

## **Build 'em on bread / The Federation of Bakers.**

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# BUILD 'EM ON BREAD





# You Are What You Eat

**E**ating well helps us to stay healthy and lead vigorous lives.

What we eat is now accepted to be one of the major factors in the prevention of heart disease, some cancers, allergies and digestive disorders. Nowadays, diet is also often used to treat conditions such as diabetes, anaemia and gallstones.

This is great news. But does the constant barrage of information confuse you? Are you left wondering exactly what you should be eating to stay fit and healthy? If the answer is yes, take heart - there is even better news on the way.

Eating a balanced diet is the answer. It's simple, easy to remember and won't cost a penny more to follow. This booklet shows you how.

Food is divided into groups according to the nutrients it provides and the way they work inside our bodies. These nutrients work with each other and are needed in different amounts. Our Food Pyramid shows at a quick glance the foods that should be eaten sparingly and the ones that work best for us and should be eaten more often.

Bakers to the Egyptian pharaohs were making bread 6,000 years ago. Knowing what an important food it was, they even took it to their burial pyramids with them. Our Food Pyramid stands on a base of bread and cereals. Read on and find out how you can build on a healthy diet.





# Building a Healthy Diet

In the UK, we eat a high level of fat and sugar and not enough foods that are high in complex carbohydrates, vitamins and minerals. This imbalance is one of the contributory causes of coronary heart disease in this country and is also linked to strokes, cancers, diabetes, gallstones, allergies and bowel disorders. Eating more bread, cereals, potatoes, rice and pasta, more fresh fruit and vegetables but less fats, oils and added sugar may help people avoid these illnesses.

*Dr Roger Whitehead, of the Government's Committee on Medical Aspects of Food Policy (COMA) says, "If everyone reduced fat and sugar intake and compensated by eating an extra two thick slices of bread a day, it would have a dramatic impact on the nation's health."*

Building a healthy diet is easy - just think of a pyramid!

The base - the largest section - is the foundation for a healthy diet and includes the foods we should eat plenty of every day. The tip - the smallest section - includes the foods we need to keep to a minimum.

The basic food groups - in order of importance - are:

▲ **BREAD, CEREALS AND POTATOES** are all complex carbohydrates and form the base of the pyramid. They provide most of the energy our bodies need for activity and warmth. They also provide many of the nutrients found in other groups, such as protein, vitamins and minerals, and are therefore very good for us.

▲ **FRUIT & VEGETABLES** are rich in vitamins and minerals. They help us to fight illnesses and keep us in general good health, so we should eat plenty of them.

▲ **MEAT, FISH, EGGS, NUTS AND PULSES** all give us protein. They are essential for growth and repair but, as some of them also contain large amounts of fat, we should take care how much we eat of them. If a good variety of food is eaten, the diet will contain enough protein so there is no need to consume vast quantities of these foods. Bread, for example, is an excellent source of protein.

▲ **DAIRY PRODUCE** such as milk, cheese and yogurt provide protein and calcium - important for strong teeth and bones. Children, pregnant women and breastfeeding mothers need extra calcium.

▲ **FATS, OILS AND ADDED SUGAR** are at the smallest point of the pyramid and should be eaten very sparingly. In the UK we eat far too many fatty and sugary foods. They are very high in calories which can make us overweight.



# Six Slices a Day

**M**edical experts, including the World Health Organization (WHO), recommend that most of us should double the amount of carbohydrate we eat. An easy and convenient way of doing this is to eat more bread.

Bread can be used to suit everyone's taste and needs. It should be added to every meal-time occasion - breakfast, lunch, tea-time, dinner and snacks. It will fill up all the family - from children to busy mums and dads.

Whatever your choice - sliced bread, loaves or rolls; crusty or soft bread; white, brown or wholemeal - all bread is good for you.

Choosing sliced bread is not only convenient, but is also a quick way of "totting up" how much carbohydrate you and your family have eaten each day. Just SIX medium slices of bread from a large sliced loaf each day will ensure you are getting the minimum level of carbohydrate recommended by the Committee on Medical Aspects of Food Policy (COMA). That is easy to achieve when you think of all the meal-times and ways in which you can add more bread to the diet.

All bread provides carbohydrate, protein, calcium, dietary fibre, iron and the B vitamins. For those who need, or prefer, more fibre in their diet, brown or wholemeal bread is ideal. Some children do not like the taste of brown or wholemeal bread and, in fact, children do not need as much fibre as adults. But most children do like white bread and they should be encouraged to eat it. It provides an important source of energy plus vitamins, calcium and protein.

When you choose a sliced loaf you can see how many slices there are. You will also see at a glance from the wrapper the nutritional goodness it provides.

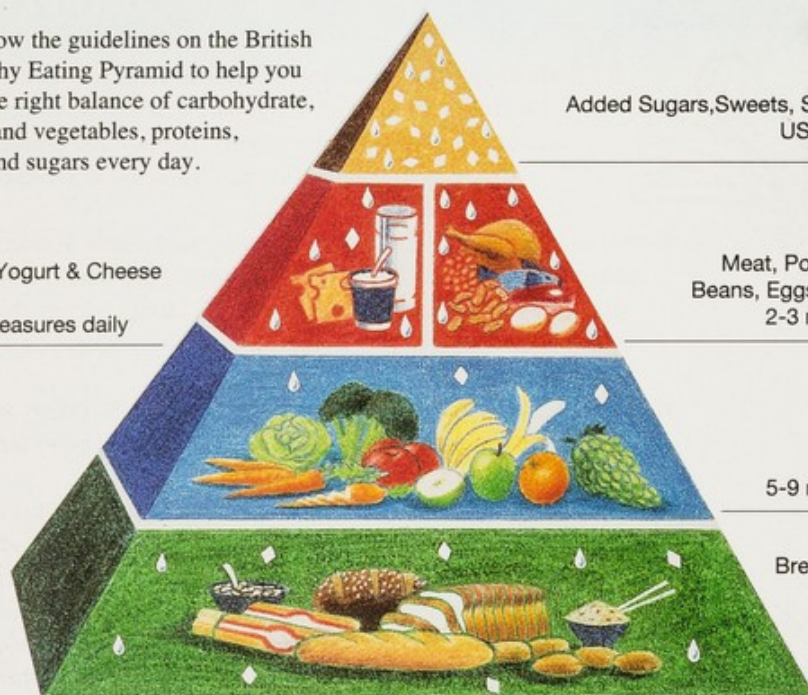




# The Healthy Eating Pyramid

**F**ollow the guidelines on the British Healthy Eating Pyramid to help you eat the right balance of carbohydrate, fruit and vegetables, proteins, fats and sugars every day.

Milk, Yogurt & Cheese group  
2-3 measures daily



Fats, Oil  
Added Sugars, Sweets, Sugared Drinks  
USE SPARINGLY

Meat, Poultry, Fish, Dry  
Beans, Eggs & Nuts group  
2-3 measures daily

Vegetables  
& Fruit Group  
5-9 measures daily

Bread, Cereal and  
Potato group  
5-11  
measures  
daily

KEY Fat (naturally occurring and added) Sugars (added) These show fats, oils and added sugars in foods.

What is a measure?

**Bread/cereal/potato group:** 1 slice of bread/toast; 3 tbsp breakfast cereal; 1 tbsp cooked rice/pasta/noodles; 3½ oz (100g) boiled rice

**Vegetable/fruit group:** 2 tbsp vegetables; small salad; piece of fresh fruit; 2 tbsp cooked/tinned fruit; 100ml carton fruit juice

**Meat & alternative group:** 2-3oz lean meat/poultry/oily fish; 4-5oz white fish (not fried); 2 eggs (up to 6 per week); 10oz (300g) cooked beans/lentils; 1½ oz (40g) cheese

**Milk and dairy group:** ½ pint milk; small pot yogurt; 1½ oz (40g) cheese

**Fats** (Limit these foods to 3 measures daily): 1 tsp butter/margarine; 2 tbsp low fat spread; 1 tsp oil; 1 tsp mayonnaise/oily salad dressing  
**Fatty foods, cakes and biscuits** (Limit these foods to 1-2 portions daily): fatty meat; luncheon meat; sausages; rich sauces; fatty gravies; mayonnaise; cream; cream cheese; ice cream; pastry; pies; cakes; biscuits; chips; crisps and packet snacks

Some examples to guide you on measures required

	Male Young Active Not Overweight	Female Older Active Not Overweight	Female Young Inactive Overweight
Bread/cereal/potatoes	11	8	6
Fruit & vegetables	6	7	8+
Milk & dairy	3	2	3
Meat & alternatives	3	2	2

Even if you need to lose weight, be sure to eat the minimum number of measures of these four food groups, including the bread and cereal group. We need all these to get enough minerals and vitamins.

**BREAD BUILDERS**



# DID YOU KNOW?

There are lots of good reasons for choosing sliced bread:

- ▲ It's convenient and can be used right to the last slice.
- ▲ It can be frozen and slices used as you need them - frozen slices can be toasted straight from the freezer!
- ▲ It's great value - it provides more nutrients per penny than any other food.

Here are just a few ideas for making the most of your sliced loaf:

- ▲ Make tea-time sandwiches more fun by using alternate slices of brown and white bread. Use pastry cutters to create different shapes for the kids.
- ▲ Try combining different textures (crunchy and smooth) in sandwiches. Spread bread with peanut butter or soft cheese (no need for butter or margarine) and add chopped apple, celery or cucumber.
- ▲ For a quick pie topping, very lightly spread thick slices of bread with butter. Season with a pinch of mixed dried herbs (optional). Cut each slice into four triangles and arrange on top of casseroles. Bake for 20 minutes in a hot oven.
- ▲ For quick individual pizzas, toast slices of multi-grain bread on one side only. Spread the un-toasted side with tomato purée. Spread with lightly cooked, thin slices of onion and mushroom. Season and top with grated cheese and grill slowly until the cheese is melted.
- ▲ Garnish salad with cubes of bread. Cut slices of white or wholemeal bread into cubes. Toss in melted butter (optional) and spread out on a piece of kitchen paper. Cook at full power in the microwave oven until crisp. These croutons are also excellent with soup.
- ▲ For a tangy toasted sandwich filling, put grated apple and grated cheese into a bowl. Add a few drops of Worcestershire sauce. Blend the ingredients together and use in toasted sandwiches or as a topping on a slice of toast.

