

HOW CAN MY FAMILY AND I EAT MORE WHOLE GRAINS?

- *Great Harvest* Honey Whole Wheat is legendary! Kids and adults of all ages love it.
- Try some of our specialty whole grain breads. We offer an amazing selection of sweet and savory varieties.
- Pair our whole grain breads with your favorite recipes. For example, Popeye bread goes great with any pasta dish and Whole Wheat Cinnamon Chip makes incredible french toast!
- Enjoy Golden Whole Wheat bread or one of our blended whole wheat and white flour breads.
- Incorporate whole wheat pasta, crackers, brown rice, oatmeal and cereals into your diet.



*Pure & Simple. Fresh & Flavorful.
Enjoy the Whole Grain Goodness!*



WHY GREAT HARVEST WHOLE GRAINS?

Our wheat comes from family owned farms in the high plains of Montana, where climate creates the perfect conditions for high protein premium wheat. We grind the whole wheat daily and use the fresh flour in less than 48 hours. That's what gives *Great Harvest* breads their exceptionally fresh taste. It also ensures that the essential nutrients are preserved and ready to nourish your body. While commercial whole grain breads can be dry and airy from additives, our fresh ground flour helps give *Great Harvest* breads their incredible taste and texture without dough conditioners or other chemicals.

Great Harvest breads stay fresh for 7 to 10 days without using any preservatives. Our promise is to provide you with the freshest and most flavorful bread in the neighborhood!

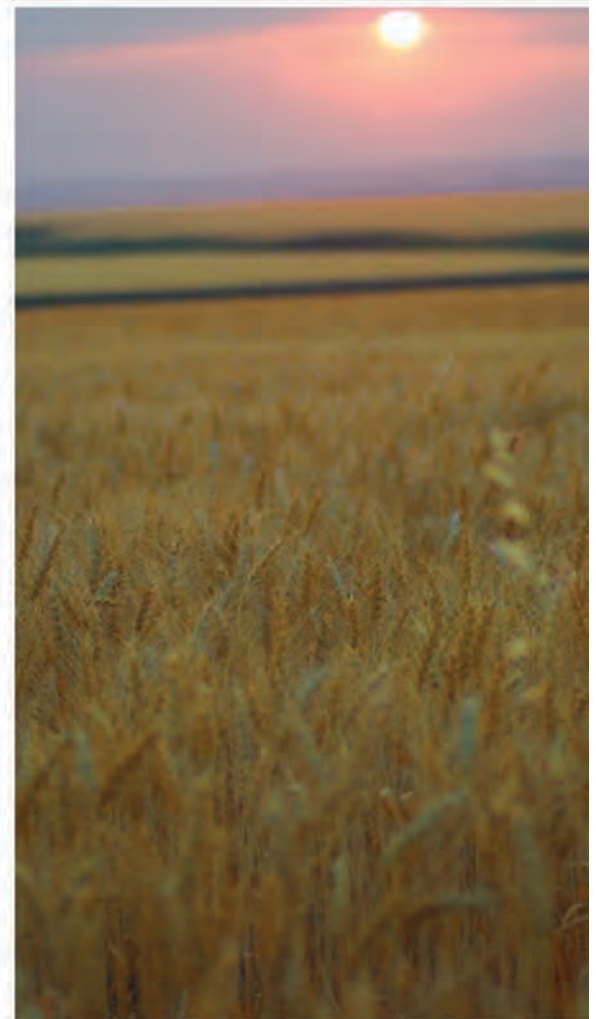


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*All information has been provided by
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Great Harvest™ Whole Grains & Your Health



 *Great Harvest Bread Co.®*

WHAT ARE WHOLE GRAINS?

Grains have been at the heart of healthy eating for thousands of years and for good reason. Science continues to see whole grains as powerful food to reduce the risk of many chronic diseases, help in weight management and provide many essential nutrients.

Grains are made up of three parts – the bran, the germ and the endosperm. Whether whole, cracked, split, flaked, rolled or ground, to be considered a whole grain, all three parts must be present.

1) **The ENDOSPERM** is mostly starchy carbohydrates, proteins and small amounts of vitamins and minerals.

2) **The BRAN** is best known for containing fiber yet also has 50-80% of the grains' minerals as well as many vitamins.

3) **The GERM** is the smallest of the three components but is packed with nutrients. It contains B vitamins, vitamin E, antioxidants, phytonutrients and healthy unsaturated fats.



Each part is essential to the overall nutrition content of the grain kernel. In fact, by removing the bran and germ to make white flour 17 key nutrients and 25% of the protein are lost!



THE NUTRIENTS

- **B-vitamins** (niacin, thiamin and riboflavin) play a vital role in metabolism and are essential for a healthy immune system. Zinc is also important in metabolism.
- **Folate** helps form red blood cells.
- **Iron** is used to carry oxygen in your blood.
- **Magnesium** is a mineral used in building bones.
- **Potassium** builds strong bones, is an important part of the nervous system and helps keep your heart beating.
- **Vitamin E** is an antioxidant.
- **Fiber** helps you feel full for longer, helps decrease cholesterol, reduces the risk of heart disease and certain cancers and helps control blood sugar levels.

HEALTH BENEFITS

The nutrients provided by whole grain breads help you maintain a healthy immune and nervous system and build strong bones. Fighting disease, keeping your heart beating and assisting in metabolism are other benefits. You'll also benefit from feeling fuller longer, which can assist in weight loss. No wonder whole grains have been named the "staple of life!"

It is recommended by the Dietary Guidelines for Americans and by MyPyramid (the FDA food guide pyramid) that each person eat three or more servings of whole grains every day. Time and time again research has shown those who do this experience a reduced risk of heart disease, type 2 diabetes, strokes and certain types of cancers.

