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**KELLOGG CANADA STRIVES TO HELP CANADIANS
REACH DAILY FIBRE GOALS WITH GREAT-TASTING CEREALS**
*Fibre's Importance Highlighted in New Study Linking
High-fibre Grain Consumption with Longer Life*

MISSISSAUGA, Ont., Feb. 17, 2011 – Fill up on fibre each day and you just may live a longer life. A study published in the current issue of the *Archives of Internal Medicine* suggests that people who eat a high-fibre diet may live longer than those who fail to get enough dietary fibre each day. Researchers specifically noted that dietary fibre from grains – such as those found in breakfast cereal – was significantly related to a lower risk of death from certain diseases in both men and women.

“Kellogg has long understood the important role fibre plays in overall health and is committed to helping Canadians increase the fibre in their diet through foods they already eat and enjoy. This study is further proof of the significant contribution of fibre to the diet,” said Christine Lowry, vice president, nutrition, government and corporate affairs, Kellogg Canada Inc. “For this reason, Kellogg Canada offers more ready-to-eat cereals that are at least a source of fibre than any other food company.”¹

A Closer Look at the Study

The study looked at the diets of more than 388,000 adults, ages 50 to 71, who participated in a nine-year diet and health study conducted by the National Institutes of Health and the American Association of Retired Persons. A link was found between high-fibre diets and a lower risk of death from heart disease, infectious and respiratory illness and, in the case of men, certain cancers. In fact, the risk of dying from these diseases was reduced by 24 to 56 per cent in men and 34 to 59 per cent in women with high-fibre intakes.

¹ Nielson GB+MM+DRU, latest 52 weeks ending March 12, 2009. Based on 42% share of RTEC cereals that qualify as source, high source and/or very high source of fibre.

While fibre is found in fruits, vegetables and beans, fibre from grains was most strongly tied to the lowered risk of death in the study. Grain-based fibre sources contain vitamins, minerals and antioxidants, which may play a role in reducing the risk, so fibre supplements may not be as effective.

The Importance of Fibre

Fibre brings big benefits, yet Canadians are not getting enough of this important nutrient. In fact, average fibre intakes are only about half of recommended levels.² It is recommended that men aged 19-50 consume 38 grams of fibre each day, while women 19-50 should consume 25 grams.³

“This latest research should serve as wake-up call to all Canadians to start making some small changes to their diets to ensure they are getting enough of this nutrient so important for overall health,” said Lowry. “Making simple changes, such as swapping your low-fibre breakfast cereal for a high-fibre cereal that provides at least 4 grams of fibre per serving, can help close the gap.”

Action Steps for a “Fibre-Full” Diet

Starting the day with a breakfast that includes a bowl of one of the many *Kellogg’s* cereals that provide fibre is an excellent way to increase fibre in the diet. Choices include long-time favorites *Kellogg’s* All-Bran**, *Kellogg’s* Mini-Wheats** or *Kellogg’s Two Scoops Raisin Bran** cereal, as well as newer additions to the cereal aisle, such as *Kellogg’s* Fibre Plus** cereal. Offering between 5 and 12 grams of fibre per serving, these cereals can help people get a jump-start on meeting their daily fibre needs.

² Health Canada, Canadian Community Health Survey Cycle 2.2, Nutrition. (2004). Nutrient Intakes from Food. Provincial, Regional and National Summary Data Tables: Volume 1.

³ Institute of Medicine. (2005). Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein and Amino Acids (macronutrients). National Academies Press.

Other small changes that can add up to big fibre gains include sprinkling *Kellogg's* All-Bran** cereal or *Kellogg's* All-Bran Buds** on salads or fruit, choosing snack bars with at least 4 grams of fibre such as *Kellogg's* All-Bran** bars, and switching to *Eggo* Plus Fibre** waffles with 3 grams of fibre per serving.

For more information on the benefits of fibre and Kellogg Canada's efforts to increase fibre in foods that consumers are already eating and enjoying, please visit www.kelloggsnutrition.ca.

About Kellogg Canada

Founded in 1914, Kellogg Canada is the leading manufacturer of ready-to-eat cereal in Canada. The company's brands include *Special K**, *Vector**, *All-Bran**, *Kellogg's Corn Flakes**, *Kellogg's* Two Scoops* Raisin Bran*, *Eggo**, *Nutri-Grain**, *Rice Krispies**, *Pop-Tarts**, *Kellogg's Frosted Flakes**, and *Froot Loops**. For more information, visit www.kelloggs.ca, and for information on Kellogg Canada's commitment to nutrition, visit www.kelloggsnutrition.ca.

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