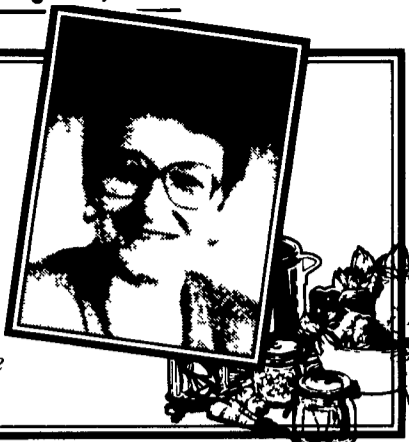


## Consuming Thoughts

by

Fay Strickler

Penn State Extension Home Economist For Berks Co.



Appearances can be deceiving, especially in the bread aisle of the supermarket. You're on the lookout for a bread that's high in fiber, the most nutritious you can find for your family. You pick up a loaf that's a warm brown color with the word "wheat" prominently displayed on the label. If you thought you'd chosen a whole-grain bread chock full of vitamins, minerals, and fiber-rich bran, you'd not be the first mistaken shopper.

It's surprising the number of people who don't know that there is a difference between wheat bread and whole wheat bread. Most breads are made with wheat flour, namely refined white flour that has had the bran and germ mechanically removed. In most cases, the flour is enriched, by adding back three B vitamins and iron which were removed in the refining process. This light-colored flour is sometimes darkened by adding a harmless caramel coloring agent.

So what is labeled wheat bread, regardless of how it looks, is basically the same as what we commonly call white bread.

Whole wheat bread, by contrast, is made from the whole grain. Because the bran and germ have not been removed, it has a naturally dark brown color is higher in fiber and nutrients than wheat bread.

Although some vitamins are put back in to "enrich" wheat flour, not everything that's removed in the refining process is added back again. This is particularly the case with fiber, which comes primarily from the bran. Generally, whole wheat bread is higher in fiber than wheat bread. Check the nutrition label for the fiber content. Two to three grams of fiber per slice is a good number to shoot for. Four grams per slice is even better.

Be particularly careful to check the fiber content on so-called six-grain or 12-grain bread. Some of these multi-grain breads are made primarily from refined wheat flour, hence may contain little fiber.

Breads identified by a particular grain, such as oat bread, may also not be what the name implies. Oat bread is often just wheat bread (i.e., white bread) with a small amount of oats

added. Check the ingredients to see how far down oats are listed. Remember the ingredients are written in descending order, with the most plentiful ingredient listed first.

Another potentially misleading term is "unbleached" flour. The term unbleached just means that the wheat flour hasn't been chemically bleached to make it whiter. Unbleached flour, which may be slightly cream colored, isn't the same as whole wheat flour.

So shoppers beware. When it comes to buying bread, color says nothing about content or nutritional value. Read the full product name and compare it carefully to the ingredients label. As of 1994, most packaged foods including breads are required to list the dietary fiber content as part of a mandatory nutrition facts panel. This regulation should make it easier for you to compare the nutritional value, including fiber content, of various breads.

## Specialty Cheese Production, Marketing

LE RAYSVILLE (Bradford Co.) — Producers and beginning farmers who would like to learn about making and marketing specialty cheese are invited to attend a Pennsylvania Farm Link sponsored meeting at the Le Raysville Cheese Factory on August 9 from 1-4 p.m.

Owner Jim Amery will describe how he got started in the cheese making business, purchasing local dairy products from local farmers, the challenges of making cheese and his marketing efforts and outlets. His cheeses won first and second prizes in national competition at the 1995 American Cheese Society judging in Green Bay, Wisconsin.

Le Raysville Cheese Factory was built by a group of Old-Order Amish farmers in 1978 to carry on the tradition of locally-owned creameries making cheese to suit the taste and demanding standards of local people.

Jim Amery continues to carry on this tradition, making old style raw milk Cheddar, pasteurized Pennsylvania Jack, Sommeleir, Pepper Cheddar, reduced fat Portelet and fresh

Cheddar Cheese Curds. No artificial fillers, preservatives or harmful chemicals are used in processing. The raw milk cheddar is aged at least 60 days, the equivalent of pasteurization. Extra sharp cheddar is aged at least one to two years or more.

To reach the Le Raysville Cheese Factory, take Route 6 in Wyalusing to Route 706 northeast past Stevensville. Take 467 north and turn left at the sign off Route 476, 1/2 mile west of Le Raysville and follow dirt road 1/4 mile to the factory on the right.

Space is limited to the first 30 people, so contact Pennsylvania Farm Link at 717-664-7077 to reserve your place in this free workshop by August 7 or for additional information on other marketing events.

Farm Link is sponsoring a series of marketing meetings to assist beginning farmers and others looking for marketing opportunities. Pennsylvania Farm Link is a non-profit organization governed by a Board of Directors representing diverse agricultural interests that works to create farming opportunities.

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