



THE ROLE OF BREAD IN THE IRISH DIET

FACT SHEET NO. 1

Irish Pride Bakeries are delighted to provide this resource to INDI members. There will be 4 of these Fact Sheets produced between now and the end of the year. We hope that you find these useful and if you need any further information please do not hesitate to contact us.

With bread being a staple in the Irish diet it makes significant contributions to the nutritional intake of Irish children, teens and adults.

What dietary surveys can tell us about the Irish diet

Since 2001 The Irish Universities Nutrition Alliance (IUNA) has carried out food consumption surveys on Irish adults, teens, children and pre-schoolers. The results of these surveys are invaluable and provide us with insights into the way sub groups of our population are eating.

Fibre intakes in sub-groups of the Irish population

National Pre-School Nutrition Survey

The pre-school survey from 2012, of 500 Irish 1-4 year olds shows that over 70% of these children had adequate intakes of dietary fibre according to the EFSA guideline of 2g dietary fibre per MJ energy.

National Children's Food Survey

The National Children's Food survey carried out in 2004/5 looked at the diets of 594 children aged 5-12 years of age and found that 61% of this age group did not get enough dietary fibre.

National Teen Food Survey

In 2006, 441 teenagers took part in this diet and lifestyle survey - the survey revealed that 80% of Irish 13-17 year olds are not getting enough dietary fibre.

National Adult Nutrition Survey

1500 adults aged 18-90 years participated in the National Adult Nutrition survey in 2011 - Over 80% of Irish adults do not meet the European Food Safety Authority (EFSA) recommendation of 25g dietary fibre per day.

The results of these surveys show that the majority of Irish people over 5 years of age in Ireland do not eat enough dietary fibre. With bread being an Irish staple with over 90% of the population eating it, Irish Pride have a range of products to meet this need.



Product	g fibre/100g	Additional Information
Sandwich Wholemeal	7.5	
Lifefibre 9 Grain	6	Fortified with folic acid 176ug/100g Multigrain source
Lifefibre I love my Heart	5.5	Oatbran with beta glucan to reduce Cholesterol levels, reduced salt
Healthy Grain	4.8	Fortified with folic acid 160ug/100g Multigrain source
Wholegrain Sandwich	4.3	

Note: All the above products are low in fat, low in sugar and a source of protein. In addition there are no hydrogenated vegetable oils in any Irish Pride products.

Breakfast - the most important meal of the day

Skipping breakfast is a significant dietary issue with surveys showing up to 30% of young people not eating breakfast in US or Europe. An extensive review of the role of breakfast in children and adolescents summarised the results of 47 studies examining the association of breakfast consumption with nutritional adequacy, body weight and academic performance.

Children who reported eating breakfast on a consistent basis tended to have superior nutritional profiles and were less likely to be overweight than those who didn't eat breakfast. Evidence suggests that breakfast consumption may improve cognitive function related to memory, test grades and school attendance. Breakfast as part of a healthy diet and lifestyle can positively impact children's health and well-being and bread can play a significant part in this.

Bread is quick, accessible, requires little preparation and is great value for money. Add to this its profile as a low fat high carbohydrate food it is the ideal vehicle for a healthy breakfast, lunch or light snack.

Bread contributes to fibre intake in adults and children

Wholemeal bread was the fourth greatest source of fibre (12%) in the diets of Irish adults.

White bread contributed 18% of fibre intake in the diets of Irish children. Wholemeal bread contributed to 1% of fibre intake.

Bread contributes to folic acid intake in adults and children

White bread was the fifth greatest source of folic acid providing 11% of intake. Wholemeal bread contributed 6% to total folic acid intake.

White bread provided 10% of the folic intakes of children whereas wholemeal bread contributed 2% of folic acid intake.

Irish Pride and nutritional innovations in bread making

Irish Pride continuously strive to be an innovator in the bakery industry by leading the field in producing breads with nutritional benefits to address some of the significant public health issues in our society.

At Irish Pride we have invested significantly in product formulation, nutritional improvements and product quality. We have set the standards for the bakery industry in the efforts to reduce the salt levels of bread in Ireland, with our work in this area commended recently by the Food Safety Authority of Ireland (FSAI).

We have worked with the FSAI and the Department of Health and Children on the fortification of breads with folic acid. Irish Pride is very transparent in the presentation of information on pack. Irish Pride was the first bakery to introduce Guideline Daily Amounts (GDA) labelling on to all products thereby communicating clearly the nutritional content of our products to consumers.

References;

EFSA -Scientific Opinion on Dietary Reference Values for carbohydrates and dietary fibre
<http://www.efsa.europa.eu/en/efsajournal/pub/1462.htm>

Rampersaud GC et al. Breakfast habits, nutritional status, body weight and academic performance in children and adolescents. *J Am Diet Assoc.* 2005 May;105(5):743-60; 761-2.

Healthy eating and active eating for Adults, Teenagers and Children over 5 years - A Food Guide for Health Professionals and Catering Services
FSAI

www.inua.net - Food Consumption Survey data

Analysis of the North South Irish Food Consumption Survey and National Children's Food Survey
Report on the pattern of white and wholemeal bread consumption in Irish adults and children (Commissioned by the Irish Bread Bakers Association) October 2008



DROP US A LINE

If you have any questions or feedback give us a call.
We'd love to hear from you!

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