

# Healthful Eating

## Whole-Grain Alternative, With Health Benefits

(NAPSA)—In light of ever-climbing obesity statistics, health and wellness continues to rank at the top of consumer concerns. To help their families live healthier lifestyles, consumers are looking for alternatives that can reduce fat, sugar and calories while increasing dietary fiber, to aid in areas such as heart health, digestive health and diabetes management. Examples include:

- For baked goods, substituting fruit puree, such as apple-sauce, for shortening or lard.

- Cutting back on sugar in recipes by adding cinnamon, vanilla or almond extract to give the impression of sweetness.

- Choosing grains that are higher in fiber but lower in starch than their traditional counterparts. Sustagrain, for instance, is a type of barley that not only boosts fiber intake, but also enhances the flavor, texture, appearance and nutritional composition of everything from pancakes, muffins and breads to breakfast cereals, rice side dishes, pasta, meat preparations and beverages.

Trends towards healthier eating mean that Sustagrain can be a powerful tool for both manufacturers and consumers. Compared to regular barley, oats, wheat and brown rice, it contains two to



**Whole-grain products with added fiber may provide a host of benefits, including improved heart and digestive health.**

seven times more fiber, half the starch, increases satiety (“feeling full”), improves gastrointestinal health, lowers cholesterol, is high in antioxidants and delivers the lowest glucose and insulin responses. In addition, the U.S. Food and Drug Administration recently approved a heart-health label claim for soluble fiber from barley foods such as Sustagrain.

Sustagrain is available in flour, quick-cooking flakes, and chopped varieties. It is available to manufacturers through Con-Agra Mills and to consumers through King Arthur Flour ([www.kingarthurflour.com](http://www.kingarthurflour.com)). Sustagrain is also available through King Arthur’s Flour’s mail order catalogue, The Baker’s Catalogue.