

WHAT IS WHEAT GERM ?

"Wheat germ" is a nutritious super food, rich in Vitamins, Minerals, Protein enzymes, and much more. Wheat Germ is a delicious and easy way to add the nutrients to the foods you love. (The term "germ" comes from the word germinate, and does not refer to "germs" such as bacteria and viruses.)

The list of nutrients contained in wheat germ is impressive -in fact, wheat germ provides more nutrients per gm than any other grain or vegetable.

- folic acid
- phosphorus
- fibre
- vitamin A
- vitamins B1 and B3
- vitamin B5
- vitamin E
- protein
- iron
- potassium
- riboflavin
- calcium
- zinc
- Thiamin
- magnesium

In fact these super foods can prevent many of the health problems that bother millions of people.

EATING RIGHT AS WE AGE:

Aging isn't what it used to be. Today, we are living more active lives and are more focused on our health. We feel younger - physically, mentally and in spirit - than our parents did at the same age. Bringing wheat germ into the daily diet makes it easy to eat more healthfully.

Vitamin E has been linked with a host of health benefits including improving vitality, promoting a healthy heart and strengthening the immune system. **Vitamin E**-rich foods may also help maintain cognitive function as we age.

Ironically, some of the best sources of **Vitamin E** are higher-fat foods. As we age and tend to decrease activity, our metabolism slows down. Fewer calories are needed to maintain the same weight. Therefore, it's important to choose nutrient dense foods, such as wheat germ, with a high nutrient to calorie profile. Since wheat germ provides 1 gram of fat per serving, adding wheat germ as a source of Vitamin E to your diet makes it easier to eat more healthfully everyday.

MOMS TO BE : HEALTHY EATING FOR TWO

Whether you are expecting or are hoping to be soon, you need to feel good about what you eat. After all, you're eating for your growing baby too. Wheat germ can enrich your snacks and meals with folic acid, magnesium and Vitamin E - all important nutrients for pregnant women or those planning to have a baby.

Folic acid has been proven to play a vital role in the prevention of neural tube birth defects such as spina bifida*. Since prenatal development occurs even before a woman knows she's pregnant, it's extremely important that women eat foods with the proper amounts of folic acid.

Wonderful Wheat Germ - An Ideal Ingredient For Your Baby's Food!

Would you believe me if I told you that there was a secret ingredient that you could add to your baby's food that would provide a massive nutritional boost? An incredibly healthy ingredient with such a subtle flavour that your baby wouldn't even notice it?

It sounds too good to be true, doesn't it? Yet that secret ingredient DOES exist - and YOU can increase the nutritive value of many of your baby's meals by the simple addition of wheat germ.

Giving Your Baby and Toddler Wheat Germ and Homemade Baby Food

Wheat germ may be small but it does pack a whollop of a nutritional punch for baby and toddler alike!

Wheat germ will add many important nutrients to your baby's diet. The nutrients in wheat germ are nutrients

baby needs to grow healthy and strong. Wheat germ contains the nutrients that will also help with baby brain development. When your baby turns 8-9 months old, you may begin to introduce wheat products such as wheat germ.

Wheat germ has a very subtle, faintly sweet taste, meaning you can easily add it to both savory and sweet baby food dishes. If your baby is a fussy eater and you are concerned that he is not receiving adequate nutrition from his solid food, then the addition of wheat germ ensures that he receives an extra dose of valuable nutrients with everything he eats. It can be included in virtually any dish...

- Sprinkle wheat germ on fruits
- Blend it in with cream cheese over toast
- Add it to yogurt with fruit
- Add to homemade cookies
- Use it to coat slippery finger foods such as bananas, peaches and pears
- Use it to top cooked veggies
- Stir it into your baby's stews and casseroles or soups
- Sprinkle some on baby's cereal
- Mix it with breadcrumbs when breading chicken, tofu etc for your baby
- Use it as a "dusting" to coat slippery finger foods for your baby
- When baking for baby, use small amounts of wheat germ in place of equivalent amounts of flour

The addition of wheat germ to baby food possibilities are endless!

Note: PLEASE be sure to consult with your pediatrician as your infant may have a special situation and the general recommendations may not apply!

Do remember that wheat germ helps constipation, which means that giving your baby too much may have quite the opposite effect! Sprinkle a little over his meals and do not use wheat germ if your baby has diarrhea.

Wheat Germ Contents & Benefits

Octacosanol

Wheat germ is the highest source among few foods containing Octacosanol, a group of long-chain food molecules that benefit the body in many ways.

Octacosanol has been found to:

- ❖ lower blood levels of cholesterol
- ❖ improve energy storage in muscles
- ❖ enhance performance, endurance and stamina, even at high altitudes
- ❖ quicken reflexes
- ❖ spark alertness
- ❖ improve oxygen utilization
- ❖ balance metabolism
- ❖ increase ability to handle stress

Vitamin E

Wheat germ is the highest food in vitamin E complex (including all three tocopherols, not just the alpha, which is all that most "vitamin E" supplements have.) -- Tocopherols are natural antioxidants that help prevent heart disease, cancer & aging.

Vitamin E protects the muscles, blood, lungs, & eyes; prevents blood clots; and strengthens the immune system.

A deficiency can cause ischemic heart disease (study by World Health Org.), sterility, impotence, miscarriage, loss of vitality, arthritis and paralysis.

B Vitamins

Wheat germs is one of highest foods in B-complex vitamins, good for metabolism & handling stress. It is especially high in B-6 & folic acid which lower homocysteine levels, preventing arterial damage. B vitamins are needed for energy, digestion, nerves, muscles, skin & hair, organs, growth and repair of tissues, and more.

Protein

Wheat germ is abundantly rich in Protein (28.9%). High quality protein is absolutely essential for repair of tissues and for carrying minerals and other nutrients into cells. The highly-cooked, poorly-digested protein foods most people consume still leave them with a deficiency of good protein to meet the body's needs.

Other Nutrients in Wheat Germ

Good source of Vitamin A (Beta Carotene) & enzymes

Two tablespoons (about 25 grams) per day provides the RDA of chromium & manganese

Provides these and other minerals in highly absorbable organically-bonded form.

BUYING AND STORING WHEAT GERM ?

You can buy wheat germ at health food stores and it is more commonly becoming available in leading supermarkets. Wheat germ contains natural oils and is fatty and thus it must be stored properly. You may notice on the packaging that you are advised to keep wheat germ in the refrigerator (toasted should be refrigerated once opened). To maintain freshness, always keep opened wheat germ in an airtight container.

Harmony Foods (P) Ltd.



The Super Food Wheat Germ

Harmony Foods(P) Ltd.

Plot No.29, E-Block, IDA, Autonagar
Vishakapatnam - 530 012. Andhra Pradesh
PHONE: 0891-2749111, Fax: 2749333
e-mail: harmony0891@gmail.com

*Mfrs of : Harmony Gold - Maida, Ravva, Atta,
Bran, Bansi Ravva, Kesari Ravva, Chakki Fresh
Atta and Wheat Germ*

**"EAT ALWAYS QUALITY
WHEAT PRODUCTS"**

***Eat Always quality wheat products**