

Increased satiety

Low GI foods can support greater feelings of fullness (satiety).⁴ Providing a low GI offering helps consumer chose healthier options that will help them get to the next meal or with snacks to sustain energy levels and maintain performance throughout the day.



51% of global consumers skip at least one meal a week and replace it with a snack at least 'most of the time'.¹ Low GI foods can help make consumers feel full when replacing meals with snacks.

Weight management

Low GI foods help consumers feel full for longer, leading to less desire to eat more than needed. The rapid increase in blood glucose caused by eating high GI foods, on the other hand, may direct nutrients towards storage as fat.⁴



52% of global consumers say losing weight was the purpose for changing their diet.³



61% of consumers enjoy snacking between meals.³ Low GI foods can help consumers manage their weight while snacking.³

Mental sharpness

Low GI foods provide a steady supply of fuel to the brain, which aids cognitive performance. Eating a low GI breakfast has been associated with improved concentration.⁶



25% of global consumers plan to optimise their overall brain health over the next 12 months.²



50% of consumers globally find the product claim 'Aids with mental sharpness' appealing or very appealing.²

Diabetes

Maintaining a low GI diet can improve blood glucose control and insulin sensitivity in people with type 2 diabetes. People with pre-diabetes and those at risk of developing type 2 diabetes are advised to avoid high GI diets as this could increase the chances of developing type 2 diabetes by 87%.⁴

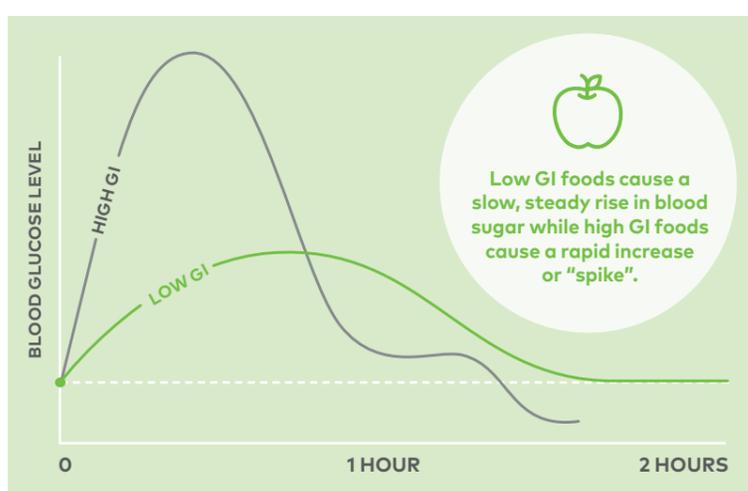


The World Health Organisation (WHO) has predicted that 1 in 10 adults in the world could have diabetes by the year 2030.⁵

For more information ask your Account Manager for our Glycaemic Index Whitepaper or visit: nzmp.com/the-glycaemic-index

Defining the Glycaemic Index

Carbohydrates are an important part of a healthy diet. The Glycaemic Index (GI) is a scientifically proven way of ranking carbohydrate containing foods according to how they affect your blood glucose (sugar) levels. Foods are then classified as either High, Mid or Low GI.⁴



How can consumers identify low GI products?

Many foods are naturally low GI, however to be able to make an on pack claim, the product needs to be tested by an **accredited** laboratory.

As consumers look for **authoritative health claims**, it's important that low GI product claims are credible and recognisable on pack.

The GI Symbol Program is **independent**, recognised **worldwide** and provides a **quick and easy way** for consumers to identify products that are certified low GI and the healthiest in their category.

NZMP Super Fortified Instant Skim Milk Powder and Protein+ Instant Milk Powder have been tested and certified as low GI by Otago University using an **internationally recognised test method** endorsed by the Glycaemic Index Foundation.



For more information visit: gisymbol.com/gi-symbol-program/



Fonterra can provide supporting documents to verify these powders are low GI.

REFERENCES

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2. Source: FMCG Gurus Global and Regional splits Health Q3 2019
3. Source: FMCG Gurus Global and Regional splits Active Nutrition Q3, 2019
4. NZMP White paper: Glycaemic Index (GI)
5. Mintel: The glycaemic potency of breakfast may affect a child's cognitive performance
6. Glycaemic Index Foundation: <https://www.gisymbol.com/why-follow-a-low-gi-diet/>