



Sources of Nutrients FAQs

What are the key takeaways to this research?

The Grain Foods Foundation (GFF) assessed national consumer consumption data sets, also known as the National Health Examination Survey, from 2005–2010 with a keen eye toward grain consumption. Analysis of the data allowed GFF to address the following:

- Grain foods are a nutrient-rich food category supplying many nutrients of concern as identified by the Dietary Guidelines — including vitamin E, folate, calcium, magnesium, fiber and potassium.
- Grain foods are on par with nutrient-dense foods like milk and dairy foods. Grain foods provide similar amounts of protein to milk and dairy foods (12 percent versus 13 percent); 13 percent calcium (compared to 30 percent milk and dairy); and similar amounts of riboflavin (one of the many B vitamins) at 17 percent for grain foods and 18 percent for milk and dairy.
- Grains are the largest source of fiber in the diet of most Americans. Unfortunately, 95 percent of Americans do not meet the recommendations for fiber intake.¹
 - Recommended fiber intakes are 25 grams for women and 38 grams for men.²
 - Grain foods provide nearly the same amount of fiber (23 percent) when compared to fruits (10 percent fiber) and vegetables (16 percent fiber) combined (26 percent total).
- Americans (ages 2 years and older) consume on average 2,110 calories per day.
 - Grain foods account for a total of 15 percent of calories and 20 percent of carbohydrates in an American's diet.
 - Yeast breads provide 14 grams of carbohydrates. This is equivalent to approximately one slice of bread (note: on average a slice of bread has 12 grams of carbohydrates) or 5 percent of total carbohydrates in the American diet.
 - Breads, rolls and tortillas only provide 7 percent of total calories and 11 percent of total carbohydrates in the diet.

Can you tell me more about the National Health Examination Survey?

The National Health and Nutrition Examination Survey (NHANES) is a program of studies designed to assess the health and nutritional status of adults and children in the United States. The survey is unique in that it combines interviews and physical examinations. NHANES is a major program of the National Center for Health Statistics (NCHS). NCHS is part of the Centers for Disease Control and Prevention (CDC) and has the responsibility of producing vital nutrition health statistics for the nation.

The NHANES program began in the early 1960s and has been conducted as a series of surveys focusing on different population groups or health topics. In 1999, the survey became a continuous program that has a changing focus on a variety of health and nutrition measurements to meet emerging needs. The survey examines a nationally representative sample of about 5,000 persons each year.

The NHANES interview includes demographic, socioeconomic, dietary and health-related questions. The examination component consists of medical, dental and physiological measurements, as well as laboratory tests administered by highly trained medical personnel.

¹ U.S. Dietary Guidelines Scientific Report 2015, <http://www.health.gov/dietaryguidelines/2015-scientific-report/06-chapter-1/d1-11.asp#figure-d1-2>

² Institute of Medicine, <http://iom.nationalacademies.org/Activities/Nutrition/SummaryDRIs/DRI-Tables.aspx>



Findings from this survey is used to determine the prevalence and risk factors of major diseases. Information is used to assess nutritional status and its association with health promotion and disease prevention. NHANES findings are also the basis for national standards for such measurements as height, weight and blood pressure. Data from this survey is used in epidemiological studies and health sciences research, which help develop sound public health policy, direct and design health programs and services and expand health knowledge for the nation.

For more information about NHANES, visit: http://www.cdc.gov/nchs/nhanes/about_nhanes.htm

How will this research help the public health communities?

GFF aims to help Americans and public health communities better understand carbohydrates' role in optimal nutrition. By actively participating in the research process, this allows us, our investors and those in the nutrition science community to educate everyone on the positive benefits of grains in the diet. With the research results, the first step is to share the results with other scientists for validation, proceed to peer-reviewed journal publications and then ultimately be included as evidence for future nutrition policy work like the Dietary Guidelines 2020.

How will this research help consumers?

As more and more Americans consider eliminating grains from their diets, research has shown that cutting out wheat entirely means missing out on a wealth of essential nutrients needed for good health, including fiber, iron and B vitamins. An overly restrictive regime may not only be unhealthy, it may be unrealistic and not sustainable over the long term.

In addition, the *Dietary Guidelines for Americans* call for the average healthy American adult to consume six one-ounce servings of grain foods daily, half from whole-grain sources and the other half from enriched-grain sources. This recommendation is based on the key nutrients that grain foods provide.

Bread and grains provide fuel for energy the human body needs, as well as many essential nutrients our bodies need to stay healthy and ones that the Dietary Guidelines Advisory Committee Report highlighted as shortfall nutrients and/or nutrients of concern.

In particular, enriched grains are the primary source of folic acid in Americans' diets and, according to the CDC, have been credited with reducing birth defects by approximately one-third since the FDA mandated fortification of enriched grains in 1998.

Why did GFF conduct this research?

GFF is built on the platform of using nutrition science to educate audiences on the benefits of grains in the diet. GFF now has an opportunity to contribute to nutrition science itself by sharing with audiences the research through conference presentations, abstracts, white papers, infographics and other communication mediums to help the public truly understand grains' importance in the diet.

Is this research funded by industry?

GFF is funded through voluntary donations from grain-based companies, supplemented by industry associations.

If GFF paid for the research, isn't it just self-serving information?

Good question, and this is often a public misperception on how research is funded. While GFF did provide the support to conduct this research, the actual methodology, research and analysis was executed by a credible, nutrition research consulting company, Nutrition Impact, LLC, which has nearly 20 years of experience in the nutrition research sphere. Research today is funded by companies since government funding is often scarce. In order for groups to better understand foods' impact on human diets, outside funding is a necessity.

**How much did this research cost?**

GFF is not at liberty to discuss the cost of research initiatives; however, the funding of this work benefits the public health community, health influencers and investors that create products that provide nutrition at a low cost for consumers.

What does this research mean to the GFF and grains industry?

GFF is committed to science that elevates the nutritional contributions of grains in the diet.

Will GFF be conducting additional research in the future?

Yes, GFF will continue to support research that benefits the health and well-being of those publics that enjoy grain foods.

Will GFF publish this research in a peer-reviewed scientific journal? What is the timing for that?

Yes, GFF aims to publish this research by mid-2016.

What does GFF hope will happen as a result of these findings?

GFF aims to help Americans and public health communities better understand carbohydrates' role in optimal nutrition. By actively participating in the research process, this allows us, our investors and those in the nutrition-science community to educate everyone on the positive benefits of grains in the diet. With the research results, the first step is to share the results with other scientists for validation, proceed to peer-reviewed journal publication and then ultimately be included as evidence for future nutrition policy work like the Dietary Guidelines 2020.

How will GFF put these findings to work?

GFF believes in making research data points accessible. With this latest research, we aim to share it with media, health professionals, the general public and our investors through:

- Conference proceedings
- Peer-reviewed journal articles
- GrainFoodsFoundation.org
- White papers
- Infographics
- Social media
- The Scientific Advisory Board
- Programming efforts like Healthy Baby Month



About Grain Foods Foundation

Who is the Grain Foods Foundation?

Formed in 2004, Grain Foods Foundation (GFF) is a joint venture of members from the baking and milling industries, and allied suppliers. GFF believes everybody needs grain foods to enjoy a happy and healthy life.

The Foundation is directed by a board of trustees, and its funding is provided through voluntary donations from grain-based companies, supplemented by industry associations. GFF offers research-based information and resources to members, partners, influencers, policy makers and consumers through a comprehensive communications campaign, conferences, webinars, research tools, social media and more. Many campaign elements are available to members for use in individual promotional efforts.

Nutrition is always a hotly contested topic, and Americans have been inundated with often conflicting and sometimes suspect nutritional advice. GFF is committed to bringing fact-based information and common sense to the consumer. We encourage consumers to follow the recommendation of nutrition experts and to make grains a foundational platform of their daily diets.

What does GFF do for consumers, influencers and media?

The Foundation is committed to nutrition education programming that is firmly rooted in sound science, being a strong advocate for our members and being a resource for consumers and the media who want to learn more about the role of grains in a healthy lifestyle. For all of these reasons and more, GFF invites you to: Come to the table — for all things grains.

Who is Nutrition Impact, LLC?

Nutrition Impact, LLC is a consulting firm with nearly 20 years of experience, specializing in helping food and beverage companies develop and communicate science-based claims about their products and services. Nutrition Impact also publishes numerous nutrition-related articles in peer-reviewed literature every year.