



Media contacts

Monica Higgins
Mullen for Grain Foods Foundation
(617) 226-9941
monica.higgins@mullen.com

Jennifer Geiger
Mullen for Grain Foods Foundation
(617) 226-9958
jennifer.geiger@mullen.com

Most Americans Don't Measure up to the Daily 6 – Healthy Diets Go With the Grain

Health and Motivational Expert Bob Harper Encourages Consumers to Include Grains as Part of a Daily Diet

SEPTEMBER 14, 2009 – RIDGWAY, Colo. – Nearly all Americans say they aren't getting the recommended amount of grains in their diet, according to a recent Grain Foods Foundation survey conducted on its behalf by Harris Interactive®. Almost all U.S. adults (98%) indicate they eat at least one serving of grains per day, with an average of 3.2 servings. The Dietary Guidelines for Americans recommend eating six servings of grain foods each day, with at least three coming from whole grains. However, only 4% of U.S. adults say they are eating the recommended daily servings of grains.

With the amount of nutrition information out there, it's easy for people to become overwhelmed and confused about what's best for them. That's why the Grain Foods Foundation has partnered with health and motivational expert Bob Harper to launch the Daily 6, an easy and stress-free way to help people achieve a healthy, balanced approach to their diets. Getting six servings of grains each day is as easy as having cereal for breakfast, a sandwich for lunch and a cup of pasta with dinner.

"Grain foods are healthy, convenient and affordable," said Judi Adams, MS, RD and president of the Grain Foods Foundation. "Many of us are eating grains throughout the day and not realizing it – pretzels, snack mix, bagels, rice and tortillas all count toward our Daily 6."

Half (53%) of U.S. adults indicate they love eating bread, and 45% indicate they eat bread almost every day. Not only do bread and grains provide many of the essential nutrients our bodies need to stay healthy and fight disease, they also supply the energy to power regular physical activity.

"Bread and grains are important sources of energy in our diet," says Harper. "We have to remember to achieve balance in life, and the same goes for the way we approach our health. In addition to eating right, it's important to be physically active."

The Centers for Disease Control and Prevention (CDC) recommend adults couple a healthy diet with at least two hours and 30 minutes of moderate-intensity physical activity a week – or 30 minutes five days a week. If necessary, this can be broken up further as long as moderate or vigorous activity takes place for at least 10 minutes at a time.

Almost half (48%) of U.S. adults are satisfied with the amount of physical activity they get daily, but of those who are not satisfied, about four in ten indicate no motivation(42%) and not having enough time (39%) as things that prevent them from getting their desire amount of physical activity. Harper suggests easing into a new routine for longer-lasting commitment and effectiveness.

“Allow your mind and body to adjust,” Harper says. “Trying to make every diet and exercise change all at once can be overwhelming and difficult to maintain.”

For tips and recipes, visit gowiththegrain.org. For daily motivation, follow GFF at twitter.com/gowiththegrain or post questions and tips for others at facebook.com/gowiththegrain.

Win a One-on-One with Bob Harper

Between September 12 and October 27, 2009, consumers can enter for the chance to win a trip to Los Angeles for a 90-minute one-on-one training session with Harper. Log on to gowiththegrain.org for information.

Survey Methodology

This survey was conducted online by Harris Interactive on behalf of Grain Foods Foundation among 2,106 U.S. adults (aged 18 and over) within the United States between August 25 and 27, 2009. Data were weighted to be representative of the total U.S. adult population on the basis of region, age within gender, education, household income, race/ethnicity and propensity to be online. No estimates of theoretical sampling error can be calculated; a full methodology is available.

About Harris Interactive

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research that is powered by science and technology, it assists clients in achieving business results. Harris Interactive serves clients globally through North American, European and Asian offices and a network of independent market research firms. For more information, please visit www.harrisinteractive.com.

About the Grain Foods Foundation

The Grain Foods Foundation, a joint venture of members of the milling, baking and allied industries formed in 2004, is dedicated to advancing the public’s understanding of the beneficial role grain-based foods play in the human diet. Directed by a board of trustees, funding for the Foundation is provided through voluntary donations from private grain-based food companies and is supplemented by industry associations. For more information about the Grain Foods Foundation, visit gowiththegrain.org, or find GoWithTheGrain on Facebook and Twitter.

###