



# The American Consumer: "Whole" Lot of Fiber Confusion?

**A Dietary Misperception That Could Be Fueling the Fiber Deficit**

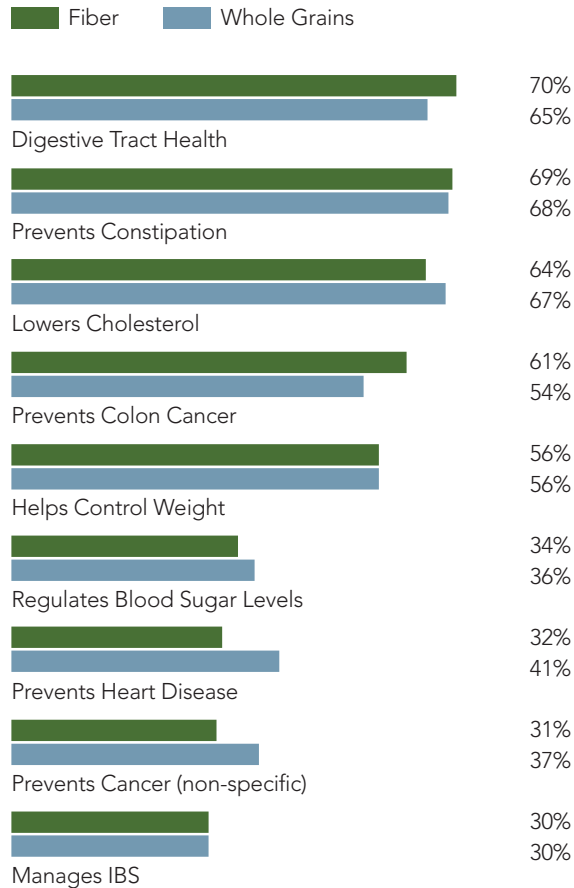
Whole grains can play an important role in delivering dietary fiber; however the level of fiber can vary significantly in products containing whole grains. For example, a recent audit of the cereal aisle found that nearly 50% of cereals with whole-grain claims on the package deliver less than a good source of fiber.\* Components of whole grain, particularly bran and fiber, are extremely important, yet Americans' daily intake for fiber fall far short of the Dietary Guidelines recommendations. Kellogg recently conducted a poll of 1,000 consumers to better understand the connection and possible confusion between whole grains and fiber.

## Good News: Consumers Understand Health Benefits of a High Fiber/Whole Grain Diet

Consumers know fiber and whole grains are important and the majority of Americans are trying to get more fiber (92%) and whole grains (87%) in their diet.<sup>1</sup>

However, a study that provided an aided list of possible benefits shows consumers don't differentiate between the health benefits provided by whole grains and fiber.<sup>2</sup>

## Health Benefits Adults Associate with Diets Rich in Fiber/Whole Grains



## Despite Consumers' Efforts, the Majority Don't Realize They Are Falling Short

While 95% of Americans are falling short of recommended daily intakes,<sup>4</sup> only a third of those surveyed realized that to be the case.<sup>3</sup>

## Diet Generally Includes Too Little



\* This "claim audit" was completed using a syndicated database, capturing items entered into the database from 01/01/05 to 07/24/08. The database is maintained by an independent research company who pulls packaging from the shelf and puts in a database for the use of their subscribers. Current product formulations or on-pack messaging may be different from the information reflected in this report



### Consumers Think Foods Made with Whole Grains Automatically Contain Fiber

In fact, the majority of consumers assume foods that are made with whole grains will provide fiber.

### Good Sources of Fiber

	All Adults
Bran cereal	76%
<b>Cereal made w/ whole grains</b>	<b>73%</b>
<b>Bread made w/ whole grains</b>	<b>72%</b>
Oatmeal	69%
Beans	66%
Vegetables	62%
Fruits	60%
<b>Pasta made w/ whole grains</b>	<b>56%</b>
<b>Snacks made w/ whole grains</b>	<b>55%</b>
Brown rice	55%
Nuts	55%

### Consumers Are Choosing Whole-Grain Products Specifically to Get More Fiber

Consumers believe whole-grain foods provide benefits regularly associated with foods and diets high in fiber, such as preventing constipation and reducing cholesterol.<sup>3</sup>

### Reasons for Making Effort

	Adults Making Effort to Add Whole Grains	Claim Diet Contains Too Little Fiber and Making Effort to Add Whole Grains
Whole grains are healthier	76%	80%
<b>In order to get more fiber</b>	<b>69%</b>	<b>76%</b>
To improve digestive health	63%	70%
Fill me up and help me lose weight	53%	53%
Prevent constipation/regularity	50%	56%
Reduce cholesterol	47%	46%
Get more vitamins/minerals	44%	46%
Enjoy the taste	36%	23%

### It Is No Surprise Then That Consumers are Eating More Whole-Grain Foods as a Way to Increase Their Fiber Intake

The U.S. consumer expects products marketed as containing whole grains to also contain fiber at significant levels. Nearly half of consumers perceive whole grains and fiber to be essentially one and the same.<sup>3</sup>

### Fiber Level Expectation When See "Whole Grains" on Food Package

	All Adults	Adults Eating More Whole Grains in an Effort to Get More Fiber
<b>Excellent or good source</b>	<b>75%</b>	<b>85%**</b>
Excellent source of fiber	26%	33%
Good source of fiber	49%	53%

### Grams of Fiber Expected When See 5g of Whole Grains/Serving on Food Package

	All Adults	Adults Eating More Whole Grains in an Effort to Get More Fiber
<b>5g or more of fiber/serving</b>	<b>47%</b>	<b>53%</b>
3 to 4g of fiber/serving	13%	13%
1 to 2g of fiber/serving	15%	16%
< 1g of fiber/serving	5%	5%
Not sure	20%	12%

\*\* Numbers may not add up due to rounding.

### Conclusion

Since 2000, there has been a 1344% increase in whole-grain products.<sup>5</sup> Front-of-pack labeling featuring the claim "contains whole grains" resonates strongly with nearly all adults (87%) indicating an increase in purchase interest.<sup>6</sup> Clearly, the survey found consumers expect to get fiber from foods made with whole grain but unfortunately, not all foods made with whole grain provide a good or excellent source of fiber. In fact, an audit revealed that only about half of all cereals with whole-grain claims are a good or excellent source of fiber. Of the cereals with whole-grain claims that are not good sources of fiber, about 60% provided 1 gram or less of fiber per serving. There is a need to help educate consumers about the importance of fiber, to look for it on the label when selecting foods made with whole grain, and where and how to incorporate more of it into their daily diet. Health care professionals, manufacturers, regulatory bodies and media can help close the gap between consumption recommendations and daily intake. For more information, please visit [www.kelloggsnutrition.com](http://www.kelloggsnutrition.com).

### References

- 2008 IFIC Health & Wellness Study
- 2004 Gallup Study of Whole Grains & Fiber, MS 24086
- Kellogg Whole Grains & Fiber Omnibus Survey, 2009
- Moshfegh, Alanna; Goldman, Joseph; and Cleveland, Linda; 2005 What We Eat in America, NHANES 2001-2002: Usual Nutrient Intake From Foods as Compared to Dietary Reference Intakes. U.S. Department of Agriculture, Agricultural Research Service
- Whole Grains Council, <http://www.wholegrainscouncil.org/newsroom/whole-grain-statistics>
- 2007 Gallup Target Market report on Fiber, MS27114