



WHAT NEW ZEALANDERS' SAY ABOUT WHOLE GRAINS Grainwise Fact File

Research with 400 New Zealanders in September 2005 asked them about their views on health, nutrition and grains.*

The research findings

81% of us say we want to lead a long and healthy life. But a third of people who said that, admitted they didn't eat healthily.

Women (38%) are much more likely to understand the recommended bread serving size is one slice, compared with men (12%).

A quarter of us didn't know bread servings were measured by slice – saying servings were measured by weight, handful or number of helpings!

Lots of us said we eat three serves a day and believed that was the recommended number. The Ministry of Health recommends people eat **at least** six serves, as many as possible being wholegrain.

Sixty percent of us didn't know what a wholegrain was – to find out, read the 'Healthy Living' section at www.grainwise.org.nz

We eat more wholegrain bread as we get older. Nearly half of all 45-54 year olds eat wholegrain bread.

When are we eating bread?

67% at breakfast

82% for lunch

10% with dinner

The research showed most of us believe wholegrain bread:

- Maintains a healthy digestive system
- Maintains a healthy heart
- Has a great taste and flavour
- Is full of vitamins and minerals
- Provides lasting energy
- Is good for both men's and women's wellbeing

But many people didn't realise wholegrain breads are good for growing children. For more on this topic visit the 'Resources' page of www.grainwise.org.nz and read the kids brochure.

*Research conducted by independent research company, Celsius Research. *New Zealanders' Views on Health Nutrition and Grains* telephone survey undertaken for Quality Bakers NZ Ltd in September 2005, n=400 households nationwide.