



# Projecting the Health Benefits of Fighting Chronic Disease with Increased Fiber Wheat

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# The Problems of an Aging, Obese and Sedentary Population

 Rapidly increasing health costs

 Currently 17% of US economy, \$4.5 Trillion

 Health care costs rises 4-8% year

 A substantial part of these costs are associated with obesity and cancer

 Only 4% of healthcare is focused on prevention

# Obesity



- US: 42.4% obese, 30.7% overweight
- Being fat is a social norm affecting all US demographics and is increasing worldwide
- Results in risk factors for: Heart disease, cancer, diabetes and stroke

Our current strategies are not solving the problem



# The Innovation: Transform Food

- Change wheat provided to the marketplace to have enhanced fiber
- On average projection of an increase in 2.5 grams of fiber per person per day (current amount – 15 grams)
- Increased fiber increases satiation/fullness – reduces obesity
- Increased fiber directly reduces risk of colorectal cancer



# Major Diseases Addressed by Increased Fiber

- Obesity and related diseases
  - Heart disease, \$252 billion
  - Diabetes, \$413 billion
- Cancer – colorectal cancer, \$24.3 billion
- Numerous others \*

\* Peer-reviewed studies link risks of cancer, pulmonary disease, and many others to lack of dietary fiber intake, although the standards of proof for these additional relationships is lower.



# Projecting Benefits: Initial

- *Nutrition models project risk reductions:*
    - *Cardiovascular disease risk 1-3%*
    - *Type 2 diabetes risk 3-4.5%*
- Estimated present benefit of this benefit is \$ 250 billion*
- *Cancer due to obesity reduced (not estimated yet)*
  - *Colorectal cancer reduced (not estimated yet)*
  - *Other likely / potential (not included in estimate)*



# Needed Analysis



A comprehensive analysis of the impact of this innovation on health costs, lives saved and improvements in quality of life



Will need to consider the possibility that people may change behavior if wheat products now have increased fiber



# Key Discussion Question #1

*Considering the many situations in which the Coalition for Grain Fiber and dietary fiber will be discussed: what financial (and other) metrics do we want / need?*





# Key Discussion Question #2

*How might this innovation  
change behavior— and  
what should we do to  
maximize the positive  
benefit?*



Thank you for your  
time and attention



# Key Discussion Question #1

*What information will you need to recommend this innovation from a health perspective?*