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HOMEMAKERS' CHAT

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U. S. DEPARTMENT
OF AGRICULTURE
OFFICE OF INFORMATION

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SUBJECT: "The New Bread" ... Information from the Bureau of Human Nutrition and Home Economics, U. S. Department of Agriculture

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"It's a small price to pay," President Truman said in announcing the program to save food in this country so that people in other parts of the world may eat. And all of us agree with him. It's a small price to pay.

One of the conservation measures--as you know--is to raise the amount of flour produced from each bushel of wheat to 80 percent. Up to now...the proportion has been 72 percent.

You've heard that this will make some difference in the flavor and color of flour and in bread. And you're wondering what the difference is.

Well...here is how it's described by Dr. Hazel K. Stiebeling (Steebling) chief of USDA's Bureau of Human Nutrition and Home Economics.

There probably won't be much difference in flavor. It may be somewhat more wheaty in taste. Dr. Stiebeling thinks many people will like it better than the flavor in today's bread.

As for color...it won't be so different either. The bread won't really be dark...not as dark as our present whole wheat bread. Cream-colored or ecru or just an off-white describes the change. And which of these it is...will depend on the formula the millers use.

Dr. Stiebeling points out that if each family in the United States would save just one slice of bread a week...it would add up to one hundred million loaves of bread in a year.

And we can save bread in still another way...by occasionally substituting potatoes--which are plentiful--for bread.

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