

April 2011

Dear Nutrition Professional,

Welcome to the first 2011 Health & Wellness mailing for Canadian Healthcare Professionals from PepsiCo Nutrition.

The topic of focus for this edition is fibre, and in particular, the soluble oat fibre or beta-glucan found in whole grain oats.

In November 2010, Health Canada formally recognized the benefits of oat fibre by announcing its support for the substantiation of the health claim: oat fibre helps reduce cholesterol, a risk factor for heart disease. There is a large body of evidence to support the link between the consumption of soluble fibres such as beta-glucan or oat fibre, and the maintenance of healthy cholesterol levels.¹

Based on a review of evidence, which used LDL-cholesterol and total cholesterol as endpoints, Health Canada concluded that scientific evidence exists in support of the claim linking the consumption of beta-glucan oat fibre to a reduction of blood cholesterol; and that adults with normal or mildly increased blood cholesterol could also benefit from higher oat intake.²

Eligible sources of beta-glucan oat fibre identified in the claim are oat bran, rolled oats/oatmeal and whole oat flour, as foods themselves or as ingredients.²

The claim is timely as data from the Canadian Health Measures Survey (CHMS) shows that 41% of adult Canadians have a high total cholesterol level.³ In fact, the Heart and Stroke Foundation of Canada reports that approximately 10 million Canadians have cholesterol levels higher than the recommended targets determined by their doctor.⁴

We've developed this issue, **The Facts on Fibre**, to share some of the latest news and research about fibre with you, and to provide a practical information tool for your clients and patients.

Visit our PepsiCo Canada for Healthcare Professionals site to download resources, to provide us feedback and to subscribe to our e-newsletter at www.pepsiconutrition.ca.

Sincerely,



Lori Kelly RD
Director, PepsiCo Canada Health & Wellness

References

1. Andon, MB Anderson, JW. The oatmeal-cholesterol connection: 10 years later. AJLM. 2008;2:51-57
2. Health Canada. Oat Products and Blood Cholesterol Lowering. <http://www.hc-sc.gc.ca/fn-an/label-etiquet/claims-reclam/assess-evalu/oat-avoine-eng.php>
3. Statistics Canada. Canadian Health Measures Survey 2007-2009. <http://www.statcan.gc.ca/daily-quotidien/100323/dq100323a-eng.htm>
4. Heart and Stroke Foundation of Canada. Statistics. <http://www.heartandstroke.com/site/c.ikiQLcMWJtE/b.3483991/k.34A8/Statistics.htm>

SOLUBLE OAT FIBRE & CHOLESTEROL



Health Canada's announcement of the new oat fibre health claim means that specific benefits of oat fibre can be communicated more clearly and can help consumers to make informed decisions about their food choices.

Here is an example of how the claim will appear on a package of Quick Quaker® Oats:

"Oat fibre helps reduce cholesterol, a risk factor for heart disease. 1/3 cup (30 g) of Quaker® Oatmeal supplies 40% of the daily amount of the fibres shown to help reduce cholesterol."

The "daily amount" referred to is 3 g of beta-glucan oat fibre. This amount is based on the evidence available concerning the lowest observed efficacious daily dose for lowering cholesterol.¹

The oat fibre claim can apply to either a food product that meets the qualifying criteria, such as oatmeal, or an ingredient such as oat bran.¹

FOODS THAT CARRY THE CLAIM MUST MEET THE FOLLOWING CRITERIA¹

- 1 Contain at least 0.75 g beta-glucan oat fibre per reference amount and per serving of stated size from the eligible sources;
- 2 Contain at least 10% of the weighted recommended nutrient intake of a vitamin or a mineral nutrient per reference amount and per serving of stated size;
- 3 Contain 100 mg or less of cholesterol per 100 g of food;
- 4 Meet the definition of "free of saturated fatty acids" or "low in saturated fatty acids";
- 5 Contain 480 mg or less of sodium per reference amount and per serving of stated size, and per 50 g if the reference is 30 g or less; and
- 6 Contain 0.5% or less of alcohol.

EXAMPLES OF QUAKER® PRODUCTS THAT QUALIFY FOR THE NEW OAT FIBRE HEALTH CLAIM

QUAKER® PRODUCTS	SERVING SIZE	% OF THE DAILY AMOUNT OF THE FIBRES SHOWN TO HELP REDUCE CHOLESTEROL*
Large Flake Quaker® Oats	1/3 cup (30 g)	40
Quick Quaker® Oats	1/3 cup (30 g)	40
One Minute Quaker® Oats	1/3 cup (30 g)	40
Quaker® 100 % Whole Grain Oatmeal packets	1/3 cup (30 g)	40
Quaker® Instant Oatmeal (various flavours)	1 packet (33 g – 46 g)	30 – 40
Quaker® Reduced Sugar Instant Oatmeal (various flavours)	1 packet (29 g – 31 g)	30
Quaker® Weight Control Instant Oatmeal (various flavours)	1 packet (38 g)	30
Quaker® High In Fibre Instant Oatmeal (various flavours)	1 packet (38 g – 43 g)	30 – 35
Quaker® Oat Bran Hot Cereal	1/3 cup (30 g)	65
Quaker® Oatmeal to Go® Oatmeal Bars (various flavours)	1 bar (40 g)	30

* Based on unrounded amount of soluble oat fibre per serving

References

1. Health Canada. Oat Products and Blood Cholesterol Lowering. <http://www.hc-sc.gc.ca/fn-an/label-etiquet/claims-reclam/assess-evalu/oat-avoine-eng.php>



PEPSICO
CANADA



Baked!

Tropicana



All trade-marks are owned or used under licence by PepsiCo Canada ULC.



The Facts on Fibre



FILL UP ON FIBRE THROUGHOUT THE DAY

Try to increase fibre slowly and drink plenty of fluids as your digestive system adjusts. A great way to boost your fibre is to aim for the maximum number of fruit and vegetables and grain servings recommended for you by Canada's Food Guide.

At least half of your grain servings should be whole grains.

Most of us know that fibre is essential for a healthy diet. But what kind of fibre do we need and are we getting enough?

Health Canada supports the following recommendations for total fibre intake. Men aged 19-50 should consume 38 g of fibre per day while women need 25 g. For adults 51 and older the recommendation is slightly lower. Men should aim for 30 g each day and women 21 g.¹

The Heart & Stroke Foundation of Canada reports that the average Canadian consumes only 15 g of fibre each day.²

HOW TO GET UP TO 30 G OF FIBRE IN A DAY³

		FIBRE
BREAKFAST	■ Oatmeal, large flakes/quick (3/4 cup) with blueberries, raw (1/2 cup)	2.6
	■ Fat free yogurt (3/4 cup)	2
	■ topped with almonds, dried (2 tbsp)	0
	■ Glass of orange juice, ready to drink (1/2 cup)	2.1
		0.3
SNACK	■ Apple	2.6
	■ Glass of skim milk (1 cup)	0
LUNCH	■ Bread, whole wheat (2 slices)	4.8
	■ Sliced turkey breast (2.5 oz)	0
	■ Hummus as spread (1 tbsp)	0.8
	■ Tomato, raw (1/2 sliced)	0.75
	■ Romaine lettuce (1/2 cup)	0.6
	■ Baby raw carrots (8)	1.4
■ Pear with skin (1)	5	
SNACK	■ Oatmeal bar (high in fibre)	4
DINNER	■ Salmon fillet (6 oz)	0
	■ Rice, brown, long-grain, cooked (1/2 cup)	1.5
	■ Asparagus, fresh or frozen, boiled (6 spears)	1.6
		TOTAL 30 G OF FIBRE

TIPS TO INCREASE FIBRE THROUGHOUT THE DAY. EVERY CHOICE ADDS UP!

At Breakfast	At Lunch	At Dinner	Snack Time
<ul style="list-style-type: none"> ■ Choose whole grain cereals or oatmeal ■ Top cereal with fresh, frozen or dried fruit ■ Sprinkle oats or oat bran over yogurt 	<ul style="list-style-type: none"> ■ Choose whole grain breads or buns for sandwiches ■ Spread hummus on bread instead of butter or mayo ■ Choose hearty soups full of beans or legumes and vegetables 	<ul style="list-style-type: none"> ■ Choose whole wheat pasta or rice ■ Use oats in meatballs or coat fish with oat-based crust ■ Choose vegetables like Brussels sprouts, peas and corn 	<ul style="list-style-type: none"> ■ Choose granola bars with 2 or more grams of fibre to carry with you for a snack on the go ■ Cut up fresh veggies and serve with hummus ■ Snack on low fat cheese with whole grain crackers

From PepsiCo Canada. Q1_2011

References

1. Health Canada. <http://www.hc-sc.gc.ca/fn-an/surveill/nutrition/commun/art-nutr-adult-eng.php#a323>
2. Heart & Stroke Foundation of Canada. http://www.heartandstroke.com/site/c.iKlQLcMWJtE/b.4391495/k.FA36/Health_Check_nutrient_standards_for_fibre.htm
3. Health Canada. Nutrient Value of Some Common Foods. http://www.hc-sc.gc.ca/fn-an/nutrition/fiche-nutri-data/nutrient_value-valeurs_nutritives-tc-tm-eng.php

SOLUBLE OAT FIBRE IN THE NEWS

TYPES OF FIBRE

There are two types of fibre, insoluble and soluble.

Insoluble fibre helps to create the bulk that moves through our digestive system, keeping us regular. Soluble fibres, also called 'viscous fibres', form a gel-like substance that binds with cholesterol and other fats in the bloodstream. **Soluble fibres**, such as soluble oat fibre, have been shown to have a positive effect on cholesterol, weight control and blood pressure.¹

Health Canada approves new health claim about oat fibre.

Many of us think of oats as wholesome, traditional and trusted. Research supports the link between eating soluble oat fibre found in oats and helping to reduce cholesterol.¹

Now Health Canada has formally recognized the benefits of oat fibre by supporting the health claim that: **oat fibre helps reduce cholesterol, a risk factor for heart disease.**



Foods that carry the new oat fibre claim must meet additional nutritional criteria. The criteria include minimum amounts for vitamins and minerals as well as maximum levels of cholesterol, sodium and saturated fat.²

Example of a health claim you would see on a package of Quick Quaker® Oats:

Oat fibre helps reduce cholesterol, a risk factor for heart disease.

1/3 cup (30 g) of Quaker Oatmeal supplies 40% of the daily amount of the fibres shown to help reduce cholesterol

The Quaker® brand uses 100% whole grain oats in many of the foods that carry the oat fibre claim.

The "daily amount" in the claim is 3 g of beta-glucan oat fibre. Research shows that 3 g is the lowest amount shown to have a cholesterol lowering effect.²

The chart on the right provides examples of how some of these foods can contribute to 3 g of soluble oat fibre each day.

 <p>1/3 cup (30 g) supplies 40% of the daily amount of the fibres shown to help reduce cholesterol</p>	 <p>1 packet (33 g) supplies 30% of the daily amount of the fibres shown to help reduce cholesterol</p>	 <p>1 packet (30 g) supplies 40% of the daily amount of the fibres shown to help reduce cholesterol</p>	 <p>1/3 cup (30 g) supplies 65% of the daily amount of the fibres shown to help reduce cholesterol</p>	 <p>1 bar (40 g) supplies 30% of the daily amount of the fibres shown to help reduce cholesterol</p>
---	--	---	---	---



From PepsiCo Canada. All trademarks are owned or used under license by PepsiCo Canada ULC.

References

1. Andon, MB Anderson, JW. The oatmeal-cholesterol connection: 10 years later. AJLM. 2008;2:51-57

2. Health Canada. Oat Products and Blood Cholesterol Lowering. <http://www.hc-sc.gc.ca/fn-an/label-etiquet/claims-reclam/assess-evalu/oat-avoine-eng.php>