"Enriched" Bread Is No Fad!

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Nutritionists Have Proved Its Value
As Well As That of Enriched Flour

When the bread plate is passed around the table in Iowa homes, it's eight chances out of ten that the Johnny and Marys and their fathers and mothers will be taking enriched bread—if it's made of white flour. This conclusion, based on a summary of replies to a questionnaire sent to every county nutrition committee in Iowa, is important in that it indicates an interesting and encouraging trend in the use of enriched bread and flour in Iowa.

Because the Iowa Nutrition Committee recognizes the importance of good health in a nation at war, it has been cooperating fully in fostering the national program for enriched flour and bread and extending its use into every county in the state. Dr. P. Mabel Nelson, head of the Foods and Nutrition Department at Iowa State College, is chairman of the committee. The organization has grown until 90 percent of Iowa's 99 counties have nutrition committees with permanent chairmen and co-chairmen.

For a long time, many consumers and retailers alike had a confused notion of what enriched bread really was and considered it more or less a passing fad. Both needed to be taught that there really was something to this enriched bread and flour story. Now, through the efforts of the extension service and state and county nutrition committees, they have learned that enriched flour and bread do contain supplies of nutrients essential to physical well-being, there should be no fear of getting too many—our problem is to find enough to fill our needs. Other foods, too, contribute to the day's intake of substances contained in enriched flours and breads. Niacin is found in lean beef, liver, chicken and in lesser amounts in milk, kale, green peas, tomato juice and turnip greens. Thiamin or vitamin B1 is found in whole wheat flour, oatmeal and other whole grain cereals, beans, peas and lean pork. Iron is found in almost all of the above foods.

The bread wrappers we used to see commonly labeled "Enriched with vitamin B11" or "vitamin D" did not contain bread to conform to the more rigid enriched requirements set up by the government now. A slice of bread now—in order to rate the word enriched—must contain more than vitamin B11 or D. And the person who eats the fortified bread will not put on any more pounds or have any cause for not liking the product, for there is no difference in taste, texture and caloric value between enriched and plain white bread. However, there is a slight color difference. The vitamins and minerals used in enriching flours cause them to be slightly creamier in color than ordinary flours. Consequently the bread or baked goods will have a slightly creamy look—but this gives assurance of greater food value.

White bread may be enriched

By MARJORIE BENEKE,
ANNA MARGRETHE OLSEN
In fact 98 percent of all flour used in America is white. Whole grain flour always has been a problem child to dealers and homemakers alike who find it difficult to keep, especially in warm weather. Then, too, the baking quality of products decreases with an increase of whole wheat, which calls for a 30 to 60 percent substitution of white flour in baked products.

In spite of extensive advertising and educational campaigns to urge people to eat whole wheat bread, they still don't consume it in large enough quantities. As a result of this lethargy on the part of consumers, either whole wheat bread and plenty of cooked whole grain cereals must be used or the flour enriched. Even when whole wheat flour is used in bread, the 30 to 60 percent of white flour in the loaf should be enriched.

To accomplish the goal set by the Federal Extension Service that all flour in the United States be enriched by Sept. 1, 1942, requires the effort and awareness of every person. Millers have indicated they are willing to enrich their lower grades of flour if the consumers demand it.

In May, Floyd County, Iowa, cooperated with the Federal government in carrying on one of the four intensive county-wide enriched flour programs in the United States. In the program, all the millers supplying the grocers in the Charles City trade area assured Iowa nutrition specialists they were perfectly willing to enrich the lower-priced flours if the homemakers asked for it. Some brands even came on the market enriched the week the program was in full swing. One grocer reported that his wholesale house had called him the day of the special program in Charles City, telling him that they would collect both of their unenriched brands and return them enriched with the labels indicating the change.

Ultimately, the whole enriched bread and flour program falls in the consumers' laps. It is up to the Johnnys and Marys and their parents all over the country to demand enriched bread.