



Consumers choosing fiber to fill multiple nutritional needs

Today's health-focused shoppers are quickly learning that fiber offers nutritional benefits for everyone. Consuming adequate fiber can help maintain regularity, manage weight, help maintain healthy cholesterol levels and support bone health. Prebiotic fiber also supports beneficial gut bacteria, helping to support digestive health and wellness. Thanks to these demonstrated health benefits, fiber is primed to become the next nutritional powerhouse.

Fiber's already a consumer favorite

Many consumers already consider fiber one of the healthiest nutrients or food ingredients, according to the International Food Information Council Foundation (IFIC). More than 80 percent of consumers consider fiber healthy.¹

New research paves the way for mainstream growth

Health experts are increasingly linking gut health to overall health, which is catalyzing growth in the digestive wellness market. According to *Nutrition Business Journal*, double-digit growth is anticipated for products which address or support gut health.²

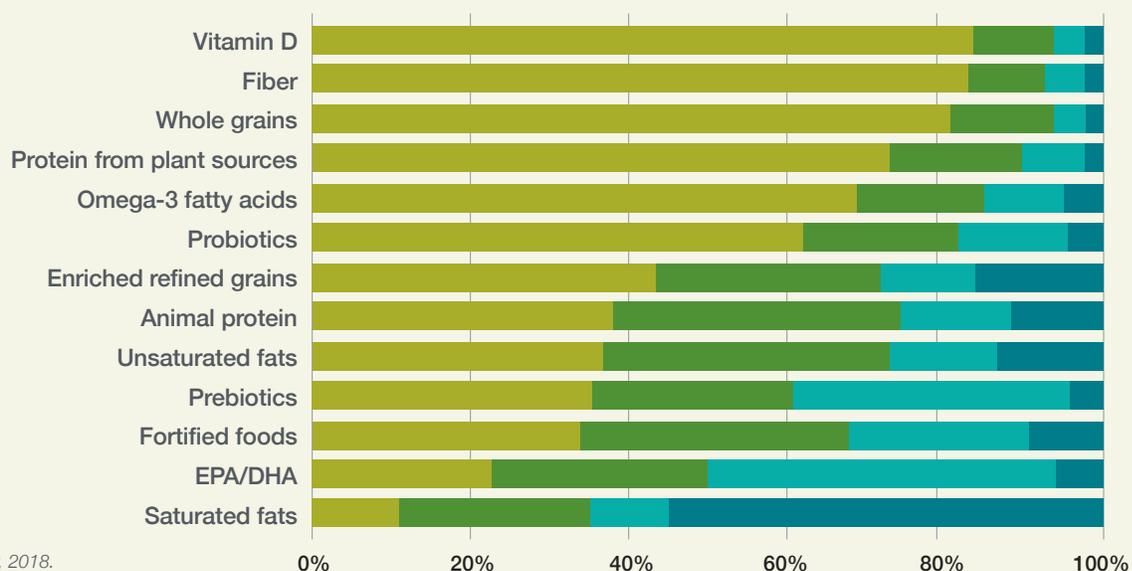
Food Business News writes: "Digestive health is set to become a significant trend in 2019. Food manufacturers and ingredient suppliers are developing new products and expanding a marketplace that has been evolving during the past decade. What was once a category dominated by fiber and probiotic ingredients is now seeing prebiotics and fermented foods making inroads."³

Fiber 101 – and the rise of prebiotics

There are two types of fiber: soluble and insoluble.

1 Insoluble fiber, sometimes referred to as roughage, doesn't dissolve in water and passes through the body undigested. It promotes movement through the digestive system and adds bulk to stool.

Perceived Healthfulness of Foods



Source: IFIC Food & Health Survey, 2018.

2 Soluble fiber dissolves in water, creating a gel. This fiber may help moderate glucose absorption, can improve calcium absorption and helps maintain healthy serum cholesterol levels.

Soluble fiber is also a prebiotic, meaning it supports gut microbiome health. As consumers gain awareness of soluble fiber's far-reaching benefits and the role of prebiotics, demand is expected to increase.

Studies show that many people consume far less fiber than recommended. According to the Institute of Medicine, adequate intake for daily fiber is 25 to 28 grams per day. Most Americans consume less than 50 percent of this dietary recommendation.⁵ This presents opportunities for formulators.

Developing label-friendly high-fiber products

Cargill's Oliggo-Fiber® chicory root fiber is a naturally sourced prebiotic soluble fiber. It's a versatile ingredient, suitable for fiber fortification in bars, bakery items, beverages, cereals, snacks and dairy products. It's been shown to be an effective prebiotic, stimulating bifidobacteria at a dosage of just five grams per day.

Oliggo-Fiber fits well into many label-friendly applications. It is non-GMO,** can support sugar reduction goals in a variety of applications, and acts as a fat mimetic, adding body, mouthfeel and richness with fewer calories than fat.

Prebiotics vs. Probiotics

Prebiotics are not the same as probiotics. Probiotics are beneficial microorganisms that reside in the digestive system.

Prebiotics are the food for these helpful bacteria. They are found naturally in the body, but are also present in many foods and supplements. Well-known prebiotics are carbohydrates such as fructooligosaccharides and galactooligosaccharides. Both of these are found in foods such as chicory root fiber, as well as asparagus, leeks and garlic.

Research suggests that the prebiotics market is predicted to reach \$7.11 billion by 2024.⁴

References

- ¹ International Food Information Council Foundation. 2018 Food and Health Survey. <https://foodinsight.org/wp-content/uploads/2018/05/2018-FHS-Report-FINAL.pdf>
- ² Nutrition Business Journal. Healthy Solutions Report, 2015. <http://expertise.foodinsiderjournal.com/files/pdfs/gut-health.pdf>
- ³ Food Business News. "Digestive Health a Top Trend Heading Into 2019." December 4, 2018. <https://www.foodbusinessnews.net/articles/12959-digestive-health-a-top-trend-heading-into-2019>
- ⁴ Grand View Research. "Prebiotics Market Projected to Reach \$7.11 Billion by 2024." Accessed at <http://www.grandviewresearch.com/pressrelease/global-prebiotics-market>
- ⁵ USDA. "The Food Supply and Dietary Fiber: Its Availability and Effect on Health." https://www.cnpp.usda.gov/sites/default/files/nutrition_insights_uploads/Insight36.pdf

* FDA does not define natural. Contact Cargill for source and processing information.

** There is no single definition of "non-GMO" in the USA. Contact Cargill for source and processing information.