

What do New Zealand men think about whole grains?



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Recent research³ shows New Zealand men want to eat healthily and lots of men say they already do! Overall health and wellbeing is important to men, but the importance of whole grains for good health isn't well understood.

The good news is New Zealand men know wholegrain bread:

- Is good for digestion
- Offers protection against some diseases
- Is good for heart health

When it comes to wholegrain bread, its great flavour is number one, but wholegrain bread is still not eaten by men as much as white bread is.

Younger New Zealanders (particularly men) eat much more white bread than wholegrain bread (63% vs 19%) but as people get older wholegrain and wholemeal bread becomes more popular than white bread (55% vs 27% aged 55+ years).

Most men knew that the six servings of breads and cereals a day should include as many wholegrain foods as possible – now it's up to you to do it!

81% of New Zealanders eat bread every day and 75% of us know wholegrain bread is very nutritious, so make a good choice for your health and try wholegrain bread today.



Choose wholegrain foods and look for the Grainwise logo on all Molenberg bread.



All Molenberg breads contain whole grains and are a great choice for people who love whole grains or who are trying them for the first time. Three Molenberg breads good for men are:



Grains Plus

With 20% more grains than Original, Grains Plus is a great choice for grainwise people, and it tastes great too.

Energy Plus

Grains, oats and honey provide the taste experience of Energy Plus! Perfect fuel for active people.

Complete

Combining sunflower and barley with sweet apricots makes Complete a tasty bread for breakfast or anytime.

For more Grainwise information and to download this brochure visit www.grainwise.org.nz

References

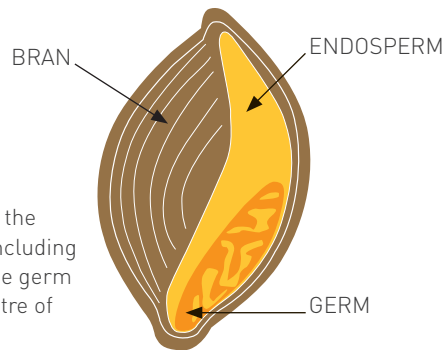
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A man's guide to getting more whole grains every day



What is a wholegrain?

There is a wide variety of different types of breads available – from white through to light wholegrain, wholemeal and full wholegrain. Wholegrain breads usually contain wholemeal flour mixed with kibbled grains such as wheat, barley, oats, linseed and rye. Other common whole grains include brown rice, oatmeal, popcorn and whole wheat.



Whole grains contain all the goodness of the grain, including the outer shell (bran), the germ and the endosperm (centre of the grain).

How to get grainwise?

We are all supposed to be eating at least six servings from the breads and cereals group each day, with as many of these as possible containing whole grains.¹ A serving is equal to one slice of bread, half a cup of cereal/rice or two cups of popped corn. Just over half of our energy intake should come from carbohydrates, with an emphasis on less refined carbohydrates such as wholegrains.¹ In fact, many New Zealanders don't eat the required amounts or types of carbohydrates.²

Why getting grainwise is a good idea

Taste Whole grains add a delicious nutty flavour to breads.

Texture Whole grains provide variety to the texture of bread.

Low GI Most wholegrain breads have a moderate to low Glycaemic Index (GI), which means they break down slowly in the system to provide sustained energy. This also helps you to feel fuller for longer, avoiding hunger pangs between meals.

Nutrients

- **Fibre** Wholegrain breads are one of the best sources of fibre in the diet – higher than wholemeal breads. Fibre is vital for serious gut health. Not only does it keep you 'regular', but it also

helps to fill you up – making you less likely to overeat. So it's also good for that 'spare tyre' management!

- **B group vitamins such as thiamin, niacin, riboflavin, vitamin B6** These are important to help your body use the energy from food and they are in the germ and the bran.
- **Vitamin E** This is present in the germ of the grain. It is an important natural antioxidant which is good for maintaining immunity and skin health.
- **Iron and trace elements (including magnesium and zinc)** These are in the bran. Wholegrain products can contribute a lot to iron intake.
- **Protein** This is in the very centre of the grain. Some grains have a higher protein content than others.

Whole grains also contain many other good things which are hard to spell, such as antioxidants, lignans, phenolic acids, phytoestrogens, and other phytochemicals! The unique combination of nutrients and other hard-to-spell goodies in whole grains are considered better for you than the nutrients alone. It is this combination in whole grains which, when eaten regularly, is thought to help reduce the risk of illnesses such as heart disease, some cancers and diabetes.



- Grainwise foods help to satisfy hunger while doing your body a favour.
- Get grainwise for your heart, your weight and your gut health.
- Enjoying more wholegrain products each day doesn't take more time or effort and can be very cost effective.

Try these easy Grainwise ideas

- Snack on popcorn (go easy on the butter and salt), wholegrain toast or wholegrain crackers.
- Quick tasty meals of toasted wholegrain bread topped with:
 - Poached or scrambled eggs
 - Creamed corn with cheese grilled on top
 - Steamed asparagus and cheese
- Choose wholegrain bread at the weekend sausage sizzle.
- Wholegrain pita pockets or rolls with your favourite fillings is an easy lunch.
- Enjoy wholegrain cereal like porridge or muesli for breakfast.
- Try brown rice instead of white sometimes.

