

## Is bread bad for you?

### Video transcript: Britain's history of bread

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Cultures have been baking and eating bread for thousands of years. But with the industrial revolution came industrial bread making.

This flour mill, Caudwell's Mill, was built in the late 1800s. Not long after that, sliced bread was invented. Then in 1961, we discovered a way of mixing bread quickly on a large scale. Called the Chorleywood process, it revolutionised the British bread industry.

Out of that heritage, emerged the bread that we most commonly eat today – the humble white loaf. White bread is familiar and cheap to buy. And soft and springy, making it a long-standing favourite within many households.

Today in the UK we still eat wrapped white bread than any other sort.

The bread industry says that factory-made white bread contains important nutrients. But it can also contain additives and preservatives, which some people prefer to avoid.

Experts say that wholemeal bread – made with the whole wheat grain and not just part of it like white - is healthier for us because it contains twice as much fibre.

But there's another way to make bread, which isn't so industrial. In many European countries, "craft bakeries" still dominate. In France, famed for its baguettes, two thirds of all bread is either made in a small bakeries or at home.

In fact many other European countries break more bread than the British. Who eats the most? Germany and Austria.

The UK is learning from its neighbours. Overall, sales of industrially-made white and brown wrapped bread are slowing down. As our tastes change, so does our bread market. Our appetite for wraps, pitta breads and bagels – is growing.

So why the change?

Are we turning our backs on the industrial processes and methods that created the sliced white loaf? Is it because our lifestyles; we're eating more on the go; we're becoming more adventurous in the food that we eat, and we're demanding more from our money-saving packed lunches? Or is it because we now think that certain breads, the humble white loaf included, are bad for us?