

- Carbohydrates
- Weight management practices
- Glycaemic index
- Allergy

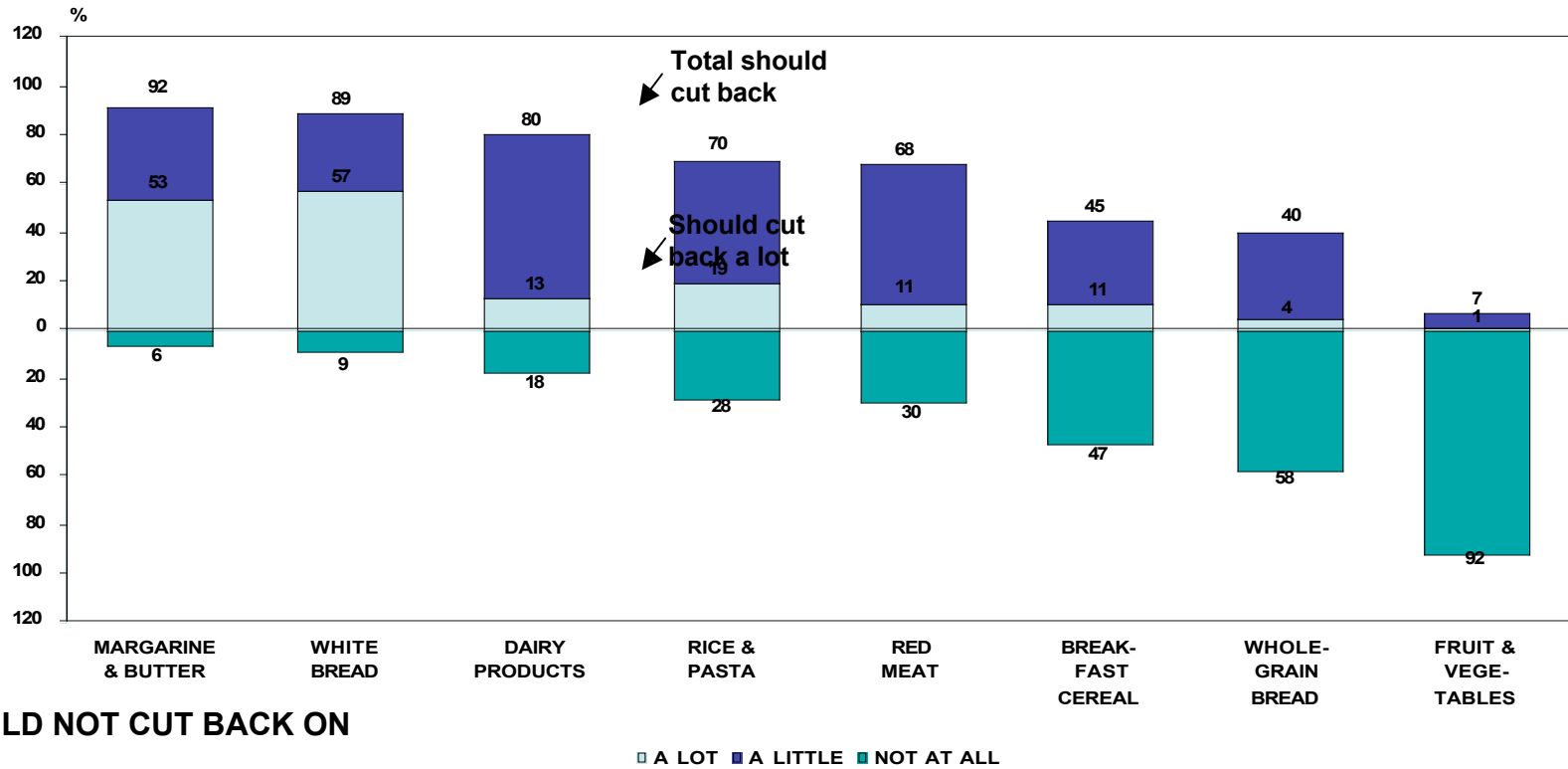


# Foods should cut back on if needed to lose weight

Thinking now about the types of food a person should cut back on if they needed to lose weight. For each of the following foods, please say whether you think a person should cut back a lot, a little, or not at all, on that type of food if they needed to lose weight. Firstly...

**ADULTS AGED 18+**

**TOTAL SHOULD CUT BACK ON**



**SHOULD NOT CUT BACK ON**

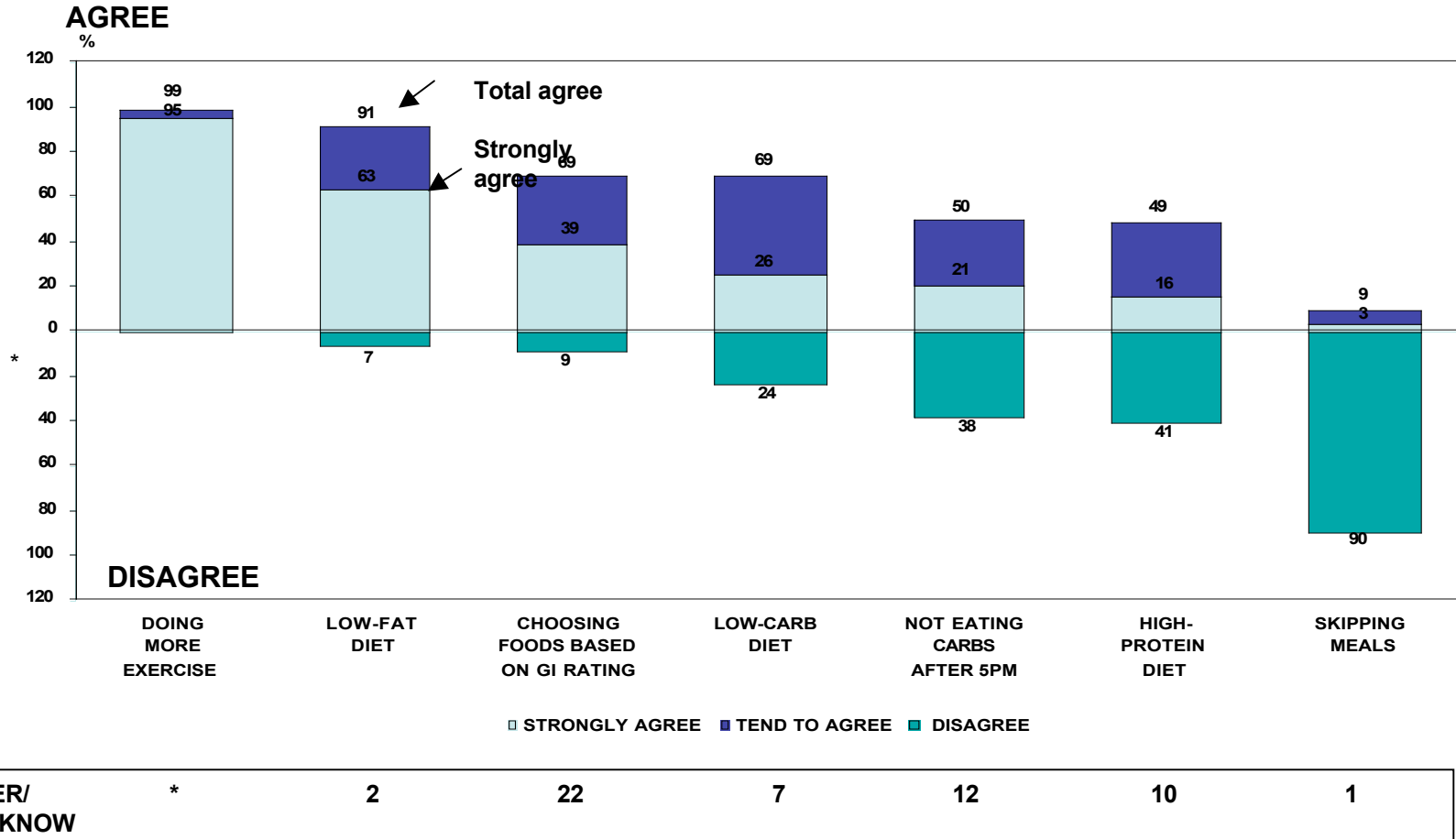
**FIGURE 1a**

BASE: ADULTS AGED 18+ NATIONALLY (n=1200)

# Whether strategy would help a person lose weight

A person may do various things in order to lose weight. For each of the following, please say whether you personally agree or disagree that it would help a person lose weight. Firstly

**ADULTS AGED 18+**



**FIGURE 2a**

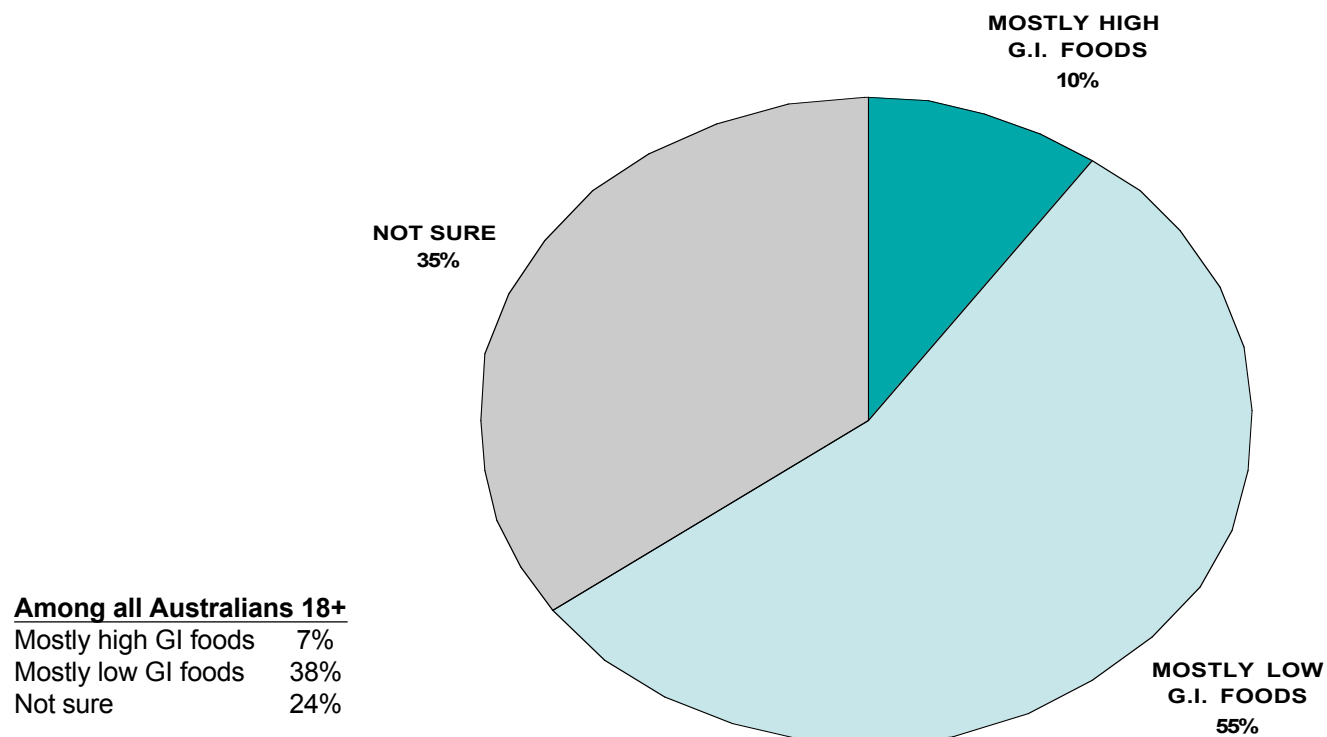
\* LESS THAN 0.5 PERCENT

BASE: ADULTS AGED 18+ NATIONALLY (n=1200)

# Whether should be eating high GI foods or low GI foods if trying to lose weight

Thinking just about G.I. or glycaemic index ratings. If a person is trying to lose weight, do you think they should be eating...

**AMONG THOSE AGREE SHOULD CHOOSE FOODS BASED ON GI RATING TO HELP LOSE WEIGHT**



**FIGURE 4a**

BASE: THOSE AGREE SHOULD CHOOSE FOODS BASED ON GI RATING TO HELP LOSE WEIGHT (n= 837)

# How many servings of grain foods should eat per day

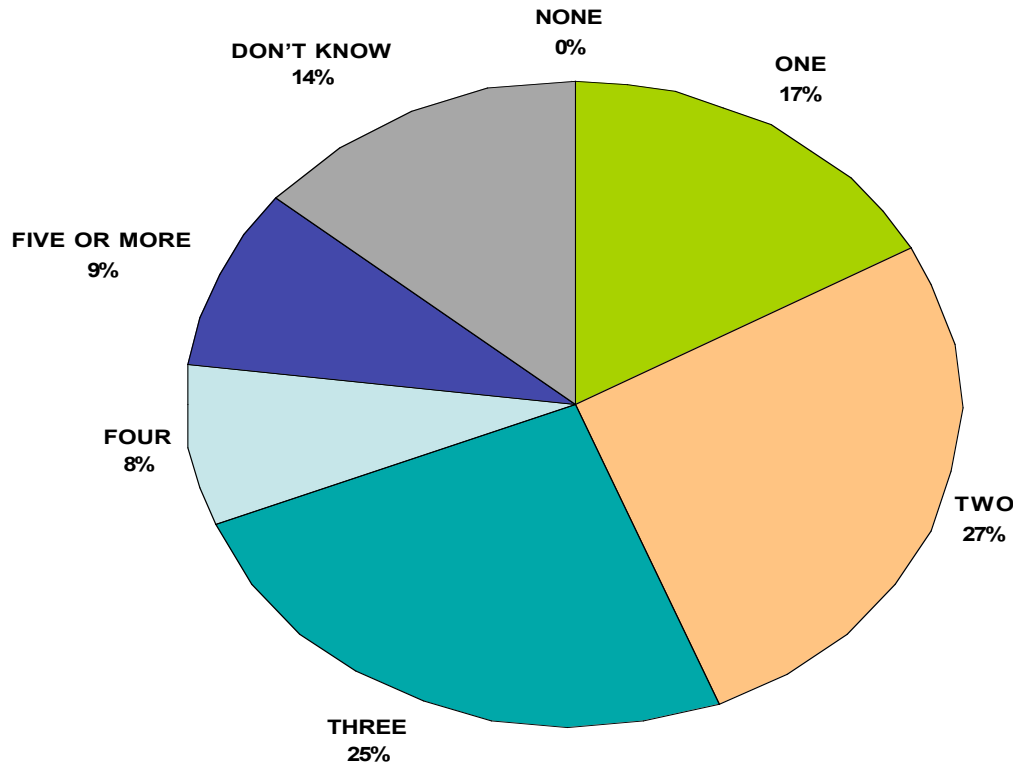
*Now about healthy eating in general, not just about losing weight. To the best of your knowledge, based on official recommended guidelines, about how many servings of grain foods, such as bread, breakfast cereal, pasta and rice, should an adult eat per day?*

**ADULTS AGED 18+**

**Average**  
**2.6**

**Total 1-3**  
**69%**

**Total 4 or more**  
**17%**



**FIGURE 5a**

BASE: ADULTS AGED 18+ NATIONALLY (n=1200)



# 'Four plus' serves per day

- Focus group research suggests that mums are happy to be advised about how much to eat
- GG Strategy to promote '4+ serves per day' message
  - Launch event
  - Website portal
  - On-going promotional activities







# Go Grains R&D Agenda

---

- 'Hot topics'
- Consumer research
  - Tracking studies
  - Focus groups
  - Topics to generate media coverage
- Technical research
  - Capability database
  - Relationship building with research providers
- Scientific literature reviews
- Industry usage / consumption data





# The 'Aussie' WG perspective

---

- Govt recommendations promoting WG?
  - Dietary guidelines recommend 'preferably WG'
- Government programs that promote WG
  - None
- Private / NGO efforts to promote WG
  - Go Grains
- Successes
  - New definition for WG in food regulations
- Barriers
  - Awareness / 'carb' consciousness





# Dietary Guidelines for Australian Adults (2003)

---

## 1. Enjoy a wide variety of nutritious foods

- Eat plenty of vegetables, and fruits.
- Eat plenty of cereals (including breads, rice, pasta and noodles), preferably wholegrain.
- Include lean meat, fish, poultry and/or alternatives
- Include milks, yoghurts, cheeses and/or alternatives. Reduced fat varieties should be chosen, where possible
- Drink plenty of water

### *And take care to*

- Limit saturated fat and moderate total fat intake
- Choose foods low in salt
- Limit your alcohol intake if you choose to drink
- Consume only a moderate amount of sugars and foods containing added sugars.

## 2. Prevent weight gain: be physically active and eat according to your energy needs

## 3. Care for your food: prepare and store it safely

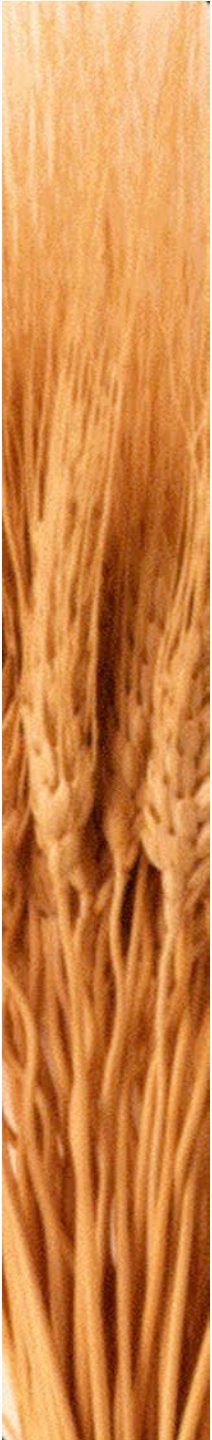
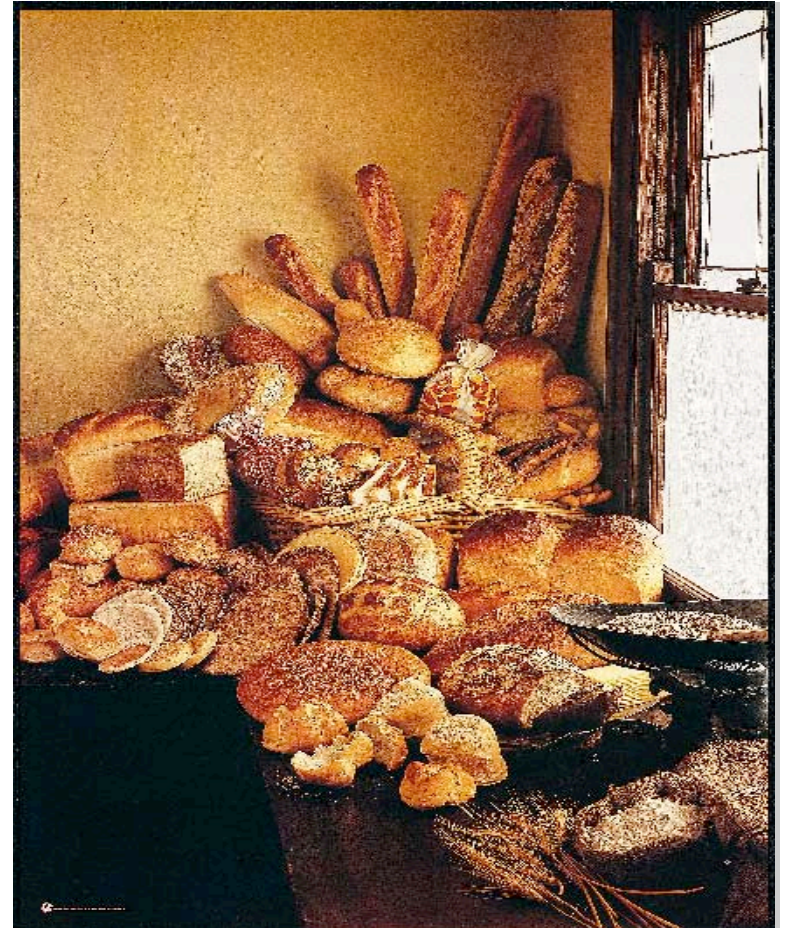
## 4. Encourage and support breastfeeding

# The definition of 'wholegrain'

## Pre 2005:

- 'wholegrain means the unmilled products of a single cereal or mixture of cereals'.
- 'wholemeal means the product containing all the milled constituents of the grain in such proportions that it represents the typical ratio of those fractions occurring in the whole cereal.'

Australia New Zealand Food Standards Code -  
Standard 2.1.1 – Cereals and Cereal  
Products



# The definition of 'wholegrain'



Now:

- **wholegrain** means the intact grain or the dehulled, ground, milled, cracked or flaked grain where the constituents – endosperm, germ and bran – are present in such proportions that represent the typical ratio of those fractions occurring in the whole cereal, and includes wholemeal.



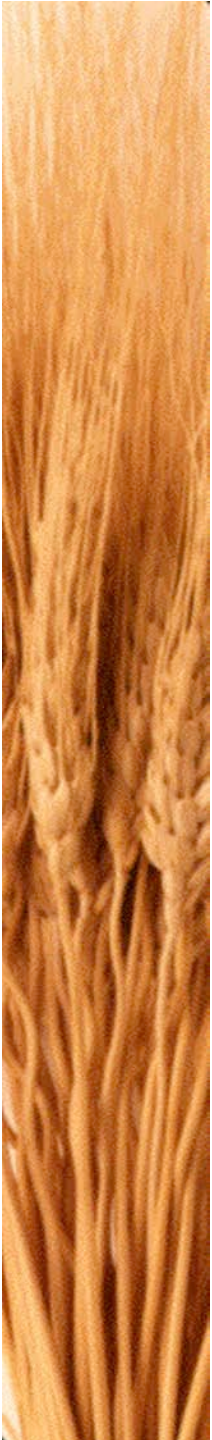


# The 'Aussie' WG perspective

---

- Products:
  - Breads – wholemeal, mixed grain
  - Breakfast cereals
  - Crispbreads
  - Rice, rice cakes
  - wholemeal pasta





Thank You

