

New research, conducted by Nutrition Research Australia and Deloitte Access Economics, has been released today announcing some staggering statistics around the economic and health implications associated with our national fibre inadequacy. The research reveals that if every Australian adult were to add two to three serves of high fibre grain food to their daily diet it could save our national economy \$3.3 billion per year and help prevent 139,000 cases of cardiovascular disease and 272,000 cases of type 2 diabetes annually. These are two of Australia's biggest killers and the prevalence of both of these diseases is unfortunately on the rise. Please find the media release below and attached and the following documents can be found in the Dropbox link here: -Research whitepaper -Infographic -Additional Statistics -Animated Content -Spokesperson Interviews -Social Media Assets Alternatively, all resources can be found at the following website: www.grainfibre4health.com.au If you would like more information, or to speak with one of our spokespeople, please get in touch with me directly. We also have the below supporting quote provided by Sturt Eastwood, CEO of Diabetes NSW/ACT: "Type 2 Diabetes is one of the most serious health challenges facing Australia today. There are currently more than 1 million people registered as living with type 2 diabetes and a potential half a million who are undiagnosed. There are a number of lifestyle factors that can be modified to slow the development and help manage type 2 diabetes, and this report identifies diet as among the most important. Helping people improve their diet can go a long way towards reducing the numbers affected by type 2 diabetes, which is a life changing condition. I encourage all Australians to look at the fibre in their diet and try to achieve a better balance in the mix of wholegrains, fruit and vegetables they're eating. A diagnosis of type 2 diabetes is news no one wants to receive, and a few small changes to daily eating habits could go a long way to helping Australians have a much healthier outlook."

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