

A healthy eating guide : fibre / Tesco Stores Ltd.

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TESCO

*A Healthy Eating
Guide*

F I B R E





The first Tesco Guides to Healthy Eating were produced in 1985, recommending that we cut down on fat, particularly saturated fat, sugar and salt and increase the amount of fibre we eat. Recent government guidelines for healthy eating suggest these changes are still necessary to make our diets more healthy. This guide discusses the latest issues with regard to fibre in our diet.

WHAT IS FIBRE?

- ▲ Fibre is made up of a number of complex substances which are all types of carbohydrate. They are only found in plants and come mainly from the plant cell walls. However, foods which are rich in fibre such as wholemeal bread, pasta, pulses and potatoes, provide more than just fibre in our diet. They also contain vitamins and minerals, are low in fat and good sources of starchy carbohydrate. Together with fruit and vegetables, we should be aiming to eat more of these foods.

WHY DO WE NEED FIBRE?

- ▲ Fibre is an important part of our daily diet because it:
- Stimulates the digestive system.
 - Helps prevent constipation.
 - Makes us feel full.
 - Helps reduce the risk of digestive disorders.
 - Contributes few calories.

THERE ARE TWO TYPES OF FIBRE, INSOLUBLE AND SOLUBLE.

- ▲ **INSOLUBLE FIBRE** is found mainly in wheat products like wholemeal flour, bread and pasta, some breakfast cereals, bran and fibrous vegetables like carrots. It is important because it acts rather like a sponge when we eat it, soaking up moisture in the stomach and swelling up. This makes us feel full, leaving less room for the fatty sugary products, and stimulates the digestive system.

- ▲ **SOLUBLE FIBRE** is found in significant amounts in virtually all fruits and vegetables. However, the richest sources of soluble fibre are pulses e.g. red kidney beans, baked beans and lentils, and also products containing oats, barley or rye. There is some evidence to suggest that soluble fibre, particularly that found in oats, peas, beans and lentils, may help to reduce the level of cholesterol in the blood. This is most effective in combination with a diet low in fat, particularly saturated fat.

HOW MUCH FIBRE DO WE NEED?

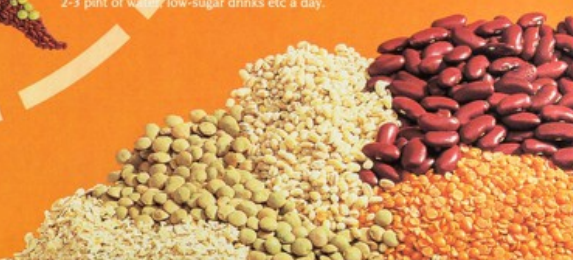
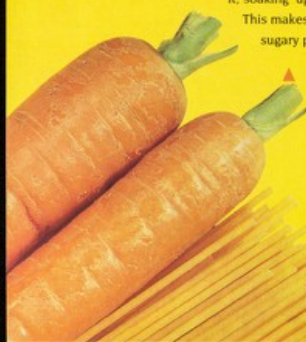
- ▲ Currently we consume, on average, about 13g of fibre in the food we eat each day. On average we should be aiming to eat around 18g a day. The easiest way to measure how much you are eating is to look for the nutrition information panel on Tesco brand foods and simply add up the number of grams of fibre per serving (virtually all Tesco brand products are labelled with nutrition information). The High Fibre logo will also help guide you to the foods that contain the most fibre.

NUTRITION		
TYPICAL COMPOSITION	Each Pack (200g) provides	100g (3 1/2 oz) provides
Energy	1573kJ/376kcal	786kJ/188kcal
Protein	9.2g	4.6g
Carbohydrate	42.4g	21.2g
of which sugars	7.6g	3.8g
Fat	18.8g	9.4g
of which saturates	4.6g	2.3g
mono-unsaturates	11.2g	5.6g
polyunsaturates	3.0g	1.5g
Fibre	1.6g	0.8g
Sodium	0.6g	0.3g

INFORMATION

HOW CAN WE INCREASE FIBRE IN THE DIET?

- ▲ The majority of us need to increase the amount of fibre we eat. The chart overleaf shows which foods are the best sources of fibre and the key to increasing the amount we eat is to ensure that a variety of them are included in the daily diet. A balanced approach is essential and attempting to increase fibre in the diet simply by sprinkling bran over everything is not advisable. Bran is, of course, a good source of fibre but very large quantities are thought to reduce our ability to absorb sufficient minerals and vitamins from food. Eating more fibre should not involve a drastic change to our normal eating pattern. You may find it easier to increase your fibre intake if you gradually introduce fibre-rich foods to your diet. Some suggestions are shown overleaf. It is also important to increase your fluid intake, aim to drink 2-3 pint of water, low-sugar drinks etc a day.



TRY SOME OF THESE TIPS

- ▲ Eat more wholemeal bread or high fibre white bread. Use thicker bread or rolls for sandwiches.
- ▲ Eat more whole grain breakfast cereals or those which contain bran or oats.
- ▲ Eat more brown rice and wholewheat pasta.
- ▲ Eat more fresh fruit and vegetables and eat the skins wherever possible.
- ▲ Include pulse vegetables, e.g. peas, beans and lentils, in your diet.
- ▲ Use wholemeal flour in home baking. Half wholemeal and half white flour gives good results.

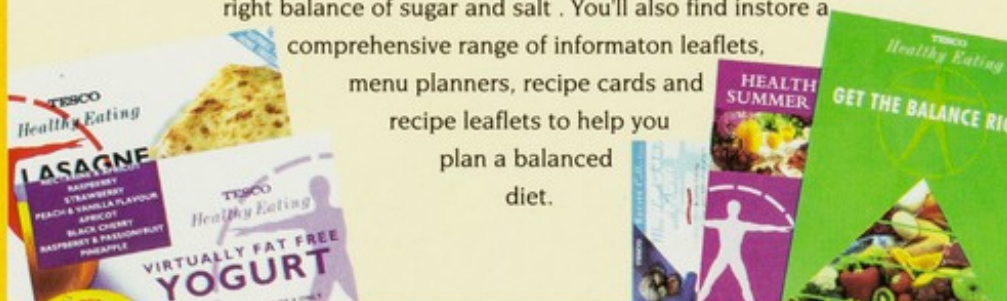
Fibre rich foods are filling and tend to be low in energy (Calories). Because small children need plenty of energy in order to grow but feel "full up" very quickly, it is important that their diets do not contain too much fibre.

HIGH FIBRE CHART

5+ grams of fibre	Beans in Tomato Sauce	220g	8.1g
	Wholemeal Bread	125g	7.3g
	Bran Muesli	50g	5.7g
4-5 grams of fibre	Wholewheat Pasta	130g	4.6g
	Runner Beans	75g	4.6g
	Porridge Oats	50g	4.5g
3-4 grams of fibre	Frozen Peas	75g	3.8g
	Lentils, boiled	100g	3.8g
	Pears	150g	3.3g
2-3 grams of fibre	Wholewheat Flakes	30g	2.9g
	Raspberries	100g	2.5g
	Almonds	30g	2.2g
1-2 grams of fibre	Apricots, dried	30g	1.9g
	Carrots	75g	1.9g
	Brown Rice	125g	1.0g

HOW CAN TESCO HELP?

Look out for the Healthy Eating product range (clearly marked with a large Healthy Eating Man symbol) which has been specially developed to be lower in fat and saturated fat, higher in fibre and provide the right balance of sugar and salt. You'll also find in store a comprehensive range of information leaflets, menu planners, recipe cards and recipe leaflets to help you plan a balanced diet.



The Healthy Eating Guide to Fibre is one in a series of leaflets. For more information please write to: The Nutritionist, Tesco House, P.O. Box 18, Cheshunt, Herts EN8 9SL.
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