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Abstract No. 122

PaperTitle **The Importance of Cereals as Sources of Phytochemicals and their Potential Health Benefits**

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**ABSTRACT**

Phytochemicals are natural plant products with biological activities in animal and human biochemistry and metabolism and are receiving increasing research focus for their ability to provide health benefits. Cereals are important dietary components and significant sources of a wide range of phytochemicals. This paper discusses the importance of cereals in the diet from a health perspective by providing an overview of the various phytochemicals present in cereals and their potential health benefits.