

What do New Zealand women think about whole grains?



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Get Grainwise



Recent research³ shows New Zealand women want to eat healthily and lots of women say they already do! One way to have a more nutritious diet is to eat plenty of wholegrain-containing foods.

Women know whole grains are full of goodness, but they still need to eat more. The research showed people thought only three servings of breads and cereals should be eaten each day – current guidelines are for at least six. So, there's lots of opportunity to eat more wholegrain foods.

New Zealanders eat bread at all meals, so making some of these wholegrain is a good start.

- 67% of people eat bread at breakfast
- 82% of people eat bread at lunch
- 10% of people eat bread at dinner

When it comes to GI, women are the best informed. Wholegrain foods are generally low to moderate GI. This means wholegrain bread is likely to be a slow energy release food, keeping you full for longer.

With women surveyed saying bread is a quick, easy and good value wholegrain food, there's no reason why you can't get grainwise today!

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.



Choose wholegrain foods when you are shopping and look out 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 women are:



Balance

Balance toast has only 82 calories per slice. Perfect for people looking for the right balance in their day.

Grains Plus

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

Vital

Combining soy and linseeds with the calcium from milk, just two slices provide 35% of an adult's recommended dietary intake of calcium.

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

References

1. Ministry of Health. Food and Nutrition Guidelines for Healthy Adults: A background paper. Wellington: Ministry of Health, 2003.
2. Ministry of Health. NZ Food: NZ People. Key results of the 1997 National Nutrition Survey. Wellington: Ministry of Health, 1999.
3. Celsius Research. New Zealanders' Views on Health, Nutrition and Grains. Conducted with 400 people, for Goodman Fielder in September 2005.

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

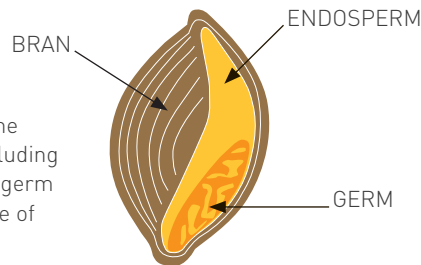


WOMEN



What is a wholegrain?

There is a wide range of breads available, ranging from white to light grain, to wholemeal to heavier grain varieties. 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 eat 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 processed carbohydrates such as whole grains.¹ In fact, many New Zealanders don't eat the right 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, which helps avoid snacking between meals.

Nutrients

- **Fibre** Wholegrain breads are one of the best sources of fibre in the diet – higher than wholemeal breads. Fibre is good for digestive health and the waistline. It helps you feel fuller for longer, so helps stop over eating. The fibre in wholegrain breads is from the bran layer.
- **B group vitamins such as thiamin, niacin, riboflavin, vitamin B₆ and folate** These are important to help your body use the energy from food and they are in the germ and the bran. Folate is especially important for women.

- **Vitamin E** This is 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 foods can contribute a lot to iron intake. Women need to eat more iron than men, and often have low iron status.
- **Protein** This is in the very centre of the grain. Some grains have a higher protein content than others.

Whole grains also contain lots of 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.

Linseed – the wholegrain for women

Linseed or flax seed grains contain omega-3 fats and plant phytoestrogens. These can help reduce some of the symptoms of menopause many women experience as they get older. For this reason, linseed is often paired with soy (also a good source of phytoestrogens), such as in Molenberg Vital.

Use wholegrain breads as a base for good health

- Vitamin E for skin health
- Fibre and low GI for weight control
- Energy with lots of nutrients
- Great taste and real texture



Enjoying more wholegrain foods each day doesn't take more time or effort and can be very cost effective.

Breakfast/brunch

- Choose wholegrain-containing breakfast cereals such as porridge or muesli.
- Choose wholegrain bread for your morning toast.
- Toasted wholegrain bread is a great base for hot toppings. It tastes great and keeps its crunchy toasted texture without going soggy. Try using avocado or Marmite/Vegemite as a healthy spread under hot toppings. Some great brunch toppings are:
 - Poached or scrambled eggs
 - Freshly steamed asparagus
 - Sliced fresh tomatoes and black pepper, or canned tomatoes and cheese
 - Baked beans
 - Sardines

Lunch

Sick of soggy sandwiches?

- Try throwing some wholegrain bread in a re-sealable bag, and some favourite fillings (salad, cheese, chicken, ham, hummus, tuna, whole boiled egg, whole tomato, whole avocado) in another bag and make a yummy fresh sandwich at lunchtime. That way you can keep the fillings in the fridge until you need them and the bread doesn't get soggy.
- Try a salad sandwich made with lightly toasted warm wholegrain bread.
- Cut wholegrain toast into triangles to dip into soup.

Dinner

- Try using wholegrain bread as a base for mini-quiches or pies instead of pastry.
- Use wholegrain bread to make breadcrumbs for a crunchy topping on meals like macaroni cheese.
- Try kibbled wheat (bulghur wheat) or brown rice as a base for salads and instead of white rice or pasta.