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for Health-promoting Bread Products14 Modulating Glycemia with Cereal Products; 15 Whole Grain Phytochemicals and Antioxidant Activity; 16 Alkylresorcinols as a Potential Biomarker for Whole Grain Wheat and Rye; 17 Resistant Starch as a Contributor to the Health Benefits of Whole Grains; 18 Influence of Germination Conditions on the Bioactivity of Rye; Part IV. Whole Grains and Consumer and Regulatory Issues; 19 Barriers to the Consumption of Whole Grain Foods; 20 Consumer Acceptance of Refined and Whole Wheat Breads 21 The Whole Grain Stamp Program22 Whole Grains and Consumers; 23 The Industry's Commitment to Whole Grains Education; 24 Industry Initiatives in Whole Grain Education; 25 Communicating with Consumers: Whole Grain Messaging; 26 Global Regulation, Labeling, Claims and Seals: Perspectives and Guidelines; Index

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## Sommario/riassunto

Whole Grains and Health presents a science-based discussion of whole grains and their expanding role in health and disease. An international collection of authors presents current perspectives on grains, the many opportunities for further research into whole grains and the remarkable growth potential for product development. Coverage includes discussions on the health benefits of a diet rich in whole grains, the functional components of whole grains and the regulatory nuances of labeling grain products. A unique feature is a section devoted to communicating wi

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