



## Saving \$143 million in healthcare system costs starts in Canada's kitchens

New research finds that a small increase in daily fibre intake can lead to millions in healthcare system cost savings

### Tweetable Highlights:

- CDNs only get half the fibre they need and it costs the healthcare system. Visit [www.startwithfibre.ca](http://www.startwithfibre.ca) for more info #eatmorefibre
- New study finds untapped healthcare savings of \$143M if CDNs eat 1 more gram of fibre/day. Visit [www.startwithfibre.ca](http://www.startwithfibre.ca) #eatmorefibre
- Fibre: It's good for you and Canada's healthcare system. Check out [www.allbran.ca](http://www.allbran.ca) for high-fibre recipes #eatmorefibre
- Canadians must up their fibre intakes to benefit their health. Find high-fibre recipes at [www.startwithfibre.ca](http://www.startwithfibre.ca) #eatmorefibre

**TORONTO – March 23, 2016** – A [new study](#) reveals that if Canadian adults increase their intake of cereal fibre by just one gram per day, annual healthcare system costs related to cardiovascular disease and type 2 diabetes could be reduced by up to \$143.2 million.<sup>1</sup> This cost-of-illness analysis was conducted at the Richardson Centre for Functional Foods and Nutraceuticals in Winnipeg, Manitoba.

"These new findings on the potential savings to the healthcare system, coupled with the known benefits of fibre to the health of Canadians, demand a fresh look at the role fibre has to play," said Dr. Peter Jones, Canada Research Chair in Functional Foods and Nutrition at the University of Manitoba, Director of the Richardson Centre for Functional Foods and Nutraceuticals, and lead researcher. "While the health benefits of fibre are nothing new, the impact daily fibre consumption can have on reducing overall strain on our healthcare system is absolutely staggering."

Treating the five million Canadians living with cardiovascular disease<sup>2</sup> or diabetes<sup>3</sup> cost an estimated \$15.5 billion in 2014.<sup>1</sup> The good news is that a high-fibre diet can significantly reduce the risk factors associated with type 2 diabetes and cardiovascular disease,<sup>4,5,6</sup> and has also been shown to reduce the risk of digestive disorders<sup>7</sup> and obesity.<sup>8</sup> Dietary fibre has been shown to lower cholesterol, improve blood sugar control, promote regularity and increase feelings of fullness to assist with weight management.<sup>9</sup>

Despite these benefits, Canadians only consume about half the fibre they need.<sup>10</sup> Canadians must take action to increase their dietary fibre, and can do so by making simple, realistic changes to their meals throughout the day, Canadians should remember that:

- Fruits and vegetables, legumes and beans are all sources of dietary fibre
- Whole grain and bran-based cereals and breads are high-fibre options
- Cereals, like **Kellogg's\* All-Bran Buds\*** cereal which contains psyllium and wheat bran, can be added to everyday foods and recipes as an easy way to get more fibre

When compared to fibre from vegetables or fruit, diets with higher levels of cereal fibre, found in cereal grains such as wheat and oats, are associated with the lowest risk for type 2 diabetes<sup>11,12</sup> and cardiovascular disease.<sup>13,14</sup>

Canadians should consult with their healthcare provider to learn more about dietary fibre and increasing their fibre intakes. For more resources related to the study, visit [startwithfibre.ca](http://startwithfibre.ca). For more information about high-fibre foods and recipes, visit [allbran.ca](http://allbran.ca).

## ABOUT THE STUDY

The study, entitled "[Cost-of-illness analysis reveals potential healthcare savings with reductions in type 2 diabetes and cardiovascular disease following recommended intakes of dietary fiber in Canada](#)" was published in *Frontiers of Pharmacology* in August 2015. Research was conducted at the Richardson Centre for Functional Foods and Nutraceuticals at the University of Manitoba in Winnipeg, Manitoba. The study was funded by Kellogg Canada Inc. and the funding organization had no role in defining the study design; in the collection, analysis, or interpretation of data; in the writing of the manuscript; or in the decision to submit the manuscript for publication.<sup>1</sup>

## ABOUT KELLOGG CANADA INC.

Driven to enrich and delight the world through foods and brands that matter, Kellogg Canada is the leading producer of ready-to-eat cereal in Canada. Every day, our well-loved brands nourish families so they can flourish and thrive. These include All-Bran\*, Kellogg's\* Corn Flakes\*, Corn Pops\*, Eggo\*, Froot Loops\*, Kellogg's\* Frosted Flakes\*, Kashi\*, Kellogg's\* Two Scoops\* Raisin Bran, Mini-Wheats\*, Nutri-Grain\*, Pop-Tarts\*, Pringles\*, Rice Krispies\*, Special K\* and Vector\*. Through our Breakfasts for Better Days™ global philanthropic initiative, we're providing 1 billion servings of cereal and snacks – more than half of which are breakfasts – to children and families in need around the world by the end of 2016. To learn more about our responsible business leadership, foods that delight and how we strive to make a difference in our communities around the world, visit [www.kelloggcompany.com](http://www.kelloggcompany.com). To learn more about Kellogg Canada's efforts in these areas, please visit [www.kelloggs.ca](http://www.kelloggs.ca).

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