

BILLIONS OF REASONS TO EAT GRAIN FIBRE

Cardiovascular disease (CVD) and Type 2 diabetes (T2D) are two of Australia's biggest killers



CVD accounts for a **third of all deaths**¹



T2D is the underlying cause of approximately **1 in 100 deaths**²



4 out of 5 Australian adults do not eat enough fibre to help reduce the risk of chronic disease³

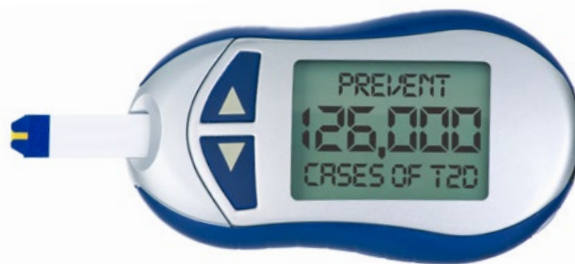
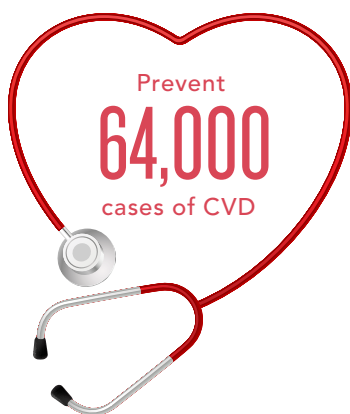
CVD and T2D currently cost our economy

\$ 217 BILLION

per year in healthcare expenditure and productivity loss

GRAIN FIBRE IS ONE OF THE MOST EFFECTIVE FIBRES FOR REDUCING THE RISK OF CVD AND T2D^{4,5}

If every Australian adult adds **4–5 grams of grain fibre** to their diet every day it could help:



FOODS CONTAINING 4–5 GRAMS OF GRAIN FIBRE



A BOWL of high fibre cereal or porridge



2 SLICES of wholemeal bread



1/4 CUP of whole grain such as barley or corn

¹AIHW (2016). Cardiovascular disease. Canberra

²ABS, 2016. Causes of death, Australia

³Nutrition Research Australia (2017). Fibre intake of Australians – A secondary analysis of the 2011–12 National Nutrition and Physical Activity Survey

⁴Threapleton et al. (2013). BMJ; 347: f6879

⁵Interact Consortium (2015). Diabetologia; 58 (7)