

**How much fibre do you eat? / Kellogg's.**

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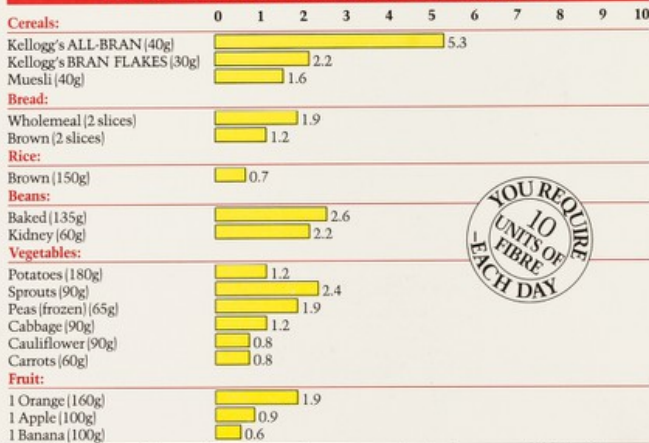
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## FIBRE SOURCES

There is still some confusion about what foods are good sources of fibre. While still good for you, some foods are not as fibre-rich as many people think. The graph below illustrates the difference in fibre content in a variety of foods. One of the most concentrated

sources of fibre is Kellogg's ALL-BRAN. In fact, one single serving of ALL-BRAN will provide more than half of the fibre you need every day. A fibre factor has been calculated based on the fibre concentration in an average serving, the figure in brackets.

### FIBRE FACTOR PER AVERAGE SERVING



You need to eat a total of ten units per day, based on the fibre factor scale, in order to meet the fibre consumption level recommended by health professionals.

### WAYS WITH FIBRE

The following table provides sensible and easy-to-use advice on how to modify your eating habits to increase fibre consumption effortlessly.

	VARIETY	USES
BREAKFAST CEREALS	Choose high-fibre varieties, e.g. Kellogg's ALL-BRAN, Kellogg's BRAN FLAKES	As a breakfast cereal or snack, with milk or in recipes, e.g. use ALL-BRAN to add texture and flavour in soups, stews and casseroles or in cakes
BREAD	Wholemeal	Sandwiches, crumbs for puddings, stuffings, toppings, garnishes
VEGETABLES	All varieties. Cook potatoes in their skins	Salads, snacks, accompaniments, soups, stews, casseroles. Raw vegetables especially good for slimmers
FRUIT	All varieties	Dessert course and snacks during the day. Peel only when necessary
BEANS AND PULSES	All varieties	Stews, casseroles, soups, salads

### FURTHER INFORMATION:

If you would like further information on fibre in the diet, then write to the following address, quoting reference 141, for a selection of free fibre leaflets:

ALL-BRAN Information Service, Consumer Services Department, Kellogg Company of Great Britain Ltd, Stretford, Manchester M32 8RA

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# HOW MUCH FIBRE DO YOU EAT?

Most people know fibre is important but, despite this, research shows that nine out of every ten people are still not eating enough fibre – are you?

Department of Social Medicine, the questionnaire will enable you to analyse your diet for fibre intake.



It's simple to fill in and there are no right or wrong answers, so be honest with yourself.

### QUESTIONNAIRE

To help you find out how much fibre you eat, Kellogg's has obtained a simple self-analysed questionnaire.

Devised and tested by the University of Birmingham

### HOW TO COMPLETE

Answer each question. Circle the letter nearest to your answer and also circle the equivalent score, e.g. Question 1, if your answer is D – circle score 20.

*Kellogg's*

**1. What kind of breakfast cereal do you regularly eat?**

- A. All-Bran, other high bran cereal
- B. Puffed wheat, bran flakes, wheat biscuits, shredded wheat, wheat flakes, other whole wheat cereal, oat bran flakes
- C. Muesli
- D. Corn flakes, Rice Krispies, other cereal
- E. Don't eat breakfast cereal

SCORE A. 100 B. 50 C. 50  
D. 20 E. 0

**2. On a typical weekday, how many slices of bread do you eat? (a roll counts as two slices of bread)**

- A. None
- B. 1-2
- C. 3-5
- D. 6 or more

SCORE A. 4 B. 28 C. 56  
D. 84

**3. What sort of bread do you usually eat?**

- A. Wholemeal
- B. Brown (not wholemeal)
- C. White
- D. Mixture of bread types

SCORE A. 20 B. 7 C. 5  
D. 7

**4. On a typical weekday, how many biscuits would you eat?**

- A. 5 or more
- B. 3 or 4
- C. 1 or 2
- D. Only eat biscuits once or twice in a week
- E. Rarely or never eat biscuits

SCORE A. 6 B. 4 C. 2  
D. 1 E. 0

The following answers refer to questions 5-22.

**How many times a week do you eat these foods?**

- A. Twice or more a day
- B. Once a day
- C. 5-6 times a week
- D. 3-4 times a week
- E. Twice a week
- F. Once a week
- G. Once a fortnight
- H. Less than once a fortnight

**5. Baked beans:**

A. 140 B. 70 C. 50 D. 30  
E. 20 F. 10 G. 5 H. 0

**6. Breakfast cereal:**

A. 112 B. 56 C. 40 D. 24  
E. 16 F. 8 G. 4 H. 0

**7. Fresh fruit:**

A. 70 B. 35 C. 25 D. 15  
E. 10 F. 5 G. 3 H. 0

**8. Tinned fruit:**

A. 70 B. 35 C. 25 D. 15  
E. 10 F. 5 G. 3 H. 0

**9. Dried fruit:**

A. 70 B. 35 C. 25 D. 15  
E. 10 F. 5 G. 3 H. 0

**10. Leafy vegetables, e.g. cabbage:**

A. 42 B. 21 C. 15 D. 9  
E. 6 F. 3 G. 2 H. 0

**11. Root vegetables, e.g. carrots:**

A. 42 B. 21 C. 15 D. 9  
E. 6 F. 3 G. 2 H. 0

**12. Jacket potatoes:**

A. 28 B. 14 C. 10 D. 6  
E. 4 F. 2 G. 1 H. 0

**13. Boiled potatoes:**

A. 28 B. 14 C. 10 D. 6  
E. 4 F. 2 G. 1 H. 0

**14. Mashed potatoes:**

A. 28 B. 14 C. 10 D. 6  
E. 4 F. 2 G. 1 H. 0

**15. Roast potatoes:**

A. 28 B. 14 C. 10 D. 6  
E. 4 F. 2 G. 1 H. 0

**16. Chips:**

A. 28 B. 14 C. 10 D. 6  
E. 4 F. 2 G. 1 H. 0

**17. Biscuits:**

A. 28 B. 14 C. 10 D. 6  
E. 4 F. 2 G. 1 H. 0

**18. Rice:**

A. 14 B. 7 C. 5 D. 3  
E. 2 F. 1 G. 1 H. 0

**19. Pasta:**

A. 14 B. 7 C. 5 D. 3  
E. 2 F. 1 G. 1 H. 0

**20. Crispbreads:**

A. 14 B. 7 C. 5 D. 3  
E. 2 F. 1 G. 1 H. 0

**21. Crisps:**

A. 14 B. 7 C. 5 D. 3  
E. 2 F. 1 G. 1 H. 0

**22. Salads:**

A. 14 B. 7 C. 5 D. 3  
E. 2 F. 1 G. 1 H. 0

**THE ANALYSIS**

Now add up all the scores you circled and your total score will provide you with an indication of your fibre intake.

If it is:

**Less than 170** – your fibre intake is low and you are most likely to benefit by eating more fibre-rich foods. See 'Ways With Fibre' for some practical advice.

**Between 171 and 230** – you are on the border line and you may wish to consider including a few more high-fibre foods in your daily diet.

**Over 231** – Well done, your fibre intake is adequate and meets the recommendations set by health experts. You should be enjoying all the benefits of a fibre-rich diet. Keep it up!

**WHAT IS FIBRE?**

Many health experts are concerned about the lack of fibre in people's diets. But why? What is fibre? Why is it an essential part of our diet?

Fibre is the name given to several substances found in plant cell walls, which cannot be digested. What makes it so important is that some types of fibre are capable of holding water, rather like a sponge. This creates a bulking action which assists the passage of waste matter through the body. This, in turn, ensures that the bowel is able to work correctly.

A diet high in fibre is considered to be of help in the management of the following: constipation, bowel cancer, coronary heart disease, gallstones, diverticular disease, piles, diabetes and obesity.

**WHAT IT MEANS**

So, are you eating enough fibre? If you are, then congratulations and keep it up – it's doing you good.

If you are not – and you are in the majority – then it's advisable to look carefully at your diet and make a few changes.

As with most changes, it is best to increase your fibre intake on a gradual basis. It is also a good idea to increase the amount of fluid you drink.