

*Go Grains Health &
Nutrition Limited*



*Grain-based foods
are an essential
part of eating for
people of all ages.*

*Eat at least 4
serves every day.*



www.gograins.com.au

Go Grains: 4+ serves a day!

It's no secret that healthy eating and regular physical activity help us achieve and maintain good health throughout life. It's also no secret that grain-based foods such as bread, breakfast cereals, pasta, rice and oats are an essential part of healthy eating for people of all ages.

Given their nutritional importance, it is surprising that many Australians are not eating enough of these core foods and risk missing out on the many nutrients they offer.



Healthy eating recommendations

Australian Dietary Guidelines for children, adolescents and adults specifically recommend that we *'eat plenty of cereals (including breads, rice, pasta and noodles), preferably wholegrain'*.^{1,2}

The actual amount of cereals or **grain-based foods** required by adults and children each day varies according to factors like body size, activity level, age and gender. The Food for Health³ guide recommends that Australians of all ages (from age 4 years) *eat at least 4 serves every day*.

Most active children and adults need more than this, so the key message is to enjoy **4+ serves of grain-based foods each day**. The plus '+' means more than four serves are in most cases recommended. Four serves are regarded as the 'minimum' daily number for good health and wellbeing.

Are we eating enough?

Around 70% of Australians incorrectly believe they should be eating three or fewer serves of grain-based foods each day, with only 17% correctly believing four or more servings each day is the right amount.⁴

The last National Nutrition Survey⁵ carried out in Australia revealed that many people were falling short of the recommended intake for cereal foods – women in particular were eating only around three or fewer serves per day.

The survey also indicated 45% of the dietary fibre we eat comes from breads and other cereal foods, and lesser amounts from fruit (10%) and from vegetables (30%).^{5,6} Most Australians do not meet the recommended daily fibre target, which is 25g for women and 30g for men.⁷ All the more reason to enjoy a variety of grain-based foods (especially wholegrain varieties) every day!

Grains in a healthy diet

Grains such as wheat, oats, rye, barley, millet, rice and corn are used to make a wide range of foods including bread, crispbreads, crackers, ready-to-eat breakfast cereals, muesli, porridge, rice, pasta, noodles and couscous. These foods contribute many nutrients to our diet including energy-giving carbohydrates, dietary fibre and protein. They are generally low in fat and provide good sources of B-group vitamins, vitamin E and many minerals.

Wholegrain varieties are especially nutritious as they contain all the goodness of the grain including the bran, germ and endosperm. The bran and germ contain many beneficial components including fibre, vitamins, minerals and protective substances such as antioxidants and phytonutrients. A diet high in wholegrain foods can protect against heart disease, diabetes and some cancers and can also assist long term weight control.

It is for this reason that wholegrain foods are top notch within the nutritional ranking of grain-based foods. Examples of wholegrain foods include mixed-grain and wholemeal breads, wholegrain breakfast cereals, rolled oats, brown rice and wholemeal pasta.





How much is enough?

The Food for Health³ guide provides the following recommendations for the different age groups and genders.

Recommended Serves of Grain-Based Foods

Children & Adolescents	
4–7 years	5–7 serves / day
8–11 years	6–9 serves / day
12–18 years	5–11 serves / day
Women	
19–60 years	4–9 serves / day
Pregnant	4–6 serves / day
Breastfeeding	5–7 serves / day
60+ years	4–7 serves / day
Men	
19–60 years	6–12 serves / day
60+ years	4–9 serves / day

What is a 'serve'?

One 'serve' of grain-based food:

- = 2 slices of bread
- = 1 medium bread roll
- = 4 crispbreads
- = 1 cup of cooked pasta, noodles, rice
- = 1 cup of porridge
- = 1 1/3 cups of breakfast cereal flakes
- = 2 wheat-flake or oat-flake breakfast biscuits
- = 1/2 cup of muesli



Helping Australians achieve '4+ serves a day'

As part of our ongoing commitment to provide consumers with information about the benefits of grain-based foods as part of a healthy balanced diet, Go Grains has launched a '4+ serves a day' campaign and logo.



The '4+ serves a day' campaign aims to make it easier for people to identify and enjoy healthy grain-based food choices. The campaign promotes the many health benefits of eating a balanced diet that includes the recommended 4+ servings of grain-based foods every day.

Go Grains '4+ serves a day' logo

A Go Grains '4+ serves a day' logo is available to food manufacturers to use on packaging labels to highlight '*healthy grain-based foods*' – products consistent with recognised healthy dietary principles.

All food products that display the '4+ serves a day' logo on-pack meet strict independent nutrient criteria, which ensures that foods carrying the logo are nutritionally sound and suitable for everyday enjoyment.

Put simply, the Go Grains '4+ serves a day' logo is a useful tool to help identify healthy grain-based foods at the point-of-purchase.

So look out for this logo on food products during your next shopping trip!



How to get more grains in your day!

It is easy to include the minimum 4 serves of grain-based foods in one day.

- **Breakfast:** a bowl of **wholegrain flaked cereal** or **porridge (1 serve)** topped with plump prunes and low-fat milk, served with a glass of fruit juice.
- **Morning tea:** 4 **multigrain/wholegrain crispbreads (1 serve)** topped with low-fat cream cheese, fresh tomatoes and cracked pepper. Water, tea or coffee to drink.
- **Lunch:** a **wholemeal roll (1 serve)** filled with lean ham, low-fat cheese, avocado and salad. Water to drink and piece of fruit or fruit salad to finish off.
- **Afternoon tea:** one slice of **raisin toast (1/2 serve)** with a scrape of margarine. Water, tea or coffee to drink.
- **Dinner:** one cup of cooked **wholemeal pasta (1 serve)** with a bolognaise sauce and a side salad. Low-fat yogurt and canned fruit in natural juice for dessert. Chilled water to quench your thirst.

The final word....

The take-home message is that grain-based foods play a vital role in your daily diet. So don't forget to go for 4+ serves each and every day!

Go Grains Health and Nutrition Limited

Go Grains Health & Nutrition Limited (Go Grains) is the leading independent nutrition advisor in Australia for grain foods in human health. One of our key roles is to provide scientifically based information about the role of grain foods in promoting good health and preventing disease. Go Grains' information is used by health professionals, teachers, food legislators, the food industry, the media and consumers throughout Australia.



For more information

To learn more about the benefits of grain-based foods and health, or to order additional copies of this brochure, visit the [Go Grains website](http://www.gograins.com.au) at www.gograins.com.au or contact the 'Go Grains 4+ Information Line' by calling **1300GRAINS** (1300 472 467).

References:

1. National Health and Medical Research Council. *Dietary Guidelines for Australian Adults*. Canberra: Commonwealth of Australia, 2003.
2. National Health and Medical Research Council. *Dietary Guidelines for Children and Adolescents*. Canberra: Commonwealth of Australia, 2003.
3. National Health and Medical Research Council. *Food for Health*, Commonwealth Department of Health & Ageing, 2003.
4. National Newspoll Study conducted by telephone in November 2006 among a representative sample of 1,200 adults aged 18+ nationally.
5. McLennan W & Podger A. *National Nutrition Survey 1995: Foods Eaten*. Canberra: ABS, 1999.
6. Cashel, K, Jefferson S. *The core food groups*. Endorsed by the National Health and Medical Research Council. Australia: Australian Government Publishing Service, 1995.
7. National Health and Medical Research Council. *Nutrient Reference Values for Australia and New Zealand*. Commonwealth of Australia, 2006.



Go Grains Health & Nutrition Limited
PO Box 420
Spit Junction NSW 2088