

Whole Grains: Breaking Barriers

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Oldways' Philosophy, Worldview

Health through Heritage

- The culinary past has important lessons to teach us.
- Let's not lose them; let's understand them.
- Let's figure out how to adapt them to the realities of the modern world.

Whole grains are our historic approach to grains, so they fit.



Oldways' Philosophy, Worldview

Pleasures of the Table

- Too often the nutrition world is scolding – “don’t eat this, don’t eat that”; “hold your nose and eat it, it’s good for you.”
- Oldways believes healthy food is meant to be enjoyed, to be delicious.

Whole grains are delicious and are part of the positive “what TO eat” message, so they fit.



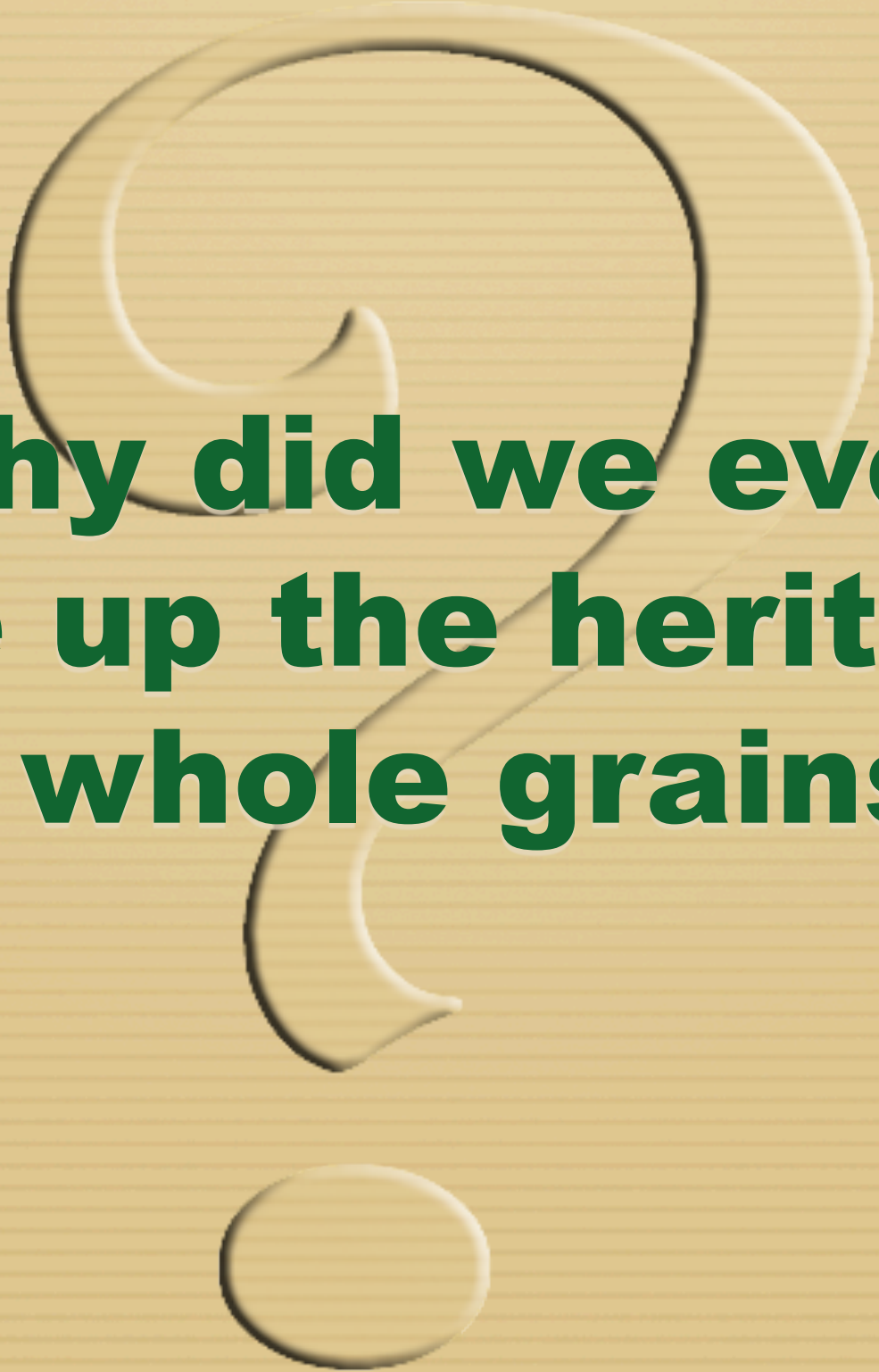
Oldways' Philosophy, Worldview

Solid, Proven Science

- The health benefits of whole grains have been proven again and again by study after study.
- Oldways has a track record of beating back pseudoscience for two decades, starting with the “no fat” craze of the nineties.

There's solid science behind the benefits of whole grains, so they fit our worldview.





**Why did we ever
give up the heritage
of whole grains?**

Sifting out Bugs, Dirt, Rocks

- Historically, flour contained many contaminants.
- Only the king and other rich people could afford to tediously sift out the bugs, dirt, rocks (and other suspicious “useless” dark stuff).
- White flour became “special.”

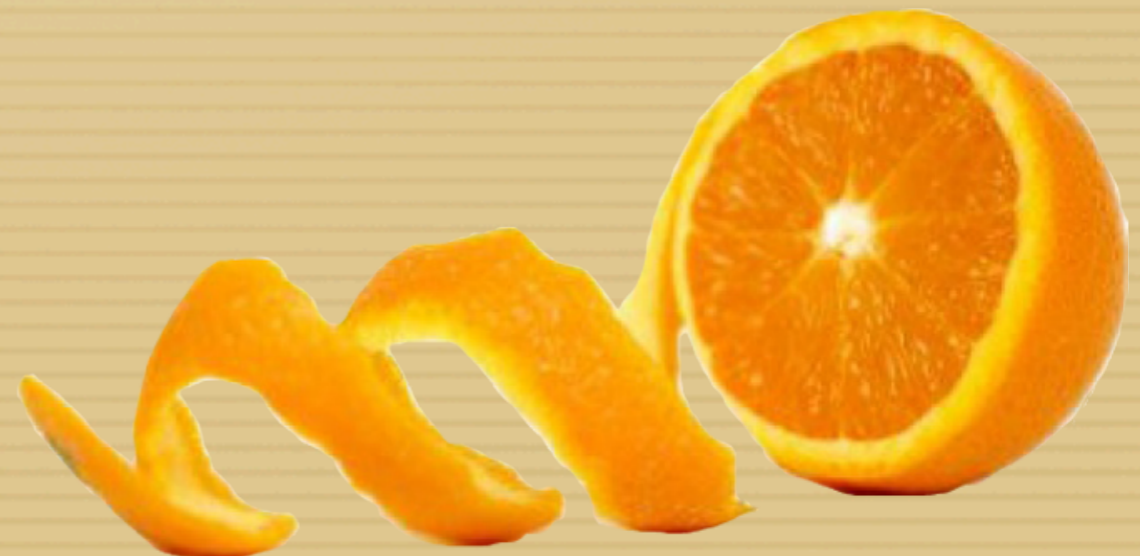


(But was the king really so healthy?)



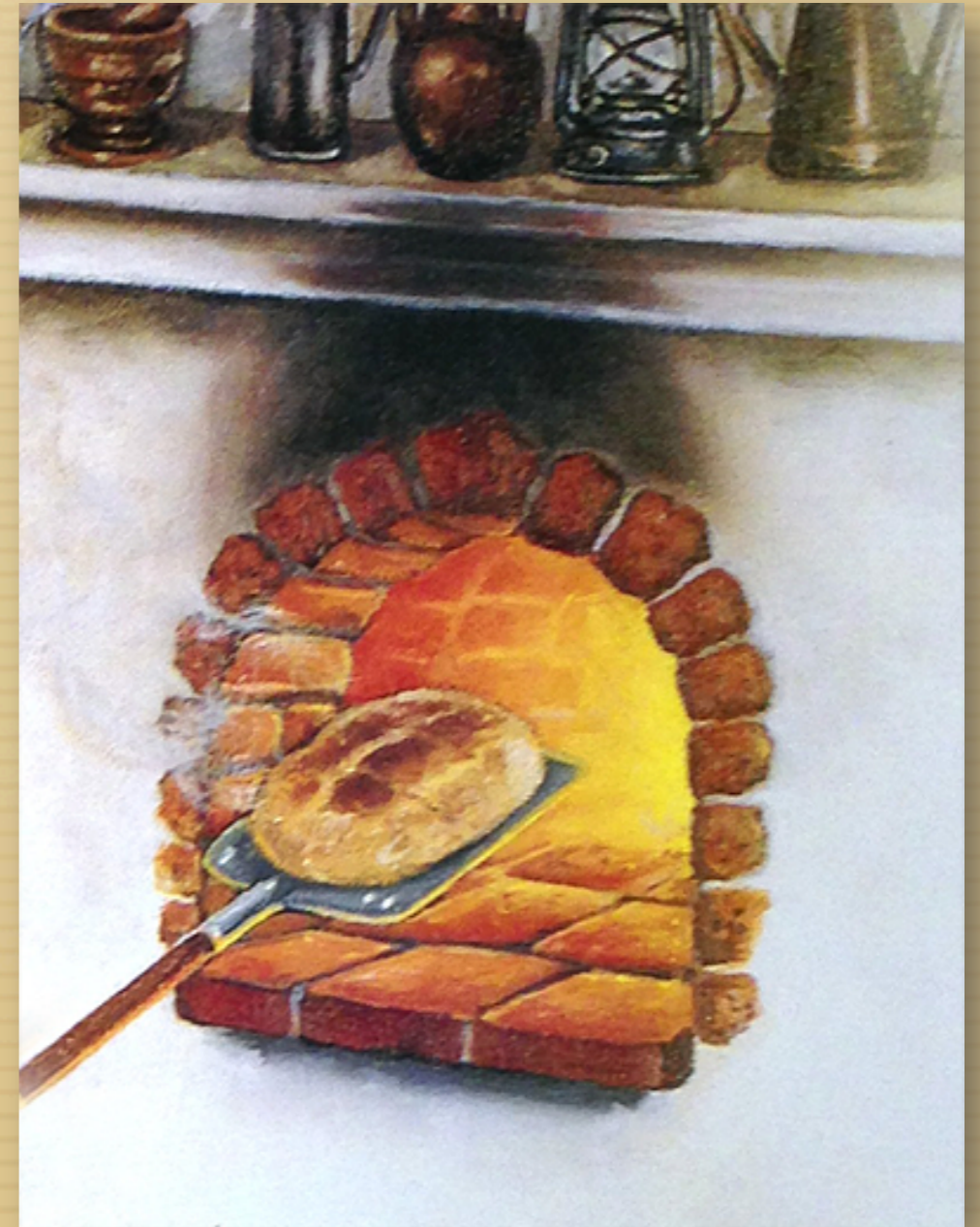
Most Foods Need “Shucking”

- All foods required a LOT of processing
- Almost nothing came “ready to eat”
- Outer bran layers were thought to be part of the inedible husk of grains (which we still remove today)



Shelf Life, Baking Ease

- White flour lasted longer (important, before refrigeration)
- White flour baked more predictably (important, before modern ovens)
- No obvious or known downside to favoring white flour – and some clear upsides.



... and Suddenly Affordable!

- Late 1800's: roller mills made it easy (and inexpensive) for everyone to have their flour sifted like the king!
- Trains made far-off mills competitive with local ones – and made shelf life even more essential.



Photo: Smoky Valley Historical Association, Lindsborg, KS

So What's the Score So Far?

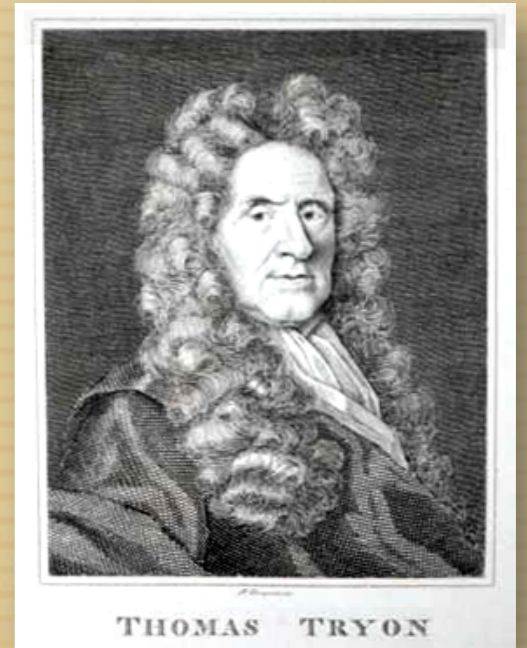
White Flour

- Longer Shelf Life
- Easier Baking
- No suspicious dark stuff
- Keep up with the Joneses

	1	2	3	4	5	6	7	8	9	TOTAL
REFINED GRAIN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
WHOLE GRAIN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0

Nutrition Science Emerges

If you set any value on health, and have a mind to preserve nature, you must not separate the finest from the coarsest flour; because that which is fine is naturally of an obstructive and stopping quality; but on the contrary, the other, which is coarse, is of a cleansing and opening nature, therefore the bread is best which is made of both together.



Thomas Tryon, 1691

Way to Healthy, Long Life and Happiness

Nutrition Science Emerges

- 1847 “The Necessity of Brown Bread for Digestion, Nourishment and Sound Health” by Dr. D. Carr (London)
- 1888 “Advantages of Wholemeal Bread” by Dr. Thomas Allinson (London)
- 1939 “Nutrition and Physical Degeneration” by Dr. Weston A. Price
- 1970s Denis Burkitt’s research in Africa on the benefits of fiber, whole grains and other whole foods becomes known.



Nutrition Science Emerges

“Fiber must be considered with other dietary constituents in all nutritional studies.”

“Nutritional Implications of Dietary Fiber” American Journal of Clinical Nutrition, 1978 Oct;31(10 Suppl):521-429 [Cummings, JH]

- 1987 Blood glucose, insulin and wholemeal intake
- 1994 Epidemiological evidence for the impact of whole grains on health [Joanne Slavin]
- 1997 Whole grain consumption and chronic disease: protective mechanisms [Slavin, Jacobs, Marquart]



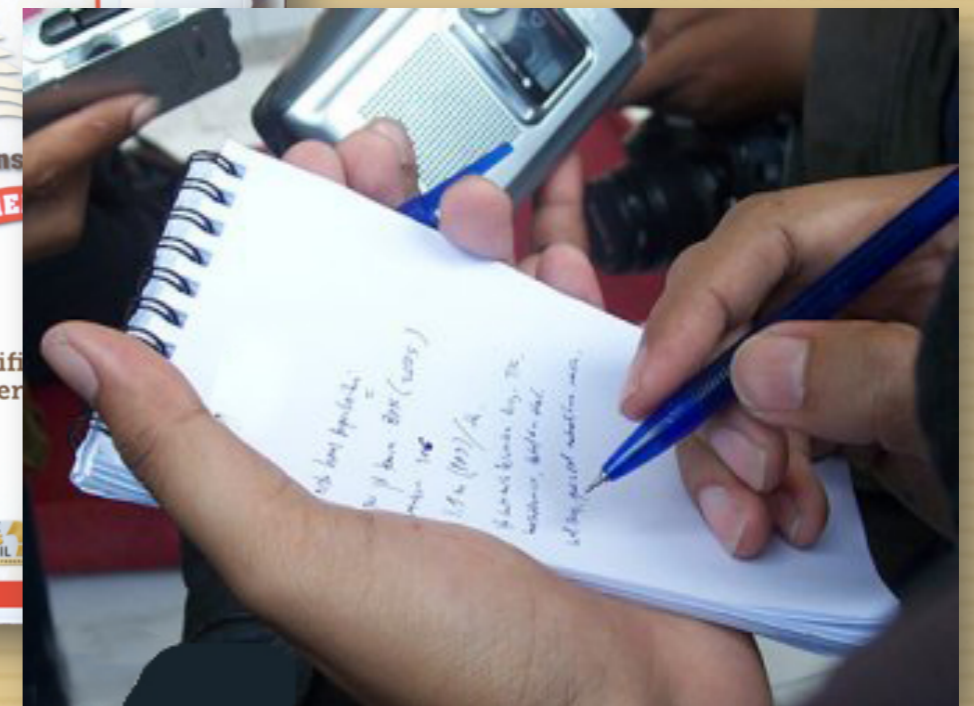
We've Broken Many Barriers



This Week, We'll Break Through the Remaining Barrier



With help from our speakers, audience, program book and journalists!





Whole

Grains

BREAKING

BARRIERS