

# DAILY BREAD:

## Do you know what's in yours?

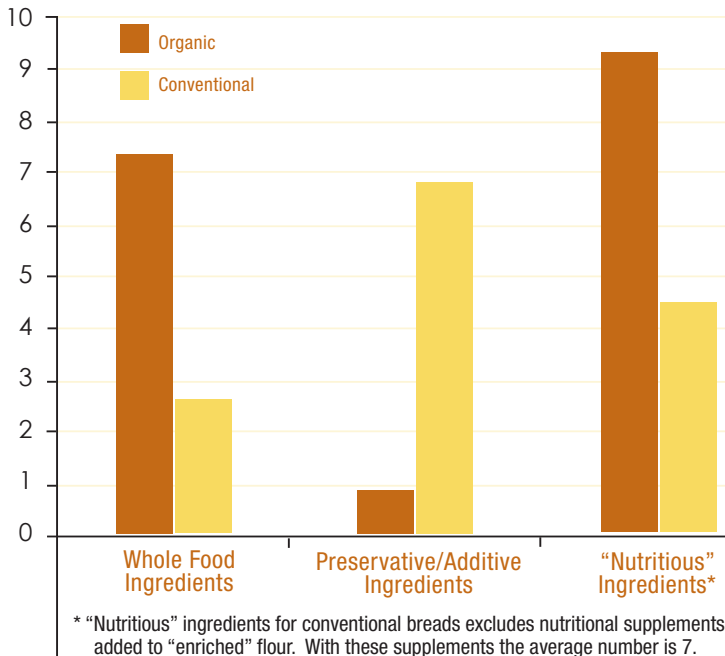


**On average, organic breads contain more whole food ingredients, fewer preservatives and additives, and are more nutrient-rich than conventional breads.**

Bread plays an important role in the overall consumption of grains, particularly whole grains, which help reduce the risk of heart disease, obesity, cancer and more. Today there is an increasing variety of organic, conventional, and “natural” breads to choose from—white, wheat, whole wheat, sprouted wheat, gluten-free, multi-grain, and other varieties. Each has its own claims about freshness, taste, nutrition, and other benefits. But what’s really in your daily bread?

The type of bread you eat does make a difference. Organic bread on average contains more whole food ingredients (49%) than conventional bread (12%). Conventional bread is much higher in preservative/additive ingredients. On average, 28% of conventional bread ingredients are preservatives and/or additives!

But what do these differences mean to you? In a word—nutrition.



Most bread today contains additional ingredients to enhance flavor, texture, and shelf life. Yet many of these ingredients contribute little to nothing to the nutritional content of bread. On average, 63% of organic bread ingredients are significant sources of important nutrients, while only 27% percent of conventional bread ingredients are nutritionally beneficial. When excluding the vitamins that are added to “enriched” flour, only 19% of conventional bread ingredients are nutritionally beneficial.

On top of the significant nutrient bonus, eating organic bread also helps lower exposure to pesticides!

**For more information on nutrients in various grains, see the April 2012 report, “A Closer Look at What’s in Our Daily Bread.”**

**Also visit [www.generationsoforganic.org](http://www.generationsoforganic.org) for facts, tips, trends, recipes, videos, and more on organic!**

