

# OUR DAILY BREAD

The role of bread in the British diet





## INTRODUCTION

According to Department of Health and Food Standards Agency healthy eating guidelines, one third of our total calories should be in the form of starchy foods, such as bread, potatoes, pasta, rice and other cereals.

In June 2007 The Federation of Bakers (FoB) and Flour Advisory Bureau (FAB) commissioned nationwide research involving 2000 adults, to investigate bread consumption in Britain. These results are supported by analysis from the Medical Research Council Human Nutrition Research of bread's contribution to nutrient intake in the British population. This analysis was conducted using data from the 2000-1 National Diet and Nutrition Survey (NDNS) of adults aged 19-64 years and the 1997 NDNS survey of young people aged 4-18 years.

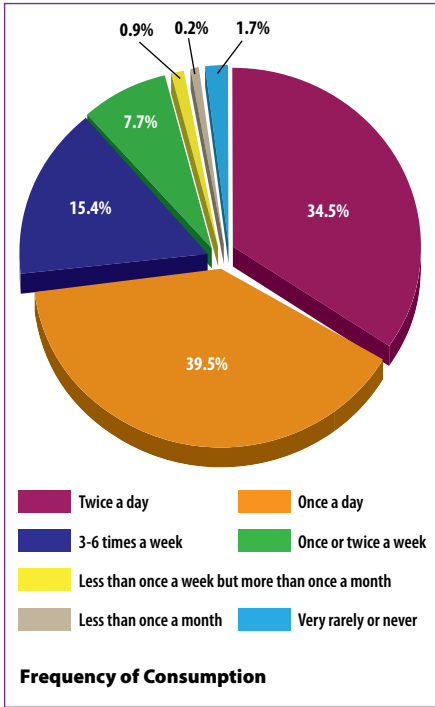
The aim of this report is to highlight the positive contribution bread makes to the UK diet. The results show that bread consumption is dominated by white bread and as a consequence it makes a greater contribution to nutrients such as fibre and calcium than other types of bread.



# SECTION 1: BREAD CONSUMPTION IN BRITAIN

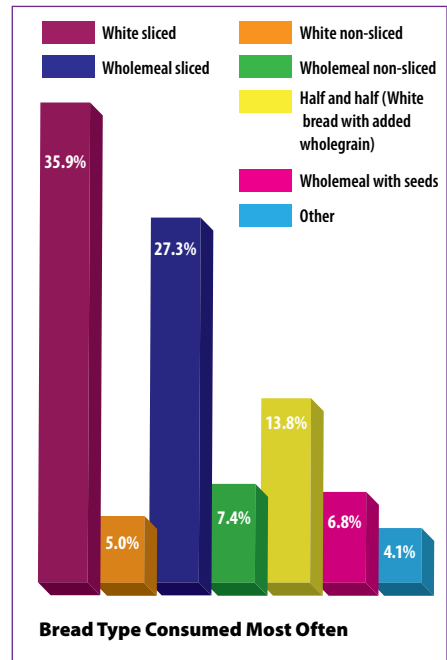


## 1) Frequency of consumption



The majority of respondents ate bread at least once a day. Men eat bread more frequently than women: 44% of men eat bread twice a day compared with 25% of women. Bread has a household penetration of 97.4%. Each year 66 loaves are purchased per household (Source TNS Superpanel, November 2007).

## 2) Type of bread consumed most often



White sliced was the bread most frequently eaten by respondents. It was also eaten on more occasions. Of those who ate white sliced bread 42% did so twice a day, compared with 27% of those who ate sliced wholemeal.





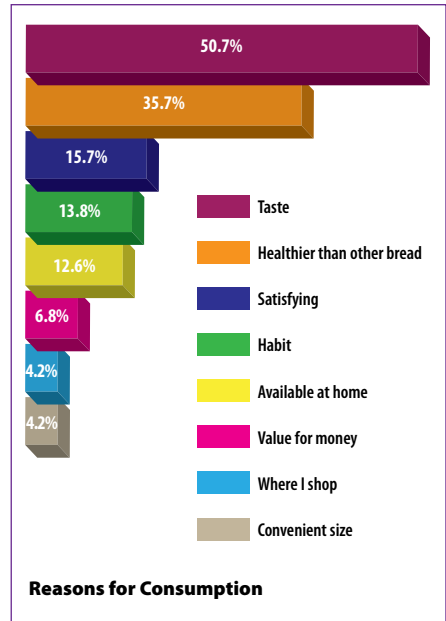
# SECTION 1: BREAD CONSUMPTION IN BRITAIN

Those who chose wholemeal of all kinds said it was because it was healthier than other bread.

Men were much more likely than women to eat white bread (42% of men eat white sliced compared to 30% of women) while women tended to choose brown bread of various kinds.

White bread is the predominant form of bread eaten by consumers in London (52%), N.I (51%), East England (49%), Scotland (44%) and Yorkshire (43%).

The Medical Research Council Human Nutrition Research analysis of bread consumption for nutrient intake in the British population using data from the 2000-1 NDNS, highlighted that in terms of actual consumption, men on average ate 49% more bread daily than women – 113g daily versus 76g daily.



### 3) The reasons given by respondents for eating their favourite type of bread

Respondents who ate white bread tended to say they preferred the taste (72% of those who ate white non-sliced bread selected it for the taste). They were also more likely than wholemeal bread eaters to say they had always eaten that type of bread, it was what they had at home and it was value for money.



# SECTION 2: CHALLENGING THE WHITE BREAD MYTHS



## Myth 1:

### White bread does not contribute important nutrients

**Fact: Over half of respondents (52%) were aware that the flour in white bread is enriched with B vitamins, iron and calcium.**

The MRC analysis revealed that bread makes an important contribution to carbohydrate, dietary fibre, iron, calcium and thiamin intake. Given that bread consumption is dominated by white bread (65% of total bread consumption for adults and 79% for young people), it consequently makes a greater contribution to nutrient intakes than other types of bread. For example in relation to dietary fibre, bread provides 20% of UK adult total dietary fibre intake, half of this (10%) is contributed by white bread. In the UK most people do not eat enough fibre (the average intake is 12g per day). The recommended intake for adults is currently 18g per day. A low fibre intake is associated with constipation and some gut diseases such as diverticulitis and an increased risk of bowel cancer.

The MRC's analysis of the NDNS 2000-1 survey shows that white bread's mean percentage contribution to nutrient intakes of adults in the UK is as follows:

|              |     |
|--------------|-----|
| Protein      | 8%  |
| Fat          | 2%  |
| Carbohydrate | 14% |
| Fibre        | 11% |
| Calcium      | 13% |
| Iron         | 10% |
| Thiamin      | 10% |

The MRC's analysis of the NDNS 1997 survey shows that white bread's mean percentage contribution to nutrient intakes of young people is as follows:

|              |     |
|--------------|-----|
| Protein      | 9%  |
| Fat          | 2%  |
| Carbohydrate | 13% |
| Fibre        | 10% |
| Calcium      | 10% |
| Iron         | 11% |
| Thiamin      | 10% |





# SECTION 2: CHALLENGING THE WHITE BREAD MYTHS

**Fact:** White bread is a calcium provider

| What % of the nation's daily intake of calcium do you think is contributed by white bread? |       |
|--|-------|
| 0-5%   | 36.5% |
| 6-10%  | 39.1% |
| 11-15%   | 16.6% |
| 16-20%   | 6.9%  |
| No reply / Don't know  | 1.0%  |

Consumers underestimate the contribution white bread makes to calcium intake, which is essential for strong bones and teeth. Three quarters of respondents thought that white bread contributed 10% or less of calcium intake. Only 16% of respondents correctly identified white bread as contributing 11-15% to daily calcium intake.

The MRC analysis of bread consumption habits highlighted on page 5, shows that white bread's mean percentage contribution to adult's **daily** calcium intakes was 13%.

**Fact:** Bread is a fibre-rich starchy food

According to the government's healthy eating guidelines what % of our total daily calorie intake should consist of fibre-rich starchy foods such as bread, rice and wholegrain cereals?

|                       |       |
|-----------------------|-------|
| 0-20%                 | 44.6% |
| 21-33%                | 44.7% |
| 34-50%                | 10.0% |
| No reply / Don't know | 0.7%  |

45% of respondents correctly identified that one-third of our total daily calorie intake should consist of fibre-rich starchy foods. However an equal number of respondents thought that it was 20% or under of total daily calorie intake. Fibre-rich starchy foods can help maintain a healthy weight. Research demonstrates that the diets low in fat, and high in fibre-rich starchy foods help with weight loss and long-term weight maintenance.



# SECTION 2: CHALLENGING THE WHITE BREAD MYTHS



## Myth 2:

### White bread is fattening

**Fact:** On average a slice of white bread has 1g of fat.

What percentage of fat is there in a slice of white bread?

|                       |       |
|-----------------------|-------|
| 0-4%                  | 42.2% |
| 5-8%                  | 33.1% |
| 9-12%                 | 16.9% |
| 13-16%                | 7.0%  |
| No reply / Don't know | 0.8%  |

42% of respondents identified correctly that a slice of white bread contained under 4% fat. Bread is naturally a low fat food. Whether white or wholemeal, bread contains very little fat: between 1.6% and 2.5%.





## SECTION 3: THE FUTURE OF BREAD

Health and wellbeing are currently driving innovation in the bread sector. In line with changing consumer tastes bakers have responded with the development of a wide choice of breads with added health benefits including omega 3 fats, prebiotics, and wholegrains to high fibre white and seeded breads. The consumer health boom is reflected by sales figures for the last two years showing a 71% increase in sales of white bread with added fibre, and a 40% increase for bread

with added wholegrains (*Scantrack, The Nielsen Company, 2007*).

Continuing the health focus, a salt reduction programme has been a key priority for the baking industry. Over many years there has been a systematic salt reduction in bread of over 30% including 10% in the last two years. Bakers members are carrying out further reductions to meet the FSA's 2010 target. This has been set at 0.43g sodium per 100 g (equivalent to 1.1g salt per 100g).

### Notes to editors

Bread and Nutrition consumer research was conducted by Kember Associates, during June 2007. It comprised 2,063 interviews with men and women aged 18-65 years old. For the purposes of the survey, the country was divided into 12 regions: London, South East; South West, Eastern England, East/West Midlands, Yorkshire, North East/West, Wales, Scotland; NI.

Bread consumption in the British population: analysis of the National Diet and Nutrition Surveys (Young people, 4-18 years, 1997 and Adults, 19-64 years, 2000-1). Summary report prepared by MRC Human Nutrition Research, June 2007.

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