



Enrich Health Through Enriched Flour and Bread

1. Why are we interested in enriched flour and bread? Enriched flour and bread contain certain minerals and vitamins that have a lot to do with the general health and morale of our country. The lack of these vitamins and minerals that are found in whole wheat, causes sluggishness, lack of appetite, fatigue, mental depression, anemia, and certain nervous diseases. In wartime our country needs us strong.

2. What is enriched flour? In the milling process of making white flour many of the minerals and vitamins that are found in whole wheat have been removed. Enriched flour is white or near white flour to which has been added specific amounts of necessary vitamins and minerals that were removed in the milling process.

3. Is enriched flour more expensive than ordinary white flour? Slightly. The cost of manufacturing enriched flour over ordinary white flour is about 5 cents per 49-pound sack.

4. Where can I buy enriched flour and bread? At your regular grocery or bakery. Ask your dealer if he handles either product and if not, request that he do so. Merchants will sell what people want to buy.

5. How can you be sure that flour and bread are enriched? Look for the word "Enriched" on the flour sack or on the bread wrapper.

6. What does enriched flour look like? It looks and tastes like ordinary white flour.

7. If you use "enriched" flour in recipes that call for plain white flour, do you have to change your recipe in any way? No, use "enriched" flour in exactly the same way you use your ordinary flour.



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8. Can you use baking powder or soda and sour milk with "enriched" flour? Yes, but use soda sparingly. Too much soda tends to destroy the vitamins.

9. Is enriched white flour as rich in food value as whole wheat or graham flour? No, enriched white flour and enriched white bread should not tend to discourage the use of whole wheat by those who like it and with whom it agrees, but for those who prefer white bread, enrichment adds extra food values. Don't assume that all brown or dark bread is really whole wheat bread. A very small percentage of the brown bread sold is really whole wheat. Ninety-eight per cent of all cereals consumed in the United States are refined. Only 2 per cent are whole grain products.

10. Just what vitamins and minerals are found in enriched flour that are not usually found in ordinary white flour? Vitamin B₁, niacin, and iron.

11. What will vitamin B₁, niacin, and iron do for you? Vitamin B₁ helps prevent fatigue, mental depression, and certain diseases of the nervous system. Niacin helps protect against indigestion, fatigue, and mental depression. Iron is necessary to prevent anemia and fatigue. They all help to build strength, mental alertness, steady nerves, and vitality.

12. Why was white flour selected as the food to be enriched? Vitamin B₁, niacin, and iron are the food elements in which diets are most apt to be lacking. These elements are found in natural whole wheat; therefore, flour is a logical carrier for them. Since white flour is one of the most widely used and most economical of foods, enrichment of white flour makes additional vitamins and iron available to the great mass of population with little additional cost.

13. Are the vitamins added to flour as good as those found in whole wheat? Dr. R. R. Williams, research worker and chemist, and one of the country's leading authorities on vitamins, says: "The major effects of enriched products and wheat products are identical. Vitamin B₁, as made in a chemical plant, is precisely the same as vitamin B₁ you find in wheat, and the same is true of niacin."

USE ENRICHED FLOUR AND BREAD—OUR COUNTRY NEEDS US STRONG.