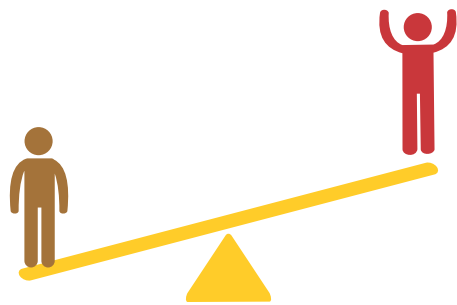


FIBRE *Focus*

10 things you should know about fibre

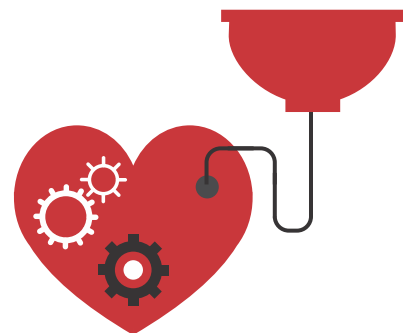
1

CEREAL CONSUMPTION IS DECLINING AS PER NSSO, 2013¹



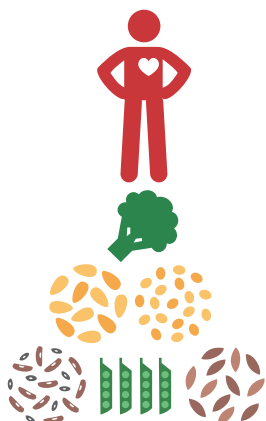
2

STUDIES SHOW THAT INDIANS ARE CONSUMING INADEQUATE AMOUNTS OF FIBRE FROM THEIR DIETS.²⁻⁴



3

WE NEED 40 G/2000 KCAL OF FIBRE FOR GOOD HEALTH⁵



4

HIGHER FIBRE INTAKES ARE LINKS TO CHRONIC DISEASE RISK REDUCTION^{6,7}

5

THERE ARE 3 DIFFERENT TYPES OF FIBRE

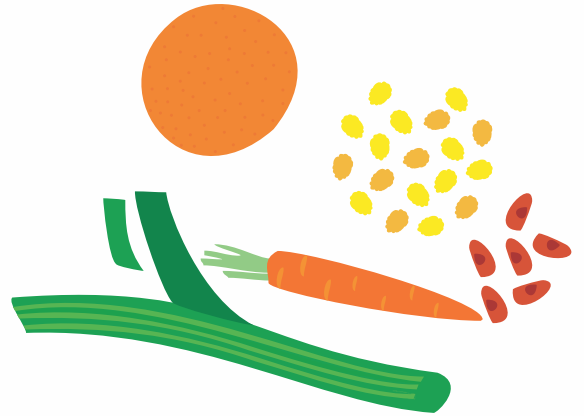
- each with a different function

6

YOU NEED ALL 3 TYPES OF FIBRE FOR GOOD HEALTH:

SOLUBLE FIBRE

- Slows digestion, lowers cholesterol levels and helps control blood glucose levels
- Cereals like Oats, Barley; Pysllium (Isabgol); Legumes like dals, chana, rajma etc; Vegetables like cucumber, carrots; Fruits like apples, pears, oranges, bananas, strawberries etc.



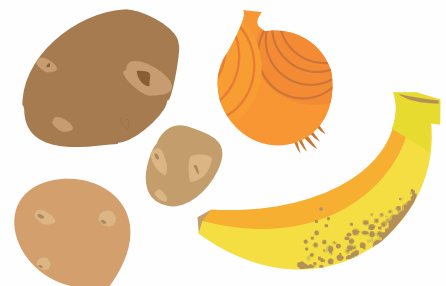
INSOLUBLE FIBRE

- Promotes regularity for digestive health
- Wheat bran; whole wheat products like whole wheat atta, bread, dalia, rava/sooji; whole wheat based cereals; vegetables like cabbage, onion, capsicum; nuts and seeds; fruit and root vegetable skin etc.



FERMENTABLE FIBRES INCLUDING RESISTANT STARCH

- Act as pre-biotics to promote healthy gut microflora (onion, ripe bananas, cooked rice, potatoes and fructans)



7

THE STRONGEST EVIDENCE FOR DISEASE RISK REDUCTION APPEARS TO BE FOR FIBRE FROM GRAIN FOODS ⁸



8

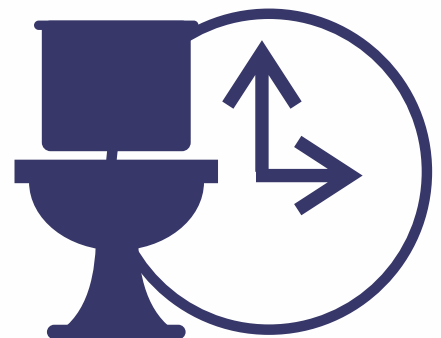
REGULAR CONSUMPTION OF CEREAL FIBRE + WHOLE GRAINS IS ASSOCIATED WITH ^{9,10}

- Improved digestive health
- Reduced risk of weight gain
- Reduced risk of type 2 diabetes and cardiovascular disease
- Reduced risk of morbidity and premature death from cancer, heart disease, respiratory disease and diabetes



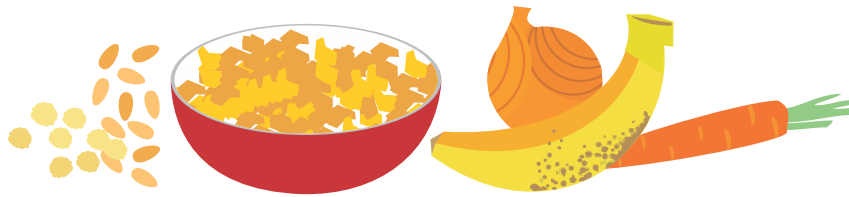
9

90 YEARS OF RESEARCH ALSO PROVES THAT FIBRE FROM WHEAT BRAN IS ONE OF THE MOST EFFECTIVE FOR PROMOTING REGULARITY



10

ENCOURAGE CONSUMPTION OF FOODS RICH IN FIBRE CONTENT LIKE WHOLE GRAIN BREAKFAST CEREALS, MILLETS AND LEGUMES; VEGETABLES; FRUITS; NUTS ETC.



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