



## **Brown Rice Gains FDA Approval For Health Claims?**

Rice is the most popular grain around the world, which makes brown rice a great choice for increasing whole-grain intake. Brown rice, a one hundred percent whole-grain food, has joined the recognized ranks of healthful whole grains approved to bear the whole-grain health claim by the Food and Drug Administration (FDA).

Though some nutrients are added back in when white flour is "enriched," studies show that whole grain foods might be useful in reducing risk of heart disease, diabetes and ADHD in children. "Companies that use the phrase 'whole grain' absolutely has the legal responsibility under state consumer protection laws to disclose exactly how much whole grain is contained in their products. Kraft uses phrases like "good source of whole grain" or "excellent source of whole grain" on labels even if the product is mostly refined white flour. General Mills, to its credit, according to CSPI, recently began transitioning away from those types of source claims in favor of indicating the amount of whole grains in grams.

Brown rice contains beneficial phytonutrients including antioxidants, anthocyanins, phytosterols, tocopherols, oryzanol and many other potentially protective substances that have been found to help reduce the risk of certain cancers and heart disease, diabetes and may aid in weight management as well as supply the needed nutrients children need to fight off ADHD. Brown rice also contains 15 vitamins and minerals, including B-vitamins, selenium, potassium, iron, magnesium, and 2 grams of fiber per one half cup of cooked rice.

The health claims of brown rice are not based on the fiber content but on the nutrient and phytonutrient content of the whole grain. Brown rice has a higher nutrient content than white refined rice and all those looking to improve health and wellness should consider switching to the brown variety.

Statistics say that consumers who know products contain more whole grains and the quantities per serving of whole grains are more likely to purchase those products. Eighty percent of Americans know that whole grains are healthier for them than refined flower products. Also, eighty percent of Americans know that whole grains can protect against cardiovascular disease but less than seventy percent didn't know whole grains protected against cancer.

Most of the American population knows that brown rice is a whole grain, but they also couldn't distinguish the difference between brand and bread that are labeled as simply wheat which is actually a term for whole grain wheat. Over eighty percent of the



American population would eat more whole grain foods if they knew the foods contained it.

In summary, the US Food and Drug Administration has said that brown rice can now carry whole grain health claims such as brown rice may reduce the risk of heart disease and some cancers. Brown rice had previously been excluded because its dietary fiber content was considered too low (four grams per cup) but will now be allowed to display a whole grains logo and information pointing out the benefits of consuming whole grains. So my question to you is, *“have you had your serving of brown rice today?”*