



Fiber From the Farm

HealthSense is a one-of-a-kind wheat flour with up to 10X more dietary fiber than traditional wheat flour. It's milled from specific varieties of wheat that are conventionally bred to increase the amount of amylose, a naturally occurring starch that resists digestion and acts as dietary fiber. Available only from Bay State Milling.

- **Clean label**
- **Non-GMO**
- **Source of wheat is directly traceable to family farms in the U.S.**

An easy way to add fiber without compromising taste

The health benefits of whole grains are well known. However, most Americans are unwilling to switch because they don't want to sacrifice taste or texture. HealthSense solves this critical challenge with a high-fiber flour that tastes and performs like traditional wheat flour.

- **>25% dietary fiber vs. 3% for traditional wheat flour**
- **Performs like traditional wheat flour in a variety of foods**

Did you know?

In 2016, the USDA redefined dietary fiber, saying, "It must exist in a food product unaltered from its origin." With approximately 25% resistant starch, HealthSense provides intrinsic and intact dietary fiber that allows for the delivery of other beneficial nutrients.*

Insight.

Studies show 60% of consumers want to increase fiber consumption. This is important because the FDA increased their recommendation to 28 grams of fiber per day and the average American only consumes 16 grams.

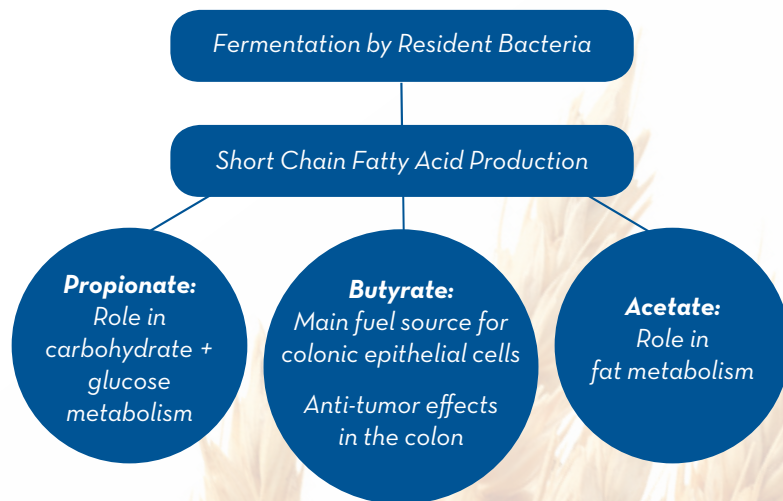
Bottom Line.

HealthSense may help close the dietary fiber gap because it can be baked into commonly consumed foods such as white bread and tortillas.

* Isolated fibers may meet the FDA fiber definition if they have proven health benefits.

High-fiber health benefits we can all feel good about

Health improves significantly when people eat enough fiber. The gut functions better, chronic disease risk declines, blood sugar management improves, and weight management gets easier. Because resistant starch fiber is fermented by gut bacteria, it provides additional health benefits.



*Fermentation mechanisms and their influence on metabolism.
(Han et al., 2014 ... Wolever, Spadafora, & Eshuis, 1991 ... Siavoshian et al., 2000)*



Edward Francis Chvatal

President & third generation farmer, Chvatal Farms, Inc.

“My father was always interested in new farming practices and new crops. Our farm continues to look for new opportunities all the time. We have a long history of raising commercial wheat and seed wheat. Opportunities like raising this wheat is just one more reason I enjoy farming. Every year brings many challenges, but growing a specialized wheat that has the potential to change the end quality of the flour is very exciting.”



Add this healthy option to your mix. To learn more about this easy and affordable way to add fiber and to download the HealthSense whitepaper, visit baystatemilling.com/ingredients/high-fiber-wheat-flour/