

Raising The Grade On Fiber Knowledge

(NAPSA)—According to a recent survey, nearly 70 percent of American adults are making an effort to increase the amount of fiber in their diet by eating more whole grains. Even so, nine out of 10 Americans are not getting enough fiber. The reason why may be two-fold. Many people don't know where to find fiber, and they mistakenly believe products that tout "whole grain" provide it.

Of those surveyed, 75 percent assume that a product labeled with the words "whole grain" is either a good or excellent source of fiber. But this isn't always the case; the fiber content of whole-grain foods can vary greatly. Not all foods made with whole-grain ingredients are good (at least 3 grams) or excellent (at least 5 grams) sources of fiber. And some fiber-rich foods do not contain whole-grain ingredients at all.

Survey results also show that consumers expect foods "made with whole grains" to provide digestive-health benefits (63 percent) and help reduce cholesterol (47 percent). In reality, the powerhouse nutrient in whole grain that is consistently linked to these and other health benefits is fiber.

"Fiber brings big benefits. Yet only 5 percent of Americans get enough of it," says nationally recognized fiber expert Leslie Bonci, MPH, RD, CSSD, LDN. "Confusion about how to find foods with fiber likely contributes to America's fiber deficit."

FIBER-pe-dia

To help consumers better understand fiber and choose foods that offer its important health benefits, Kellogg Company has teamed up with Bonci to offer



Nine out of 10 Americans don't get enough fiber, and cereal can be a great way to get more of this important nutrient in your diet.

FIBER-pe-dia: a comprehensive look at fiber. Available free at www.kelloggsnutrition.com, this online report provides consumers with knowledge they need to incorporate good sources of fiber into their diets.

FIBER-pe-dia also clearly explains how fiber can be beneficial to a healthy weight, digestive health and heart health, as well as the important role fiber plays in helping to keep children's digestive systems healthy so they can absorb nutrients.

"Along with Kellogg's FIBER-pe-dia, flipping to the Nutrition Facts Panel can help people understand how to find foods that provide fiber, which is the first step in bridging America's fiber gap," adds Bonci.

Cereal can be a great way to get more fiber in your diet, and Kellogg offers more ready-to-eat cereals that are at least a good source of fiber than any other food company, including All-Bran, Kellogg's Raisin Bran and Frosted Mini-Wheats. For information on Kellogg Company's commitment to nutrition, visit www.kelloggsnutrition.com.