



Whole Grains – *Life Insurance You Eat*

Whole Grains are a good source of cholesterol lowering and cancer fighting components including antioxidants and phytochemicals. Whole Grains take longer to digest allowing more nutrients to be broken down and absorbed into the bloodstream. Whole grains slow down the conversion of complex carbohydrates into sugar helping to reduce hunger and control weight. The symptoms of diverticular disease and constipation can be reduced by the consumption of whole grain foods.

Whole grains have low glycemic indexes. When grains get bad press it is based on the premise that they have a high glycemic index. (The index measures the rate at which carbohydrates break down into sugar once they are eaten.) Diets filled with high glycemic foods, like refined white flour, have been linked to increased risk of diabetes and heart disease. Glucose response is decreased when grains are not refined, and they contain soluble fiber and large particle size.

Refined grains such as white flour are stripped of vitamins, minerals and other disease fighting components. All whole grains have an outer coating known as the bran, endosperm containing the starch, and germ that can grow into a new plant. During refining the bran and germ are removed. The bran is high in B vitamins, trace minerals and fiber and contains 75% of all the phytonutrients. The germ is a good source of B vitamins and vitamin E. The endosperm is high in starch, low in vitamins and fiber and is made into white flour.

Whole grains are high in antioxidants. When a whole grain food is eaten, the antioxidant activity is carried through the entire digestive tract. Grain antioxidants along with soluble, insoluble, and fat soluble fiber can act as free radical scavengers in the intestine. Studies have shown that whole grain foods have considerably more antioxidant activity than fruits and vegetables.

Fiber helps create healthful microflora. Unhealthful microflora is created by diets high in protein and fats. Lignans are bioactive when converted to phytoestrogens by microflora. Lignans are converted to enterodiol or enterolactone in the colon, competing with estrogen to reduce the risk of cancer. Whole grains contain tocotrienols that have been shown to inhibit cancer, reduce cholesterol, and reduce heart disease and sterols that block cholesterol absorption and reduce the conversion of secondary bile acids relating to colon cancer.

Studies have shown that consumption of whole grains:

- Reduced all cause mortality (42,254 women – study for breast cancer screening)
- Decreased the risk of heart disease by 30% with each 10g increase in cereal fiber intake (44,000 men)
- Decreased the risk of ischemic heart disease by 30-36% by eating at least one serving of whole grain foods per day (Iowa Women's Health study of over 34,000 women)
- Decreased the risk of coronary heart disease by 25% by eating 3 servings of whole grain foods per day (Harvard Nurses Study of over 75,000 women)
- Decreased the risk for gastrointestinal cancer by 21-43% (a Meta analysis of 40 studies)
- Decreased the risk of hormone dependent cancers by 10-40% (Meta analysis study)
- The combination of vitamins, minerals, proteins, antioxidants, and lignans synergistically provide preventative measures against disease

IF PEOPLE DON'T EAT WHOLE GRAINS, THEY ARE NOT CONTRIBUTING ANY NUTRITIONAL BENEFITS. At Bob's Red Mill we stone grind whole grains into powdery fine flours that will make the finest baked goods, and we crack and cut the grains to make the most delicious hot cereal.

Have you tried:

- Millet – more B vitamins than wheat and a good source of copper and iron
- Quinoa – higher in iron than other grains and a good source of folate, zinc, B vitamins including riboflavin, magnesium and phosphorous
- Amaranth – high in calcium, folate, iron and soluble fiber

Our website contains over 700 recipes for every meal of the day.

5/10 - PDF

BOB'S RED MILL NATURAL FOODS, INC.

Manufacturers of

Natural Stone Ground Whole Grain Flours • Cereals • Meals • Bulk Grains • Seeds • Beans

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