

# The Oat Story

## It Starts at the Farm

Oats are a sustainable crop that usually require less fertilizer, pesticides and irrigation to thrive. Oats are mostly grown in moist temperate regions like in Canada and can be highly affected by drought.



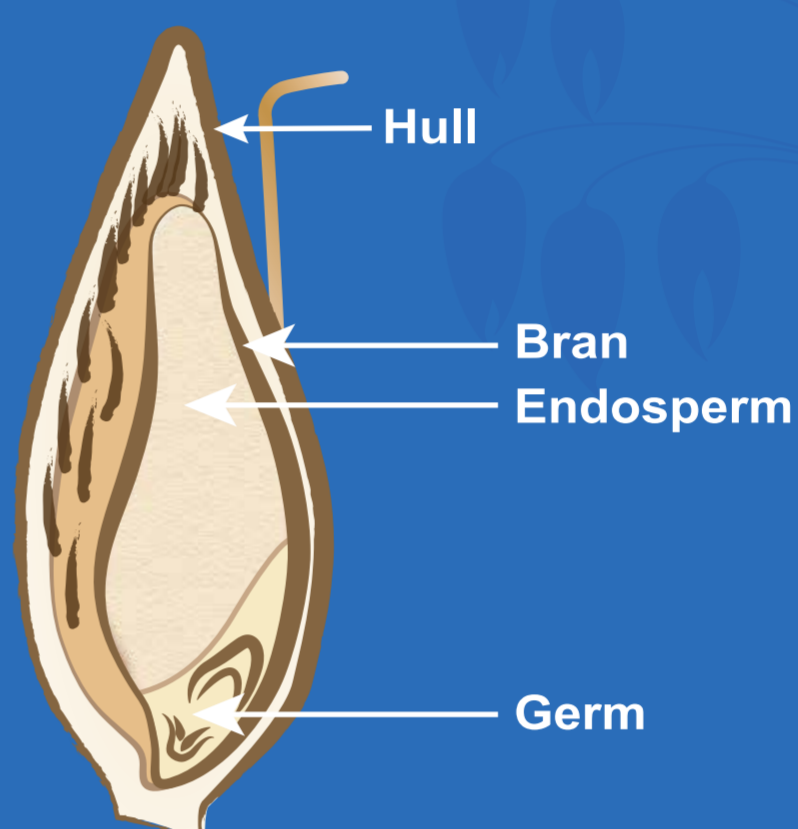
## The Power of Whole Grain Oats

### WHOLE GRAIN

Rolled oats, steel cut oats, whole grain oat flour, and other types of oats are whole grain, meaning all three parts of the grain kernel – the bran, germ and endosperm are intact in the same proportion as they are found in nature.

When the three grain parts remain, a whole grain provides the nutritional benefits of:

- phytonutrients
- antioxidants
- fiber
- vitamins
- minerals
- carbohydrates



Consuming a diet rich in whole grains may help reduce the risk of heart disease and certain cancers.

Whole grains have also been shown to help in managing body weight.



### BETA-GLUCAN & HEART HEALTH

The carefully selected oats in Cheerios are rich in a soluble fiber called beta-glucan which can help remove some cholesterol from the body.\*



### PROTEIN

Oats are comparable in protein content to other grains like quinoa, amaranth, and spelt.



### ENERGY

Complex carbohydrates from whole grain oats help give you energy.



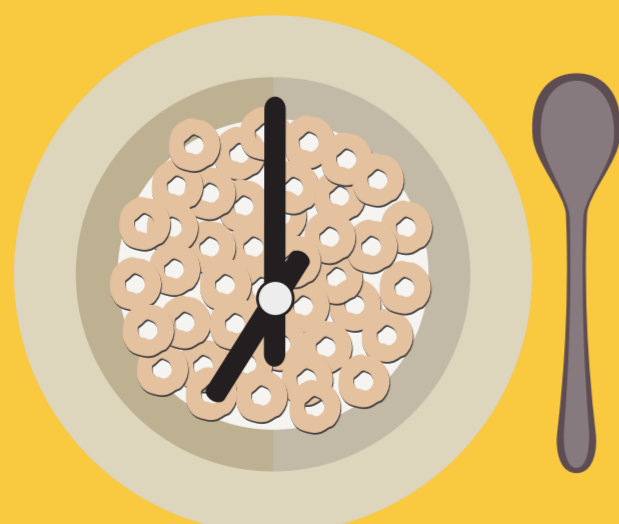
### GLUTEN-FREE

Oats are inherently gluten-free, but the supply of oats contain small amounts of wheat, rye and barley that are inadvertently introduced at the farm or during transportation. This prevents many oat products from being labeled gluten-free. Look for oat products that have gluten-free on the label.

\*Three grams of soluble fiber daily from whole grain oat foods as part of a diet low in saturated fat and cholesterol may reduce your risk of heart disease. Original Cheerios has 1 gram per serving.

## How to Oat Up Your Day

- Blend oats into your favorite smoothies
- Top your yogurt with oats or some whole grain oat cereal
- Make Overnight Oatmeal
- Create a new recipe with oats like Cheerios Applesauce Muffins



## Start Your Day with a Bowl of Cheerios Cereal

**6** flavors of Cheerios cereal have whole grain oats as the first ingredient

