



Calling All Canadian Parents – Are You Stumped By The “F” Word?

TORONTO, April 2, 2009 – The “F” word and how to get more of it – more fibre that is – is just one of the many questions parents face. And, a recent survey, commissioned by new Kellogg's *MultiGrain Krispies*, reveals that 60 per cent of parents believe their children's diet generally includes the right amount of fibre. Yet, Canada's fibre intake falls dangerously short of that recommended for good health with 9 out of 10 children eating too little of the important nutrient.¹

Now, Kellogg's is making it easier than ever before for parents to boost fibre intake in their children's diets with the introduction of new *MultiGrain Krispies*, a great-tasting cereal kids will love with a high source of fibre that their growing bodies need. With four grams of fibre per serving, one bowl of *MultiGrain Krispies* gives children aged one to three 21 per cent of their daily fibre requirements, and children aged four to eight 16 per cent of their daily fibre requirements.²

“With one of the largest offerings of high fibre cereals, Kellogg's is committed to enhancing the nutrition profiles of our products for adults and children,” says Christine Lowry, registered dietitian and vice-president, nutrition and corporate affairs, Kellogg Canada Inc. “Parents can feel confident that high fibre *MultiGrain Krispies* will satisfy their family's taste requirements as well as help meet their nutrient needs.”

Beyond big taste, size and high fibre, *MultiGrain Krispies* cereal is also made with the wholesome goodness of whole wheat, corn and whole oats; it contains 13 grams of whole grain and is a source of seven essential nutrients, including an excellent source of iron and thiamin — two key nutrients for growing children. The new cereal is now available at major grocery retailers across Canada. A 385-gram box retails for approximately \$4.69.

“While whole grain consumption is an important contributor to health, studies reveal that the fibre within whole grains may have the greatest health benefit³,” adds Lowry. “It's important to check the Nutrition Facts table on food packages for the grams of fibre per serving when choosing whole grain foods to ensure you are getting the maximum health benefits. Whole grain foods are good for you, but sources of whole grain *and* high fibre give you the health benefits of both.”

The Kellogg's *MultiGrain Krispies* Fibre Survey was conducted in March 2009 by Leger Marketing with a total of 455 surveys completed among a randomly selected sample of Canadians with children in the household. The maximum margin of error for a sample of this size is +/- 4.6 per cent, 19 times out of 20, of what it would have been had the whole Canadian adult population been surveyed.

Other interesting statistics from the Kellogg's *MultiGrain Krispies* Survey include:

- 31 per cent of parents isolated the prevention of constipation as the most important effect of fibre on their children's health
- 11 per cent said it "gives them energy"
- 9 per cent believe it "fills them up"
- 3 per cent believe it "protects their children against infection"

Children and Fibre

It's important that children adopt healthy eating habits early in life, which includes eating a selection of foods from each food group, especially fibre-containing foods. In fact, professional organizations, such as the Canadian Pediatric Society, recommend a varied intake of fibre-containing foods among children such as whole grain cereals and breads, fruits, vegetables and cooked legumes.

Fibre provides numerous health benefits to children, including:

- Prevention of constipation.
- Development and maintenance of a healthy population of gastrointestinal bacteria.
- Establishment of healthful eating habits more likely to be sustained throughout life.

In addition, observational studies have shown that children with higher-fibre intakes are less likely to be overweight than those with low-fibre intakes. Furthermore, higher-fibre diets during childhood have been shown to be inversely related to blood cholesterol levels. With increasing rates of overweight and obesity among children and growing evidence that high-fibre diets have been associated with lower weight gain, adoption of a higher-fibre diet is timely advice for many Canadian families.

A simple way to help children take small steps towards meeting their recommended fibre intake is to set achievable goals. As a general "rule of thumb", simply start with the age of the child and add 5. This can serve as a starting point for parents who are looking to add fibre to their child's diet. For example, "Age + 5" applied to a 5 year old child yields a result of 10. Therefore, 10 grams of fibre would be the minimum amount of fibre to aim to include in a 5 year old child's diet. It's that simple.⁴

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**. In addition to providing nutritious, high-quality foods, Kellogg Canada is committed to educating consumers about nutrition and healthy, active living through responsible packaging, brochures, advertising and symposia developed with the scientific and medical communities. For more information, visit the Kellogg Canada Web site at www.kelloggs.ca.

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

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

³ De Moura Ph.D, Fabiana F., "Whole Grain Intake and Cardiovascular Disease and Whole Grain Intake and Diabetes: A Review". 2008 Life Sciences Research Offices (www.lsr.org).

⁴ http://www.hc-sc.gc.ca/fn-an/pubs/infant-nourrisson/nut_infant_nourrisson_term_9-eng.php#other-3