

Bread. It's Essential For A Healthy Start.



Wholesome Goodness and Common Sense

Healthy eating and balanced living is not complicated. It's common sense: simple, wholesome and delicious.

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

While most of us know that we should consume a variety of foods, not many know that products made from enriched white flour can also deliver essential ingredients for healthy child development.

Folic Acid for Healthy Beginnings

White flour is enriched with the three major B vitamins (niacin, thiamin and riboflavin) and iron, equal to the amounts found in whole-grain kernels. Surprisingly, products made with enriched flour contain two times as much folic acid as their whole-grain counterparts. Some enriched products may also be fortified with calcium.

Since 1998, when folic acid fortification of enriched grains was mandated in the United States, a move supported by many health organizations, including the March of Dimes, neural-tube birth defects have declined 26 percent. What's more, scientific studies have demonstrated that folic acid may also reduce the risk of heart disease and some cancers.

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.