



Consumers are still not getting the message about the importance of whole grain...!

For the last several years health researchers and institutions like Food and Drug Administration, Department of Agriculture, Centers for Disease Control and others have been vigorously promoting the need for the population to consume more whole grain. Yet in spite of all this activity whole grain consumption by the average person has not risen significantly.

As a result, scientists at Wake Forest University who have just completed a comprehensive review of the potential health benefits of whole grain are pressing policy-makers, scientists and clinicians to redouble their effort in getting this important message across. In their combined prospective study that included a total of 149,000 participants, and was published April 24, 2007 in the Journal of Nutrition, Metabolism and Cardiovascular Disease, they stated "There is a consistent, inverse association between dietary whole grain and incidence of cardiovascular disease in epidemiological cohort studies."

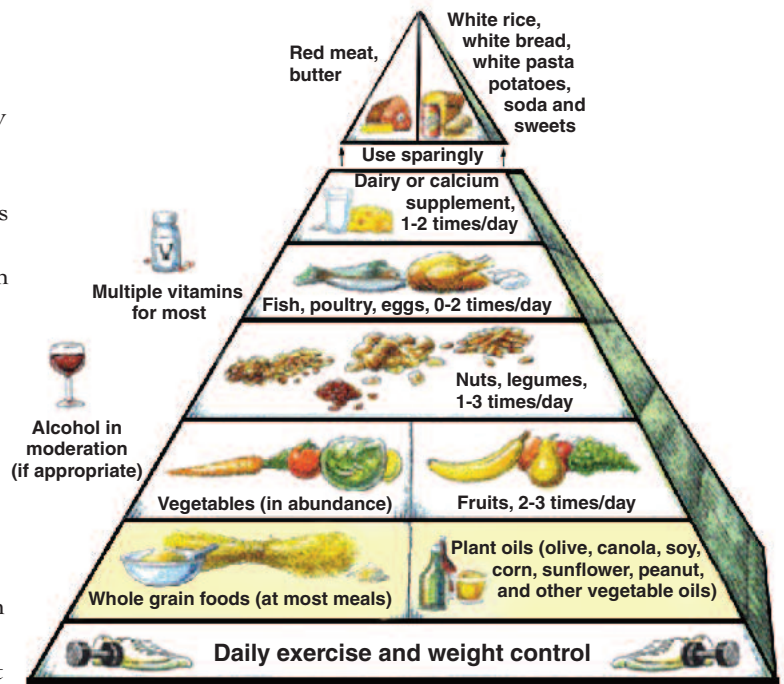
They found that as little as 2,5 serving per day of whole grain can provide a 21% reduction in cardiovascular disease risk. Though fiber plays an important role in this benefit they specifically point out there is much more involved. They explain that when grains are refined many of their biologically active agents; including fiber, vitamins, minerals, phytosterols and other plant compounds are removed. They made special note that: "These biological agents influence health risk through effects on a glucose homeostasis, lipids and lipoproteins, endothelial function (the function of a special type of cell) and other mechanisms, potentially accounting for much of the observed benefit of high intake of whole grains."

...and people are still not getting enough!

Science has long ago proven health protection benefits of a diet rich in whole grains and related nutrients. They have been directly linked to all over vitality as well as being identified for their roles in the structure and function of healthy, efficient and "energetic" cells. Recent research from the US National Health and Nutrition Evaluation Survey (NHANES) shows that despite all the promotional efforts only 8% of the population gets the recommended amount of 3-servings of whole grain each day. This leaves the other 92% of the population with inadequacies that undermine vitality and longevity, as well as other basic biochemical functions of the body.

The importance of whole grains to a healthy diet has been the core of GNLD "nutrition and health" message for nearly 5 decades. In each decade since 1958 scientists have continued to further validate the importance of this key food component of human nutrition and embrace its need more and more. Certainly this first decade of this new millennium has seen the greatest acceptance and greatest promotion of the fundamental

importance of whole grain from scientists and governmental agencies alike. One of the most relevant but perhaps unrecognized expressions of the importance of whole grain and their related biological components can be seen in what is known as "The Harvard Food Pyramid". This modification and clarification of the original "Food Pyramid" developed by the USDA and presented in 1992, was proposed by leading researchers at the Harvard School of Public Health as the most appropriate means of conveying the importance of specific foods and the nutrients they deliver. In the Harvard Food Pyramid, they deliberately separated refined grains from the whole grains and put a special emphasis on the oils (lipids and sterols) that they and other plants provide that support health, vitality and longevity.



This specific focus on the importance of whole grain and plant lipids by the Harvard team is enthusiastically embraced by GNLD and our Scientific Advisory Board. It is seen as further substantiation and acceptance of a very important message we've been trying to get across for decades: **healthy bodies and the healthy energetic cells they are composed of have a basic biological need for whole grains and the lipids and sterols they contain.** As scientific evidence continues to emerge in the months and years ahead we are confident that our message will be embraced by an ever-growing number of health professionals, governmental institutions and consumers around the world.

A new study says we don't eat enough fruits and vegetables either!

We've been hearing about it for decades... eat more fruit and vegetables! 10's of millions of dollars have been spent trying to get the message across, but we're apparently just not listening. Scientists, doctors and health professionals have all been telling us that our inadequate intake of fruits and vegetables sets us up for a life of bad health and despair. And even though the most recent statistics confirm that's the exact slippery slope too many of us are on we can not seem to do anything about it. In fact, 2 new studies published in the American Journal of Preventive Medicine (Volume 32, Issue 4; April 2007) tell us it's apparently been wasted money and wasted time.

In the first study; titled Have Americans Increased Fruit and Vegetable Intake; used data from the USDA's National Health and Nutrition Evaluation Survey and compared intakes in 1994 to those in 2002. Using a total of nearly 24,000 subjects they found that 62% of the population reported consuming no serving of fruit and 25% consumed no servings of vegetables in their daily diet. They also reported that nearly 90% of the population fell short of the USDA's minimum target of 5 servings of fruits and vegetables each day. "With two thirds of the US population overweight or obese, the implication of a diet low in fruit and vegetables are extensive ..." said Dr Tiffany Gary of the Johns Hopkins School of Public Health.

The huge gap in critical fruit and vegetable phytonutrient that exists in the average diet has been cause for alarm and action at GNLD for nearly 20 years. The fact are that the average person goes through day to day life needlessly exposed to age accelerating biological events in the body simply because they do not get enough fruits and vegetables and the powerful protector nutrients they contain in their diet each day.

Our message has been consistent "Eat your fruits and vegetables!" we have been so committed to the idea that we have researched, developed and delivered a whole line of products that are made from, and draw their powerful nutrient content entirely from these same fruits and vegetables we humans need and simply aren't getting. As powerful and proven as these products are we still see them as nutritional "supplements" not substitutes and strongly urge everyone to eat more fruits and vegetables. We know that assuring an abundance of these foods and the nutrients they contain is a key to life long health and vitality. We also know that the best way to assure that abundance is by eating more fruits and vegetables AND supplementing with GNLD whole food, human food chain products. There simply is no better way...and we have the science to prove it.

