

**For anyone who thinks bread is nothing more than a filler... : here's your chance to put them right... / Great Britain. Committee on Medical Aspects of Food Policy.**

**Contributors**

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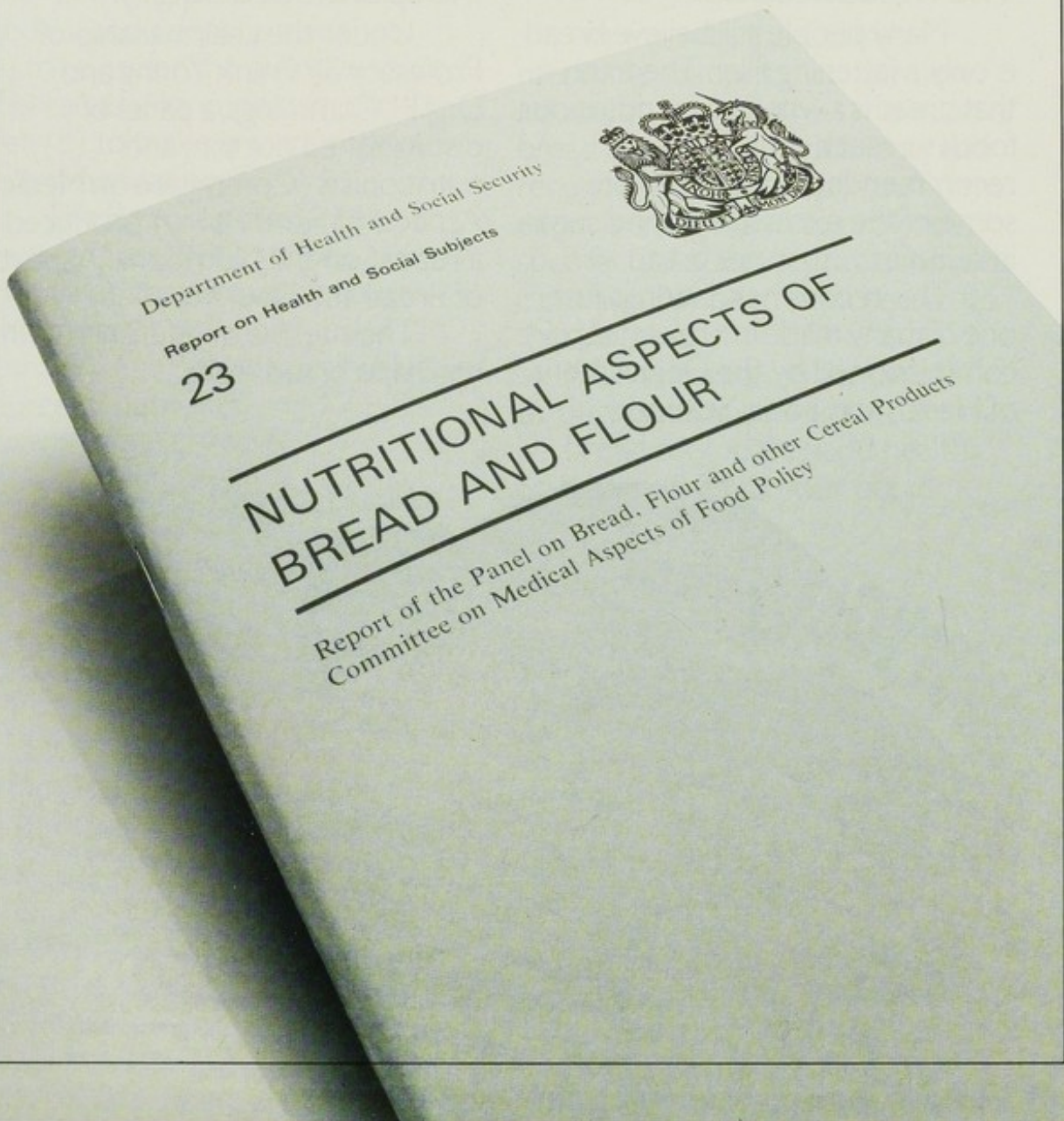
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**For anyone who thinks  
bread is nothing more  
than a filler..  
...Here's your chance  
to put them right...**





**...because the truth is out.**

*"Bread has the merit not only of contributing food energy from starch but also supplying other nutrients and cereal dietary fibre."*

D.H.S.S. Report No. 23, 1981

#### The misconception

Many people still believe bread is only a fattening filler. The truth is that bread is a wholesome nutritious food; so much so it has been recommended that we replace some of the excessive fat and sugar in our diet with more bread.

This recommendation is just one of many made in a recent report commissioned by the Department of Health and Social Security.

#### Independent Enquiry

Under the chairmanship of Professor Sir Frank Young and Dr. J.H. Cummings, a panel of distinguished doctors and nutritionists (Committee on Medical Aspects of Food Policy) produced a report on the Nutritional Aspects of Bread and Flour.\*

Their terms of reference with regard to bread were...

"In the light of the available medical and scientific evidence, (a) to consider the nutritive value of bread and its importance in the diet, (b) to make any appropriate recommendations."

The Report makes interesting reading. It reaches a simple conclusion that bread, whether white, brown or wholemeal, is nutritious and provides an invaluable source of nutrients.

#### Bread Credentials

For healthy growing children, pregnant women, the elderly, in fact for everyone the nutrients in bread offer significant benefits. Even for those on a weight reducing programme bread can be recommended as part of their diet.

**Protein** - for growth and to maintain the body in healthy working order.

**Carbohydrate** - for energy. A natural part of any healthy diet whether for the active person or those concerned with their waists. The old idea that all carbohydrate is fattening is misplaced.

**Vitamins and Minerals** - for the vital and efficient running of the body's metabolism. Certain B complex vitamins and mineral nutrients including trace elements are present.

**Dietary Fibre** - for the healthy and essential functioning of the bowels.

#### The message is healthy

In line with the COMA recommendations that nutrition education should stress the value of bread as a source of nutrients and recognising the fact that insufficient effort is being made to provide such factual education, a nationwide campaign has been launched to do that very job.

On television, in the press, throughout the country the message is - bread promotes good health. So go ahead enjoy your bread.



## Spreading the good word

As recently as 10th February, 1982 a National Forum on Bread endorsed the original COMA conclusions. Simply that Bread is good for you and that...

"The consumption of bread, whether it be white, brown or wholemeal, should be promoted and bread should replace some of the fat and sugar in the diet."

## Putting it into practice

As a member of the medical community, we think you'll agree, that a responsible approach outlining the benefits of better eating habits should be encouraged.

# FREE

To help promote this campaign there are available patient advice leaflets on bread, posters for the waiting room and extracts from the Bread Forum Proceedings.

Fill in the coupon below and by return post you'll receive the above FREE OF CHARGE.



Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Send to: The Medical Mailing Company, FREE POST,  
The Mailing House, London W13 9HL.

\*The Nutritional Aspects of Bread and Flour. 1981  
Report No. 23. HMSO, £3.90.

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