

Living in a world without  
bread and grains.

No sandwiches filled with  
peanut butter and jelly.

No smell of rolls welcoming you  
to the dinner table.

A world without bread and grains  
would not just be a lonely place. It  
would be an unhealthy place as well.

For more than 10,000 years,  
we have enjoyed the benefits  
of bread and grains.

Packed with nutrients,  
vitamins and minerals that make us  
healthy, bread and grains are also a  
vital source of fuel that makes our  
brains and bodies go.

Simply put, bread and  
grains are essential to LIFE.



### The Truth About White Bread

The enriched flour that is used to make many of the bread products we all love is full of nutrients – just like its whole-grain relative.

This flour is enriched with the three major B vitamins (niacin, thiamin and riboflavin) and iron, equal to the amounts found in whole-grain kernels. Some enriched products may also be fortified with calcium.

And products made with enriched flour actually contain two times the folic acid (which protects against birth defects) per serving than is found in their whole-grain counterparts.

### The Grain Foods Foundation

The Grain Foods Foundation, a joint venture of members of the milling and baking industries formed in 2004, is dedicated to advancing the public's understanding of the beneficial role grain-based foods play in the human diet. Directed by a board of trustees, the Foundation is funded by voluntary donations from private grain-based food companies and supplemented by industry associations.



To learn more about the Grains for LIFE program and how you can incorporate healthy grains into your diet, please visit our website at [www.grainpower.org](http://www.grainpower.org).

# Bread.

It's Essential.



# Imagine...



## Wholesome Goodness and Common Sense

Healthy eating and balanced living is not complicated. It's common sense.

The fact is, there are no quick fixes or fad diets that work in the long term. The best advice has been around for generations:

- Eat a variety of foods
- Avoid overindulging
- Get some exercise every day

It doesn't matter where the calories come from – fat, protein or carbohydrates – if we consume more than we expend, the remainder will be stored as fat.

## Eat Right, Exercise Right

No healthy eating plan can be complete without physical activity.

Most experts recommend moderate exercise – like walking – for 30 minutes a day. Too busy? It's OK. You can break that time down into smaller segments.

Increased activity burns more calories and helps build and maintain strong bones and muscles.

## Intelligent Eating – Variety is Key

No single food contains all the essential vitamins, minerals and nutrients we need to be healthy, which is why it's recommended we regularly eat food from all the major food groups – grains; fruits; vegetables; meat, poultry, fish and nuts; milk, cheese and yogurt.

The foundation of a healthy diet starts with bread and grains, because they provide many of the essential vitamins and minerals our bodies need to stay healthy and well – while being naturally low in fat and calories.

## How Much Is Right?

Nutrition experts, including the USDA, recommend grain foods as a foundation for a healthful diet. How much you should eat each day depends on your age, activity level, body size and gender. The more active you are, the more you can eat.

Children, women and older adults may only need 1,600 calories for the entire day. They should consume about five ounces of grain products a day with three ounces coming from whole grain foods. A typical day's grains menu might look like this:

Breakfast: Two slices of whole grain toast or a whole grain English muffin or bagel

Lunch: One sandwich on enriched bread, bun or bagel

Dinner: One whole grain dinner roll

On the other hand, a teenage boy or very active man might need as many as 2,800 calories a day and therefore could eat as many as ten ounces of grain foods a day, with five ounces being whole grain foods. Their menu might include:

Breakfast: Two slices of whole grain toast or a whole grain bagel

Mid-morning snack: 5-6 whole grain crackers

Lunch: One sandwich made with enriched bread or hamburger bun

Afternoon snack: One whole grain English muffin

Dinner: 1 cup of cooked pasta and 2 dinner rolls or slices of garlic bread

Packaged food labels are based on an average person's need for 2,000 calories a day, which means consuming about 6 ounces of grain foods daily, about three ounces being whole grain foods.

## What's a Whole Grain?

Whole grain products are made from the entire grain kernel. Examples include whole-wheat flour, brown rice and oatmeal.

Along with vitamins and minerals, whole grain foods are an essential source of dietary fiber, which helps reduce the risk of heart disease, some cancers and helps improve cholesterol profiles. Plus, foods rich in fiber make us feel full faster and are important for regulating digestion.

Longevity and Wellness

Intelligent Eating

Folic Acid

Energy and Fitness