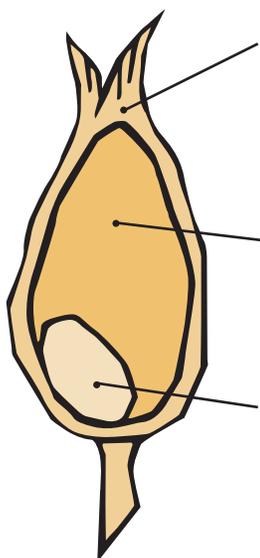


THE WHOLE GRAIN

Greater than the sum of its parts

What makes a grain whole?

A whole grain is “whole” if it contains all three parts of the grain kernel: the bran, the endosperm and the germ. When whole grains are processed, the bran and germ are often removed, along with all of their nutrients and much of the fiber. Scientists believe that the fiber, vitamins, minerals and other substances contained in whole grains work together to provide maximum nutrition and health benefits.



Bran

- Coarse outer layer of the kernel
- Contains the most fiber in addition to antioxidants, phytonutrients, iron, zinc, copper, magnesium and B vitamins

Endosperm

- Largest part of the kernel
- Contains most of the carbohydrates and protein

Germ

- The “heart” of the grain and source of new growth
- Rich in B vitamins, minerals, heart healthy oils, antioxidants and phytonutrients

What equals a whole grain serving?

The chart below contains many popular whole grain foods and their whole grain servings.

	Fiber	Whole Grain Servings
 1 cup cooked Quaker® Old Fashioned and Quick Oatmeal	4g	2
 1 packet Quaker Weight Control Instant Oatmeal	6g	2
 1 packet Quaker Take Heart® Instant Oatmeal	5g	1-1/2
 1 packet Quaker Instant Oatmeal (Regular)	3g	1
 3/4 cup Quaker Life® (Original)	2g	1-1/4
 1 cup Quaker Oatmeal Squares Cereal (Brown Sugar)	5g	2-3/4
 1 cup prepared Near East® Whole Grain Blends (Roasted Garlic)	5g	1
 1 slice whole wheat bread	1g	1
 5-6 small whole grain crackers	2g	1
 1/2 cup cooked whole wheat pasta	2g	1
 2 cups popped popcorn	2g	1

Three daily servings of whole grain foods are key for good health

To reap the many health benefits of whole grains, the 2005 Dietary Guidelines for Americans recommend eating

at least three (3) servings of whole grain foods each day.

Why three servings? Research shows that eating at least three servings of whole grain foods such as oatmeal, whole wheat bread and brown rice each day as part of a healthy diet can help reduce the risk for heart disease and diabetes, as well as contribute to a stable long-term weight.

How to spot a whole grain food

You can be sure you are getting the whole grain if you spot at least one of the following on the package:

- A whole grain listed first in the ingredient list
- A “whole grain” flag
- A “made with whole grain” banner



• This FDA-approved health claim:

“Diets rich in whole grain foods and other plant foods and low in total fat, saturated fat and cholesterol may reduce the risk of heart disease and certain cancers.”





Why Oatmeal Is A Great Choice As A Whole Grain

Oatmeal receives high marks for its many benefits.

Oats are good for the heart.

Oats are the only major grain proven to help remove cholesterol from your body. The soluble fiber in oatmeal works to lower total cholesterol and LDL “bad” cholesterol without lowering the HDL “good” cholesterol your body needs. And, oats supply significant amounts of both insoluble and soluble fiber whereas whole wheat, rice or corn primarily contain insoluble fiber.¹

Oats help aid weight control.

Oatmeal has a high satiety value, which means it helps fill you up and keeps you full. Research shows that oatmeal is more filling than some other breakfast foods such as bread, eggs and yogurt.²

Oats have soluble fiber, which may help moderate blood sugar levels.

The fiber in oatmeal may slow the absorption of carbohydrates to help you moderate the rise in blood sugar after eating. According to the 2005 U.S. Dietary Guidelines for Americans Advisory Committee Report, large population based studies show that people who eat more whole grains are less likely to develop type 2 diabetes.^{3,4}

Oats offer super-charged nutrition.

Oats contain vitamins, minerals and unique antioxidants, which help make oats super healthy. Oats also contain more protein than other common cereals.

Cooking and Baking with Oats

- ♥ Use either quick or old fashioned oats when cooking or baking.
- ♥ Replace up to one-third of the flour with quick or old fashioned oats every time you bake.
- ♥ Add 3/4 cup oats per pound of ground beef or turkey when making meatloaf.
- ♥ Use oats in toppings for fruit crisps and crumbles.
- ♥ Stir oats, diced fresh fruit and sliced almonds into lowfat yogurt.
- ♥ Use skim milk instead of water when preparing hot oatmeal for a calcium boost.

¹ Three grams of soluble fiber from oatmeal in a diet low in saturated fat and cholesterol may reduce the risk of heart disease. ² Holt SHA, Brand Miller JC, Petocz P, Farmakalidis E. A satiety index of common foods. Eur J Clin Nutr 1995; 49:675-90. ³ Fung TT, Hu FB, Pereira MA, Liu S, Stampfer MJ, Colditz GA, Willett WC. Whole-grain intake and risk of type 2 diabetes: a prospective study in men. Am J Clin Nutr 2002; 76:535-40. ⁴ 2005 Dietary Guidelines Advisory Committee Report <http://www.health.gov/dietaryguidelines/dga2005/report/default.htm>

Know Your Oats

All forms of Quaker Oatmeal – Old Fashioned, Quick and Instant – are whole grain products and equally nutritious because they contain all three parts of the grain. The amount of rolling, steaming and/or cutting each undergoes during the milling process affects only the texture of the cooked oatmeal and the cooking time.



Fiber Facts: Soluble and insoluble fibers are the two types of dietary fiber important for good health. Most plant foods, such as fruits, vegetables, and whole grains, contain some of both kinds of fiber.

- **Insoluble fiber** is what people commonly think of as “roughage” and can help with regularity. Whole wheat products contain mostly insoluble fiber.
- **Soluble fiber**, especially the kind found in oats (called beta glucan), is what experts believe is responsible for oats’ cholesterol-lowering benefits. Other foods that contain soluble fiber are fruits, vegetables and beans.

In simple terms, oat soluble fiber helps control blood cholesterol by binding some of the cholesterol in your digestive tract. This cholesterol is “trapped” and removed from your body naturally.

Think of each rolled oat as a tiny sponge that soaks up cholesterol in your body.

Oats are an unusual grain because they contain significant quantities of both soluble and insoluble fiber.

For more information about the benefits of whole grains and easy ways to add oats to your daily diet, visit www.quakeroatmeal.com.