You’ll really “flip” when you learn the benefits of this important nutrient. Did you know that most Canadians don’t get enough fibre? Perhaps that’s why we’re a bit fuzzy about fibre facts such as what it is, why it’s so good for us, how much we need and where to find it. Get to know fibre now!

Why Flip for Fibre?

Fibre is fab in so many ways!
Let’s start with these three:

1. Weight Management. Fibre promotes a healthy weight by helping you feel full. Also, higher fibre foods tend to have fewer calories than lower-fibre foods.5

2. Gut Health. Fibre is famous for helping to promote regularity. But did you know that millions of friendly bacteria feed on fibre in the gut, which helps keep the gut healthy and running smoothly?5

3. Chronic Disease. Soluble fibre has been shown to lower cholesterol and help manage blood sugar levels.2,3 Lower cholesterol has been shown to reduce the risk of heart disease, while management of blood sugar levels may decrease the risk of type 2 diabetes.6,7

What is Fibre?
Fibre is a natural component of plant foods (e.g. grains, fruits, vegetables, legumes) that the body cannot digest. Fibres can also be extracted from plant sources and added to other foods. It is important to note that not all fibres are the same; and different fibres have unique health benefits. Typically, fibres are categorized as “soluble” or “insoluble.”

Soluble Fibre
Soluble fibres are able to absorb water and form a gel in the intestine. Soluble fibres help to promote feelings of fullness and maintain healthy blood cholesterol and blood glucose (blood sugar) levels.2,3 Sources include psyllium, apples, pears, legumes (beans, lentils, chickpeas), oats, and barley.2

Insoluble Fibre
Insoluble fibres absorb water in the gut. However, instead forming a gel when mixed with water, insoluble fibres “bulk up.” This bulking action promotes regularity and feelings of fullness.2,4 Breakfast cereals, like All-Bran® cereal, is made with Wheat Bran Fibre, which is a great source of insoluble fibre. Sources include wheat bran, corn bran, vegetables, and fruits.7

Important Tips
When you shop, “Flip for Fibre”
- Flip the package to read the Nutrition Facts Table and check how much fibre the listed serving provides.

<table>
<thead>
<tr>
<th>Amount per serving</th>
<th>Cereal With 1/2 Cup 1% Milk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>110</td>
</tr>
<tr>
<td>Carbohydrate</td>
<td>27 g</td>
</tr>
<tr>
<td>% Daily Value</td>
<td>9 %</td>
</tr>
<tr>
<td>Fibre 5 g</td>
<td>20 %</td>
</tr>
</tbody>
</table>

In general:
- At least 2 g of fibre is a “source of fibre”.
- At least 4 g of fibre is a “good source of fibre”.
- At least 6 g of fibre is a “very high source of fibre”.
- The amount of “dietary fibre” per serving listed on a product’s Nutrition Facts Table includes both naturally-occurring and added fibres.

Chew on this Surprising Fact
Whole grain does not mean “a source of fibre.” Another great reason to check the Nutrition Facts Table for the level of fibre in your food.
How much fibre do you need? For people between the ages of 19 and 50, the daily recommended fibre intake is 25 grams for women and 38 grams for men.²

How to Fibre Up!

- **Choose foods with fibre.** Get fibre from nutritious foods such as breads and cereals, beans, nuts, veggies and fruits. Check the Nutrition Facts Table for at least 2 grams of fibre per serving.*

- **Sprinkle and mix it.** Top salads and casseroles with Kellogg’s® All-Bran* Original or All-Bran Buds* cereal. Stir them into yogurt and other cereals too.

- **Go slow.** Increase your fibre intake gradually to avoid discomfort such as gas and bloating.

- **Don’t forget fluids.** Drink plenty of water and other fluids throughout the day.

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**Try these simple exchanges to boost your daily fibre intake.**

<table>
<thead>
<tr>
<th>Choose this...</th>
<th>Instead of this...</th>
<th>To boost fibre this much...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kellogg's® All-Bran Original* cereal (½ cup) 12 grams fibre</td>
<td>Puffed wheat cereal (1 cup) 1 gram fibre</td>
<td>11 grams fibre</td>
</tr>
<tr>
<td>Kellogg's® All-Bran* cereal bars Chocolate Chip (1 pouch) 4 grams fibre</td>
<td>Chocolate chip cookies (2 cookies) 1 gram fibre</td>
<td>3 grams fibre</td>
</tr>
<tr>
<td>Kellogg's® Eggo* Plus Fibre Original Waffles (2 waffles) 3 grams fibre</td>
<td>Buttermilk waffles (2 waffles) 1 gram fibre</td>
<td>2 grams fibre</td>
</tr>
<tr>
<td>Whole-wheat bread (1 slice) 2 grams fibre</td>
<td>White bread (1 slice) 1 gram fibre</td>
<td>1 gram fibre</td>
</tr>
<tr>
<td>Carrot sticks (1 cup) 3 grams fibre</td>
<td>Cucumber slices (1 cup) 1 gram fibre</td>
<td>2 grams fibre</td>
</tr>
<tr>
<td>Blackberries (½ cup) 4 grams fibre</td>
<td>Applesauce (½ cup) 1 gram fibre</td>
<td>3 grams fibre</td>
</tr>
</tbody>
</table>

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**Sources:** www.kelloggs.ca; Canadian Nutrient File 2010

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**REFERENCES**


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For more information:

Dietitians of Canada:
www.dietitians.ca


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