

For a healthy start

BREAKFAST cereals are frequently referenced as a main source of nutrition in children's diets, but some data indicates that cereal eaters eat only 1g of fibre more than children who skip breakfast or consume other breakfast foods (1), (2).

Depending on the specific grain, breakfast cereals may also have relatively low fibre density and therefore do not effectively increase children's fibre intake levels.

Fibres, which are indigestible carbohydrates, offer an array of health benefits such as improved digestive health, support for weight management, improved satiety and laxation to promote regular bowels, underlining the importance of adequate intake.

According to the Malaysian Dietary Guidelines, fibre is an under-consumed nutrient. The Health Ministry has established a daily recommended intake for fibre at 20-30g per day, but a local study finds that the average fibre intake of most Malaysians is only 13-16g per day (3).

It was recently reported that one in every seven children in Malaysia is affected by obesity, which is the mother of all metabolic disorders such as Type 2 diabetes and low immune health.

The most obvious link between dietary fibre and obesity is through its effects on energy intake control.

Children who eat a high-fibre diet tend to eat much less of energy-dense foods such as



Give yourself and your children the opportunity to savour fibre-rich foods such as Biogrow Oat BG22 Crispy Cereal Snack Pack.

candies, potato chips, chocolate bars and ice cream.

Various studies showed consistent benefits of dietary fibre in body weight control and digestive health among children and adults.

Increasing fibre consumption is the first treatment option by paediatric experts for chronic constipation in healthy children before resorting to laxatives (4).

In accordance to the Malaysian Dietary Guidelines for Children and Adolescents, it is highly advisable for everyone, especially parents, to identify and give only cereal foods that are high in fibre density, low in fat and contain less sugar and sodium to their children.

The healthy snack for you and your kids

Give yourself and your children the opportunity to savour fibre-rich foods such as Biogrow Oat BG22 Crispy Cereal Snack Pack in a variety of ways. Start your mornings with the high-fibre-high-protein snack with fresh fruits, milk and yogurt or snack straight from the packet whenever your kid gets hungry.

One packet (15g) of Oat BG22 Crispy Cereal Snack Pack provides 3.3g of total fibre and 2g protein with only 51 calories.

It is made from oat bran in Germany and is also rich in iron and magnesium. Take one to two packets of Oat BG22 Crispy Cereal



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Snack Pack a day to increase daily fibre intake and get enough hydration. High fibre intake has been associated with bowel regularity and improved bowel function.

References

- (1) Kranz et al., Nutr vol. 3: 47-53, 2012.
- (2) Walla et. al., Curr Opin

- (3) M. Brauchla et. al., Health 6 (2014) 115-222.
- (4) Ng TKW, Mal J Nutr 3: 137-147, 1997.

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