



*Welcome to the latest addition of the Baker's Bulletin.*

*Nominations are now open for the 2012 Young Bread Baker of the Year competition (see the article below for details of how to enter).*

*Last year's winner used his research grant to study in the USA while the runner up represented New Zealand at Australia's LA Judge award. Opportunities like these are not to be missed!*

*It is great to see that the recently released results of the New*

*Zealand Adult Nutrition Survey show that bread continues to be the major contributor of energy, protein and carbohydrate to the New Zealand diet, and also the largest contributor of dietary fibre. As an industry we need to ensure that bread remains a staple in the New Zealand diet with our products remaining relevant to consumers and their nutrition needs. To that end it is good to see that our recent efforts to reduce sodium in bread have been recognised.*

*On behalf of the Baking Industry Research Trust - best wishes for the festive season.*

*- Annette*

## Call for nominations for 2012 "Young Bread Baker Of The Year" Award

**The "Young Bread Baker of the Year" is an award presented annually by the NZ Association of Bakers for the best newly qualified bread baker in New Zealand.**

The 2012 competition will be held in Auckland on the 14th and 15th of March. The Association of Bakers are now inviting nominations for the award competition, using the nomination form that can be accessed by visiting [www.bakeinfo.co.nz](http://www.bakeinfo.co.nz) and clicking on the hot topic : Call for Nominations for 2012 Young Bread Baker of the Year Award. It is important that the form is completed as fully as possible and returned to the address indicated on the form by 12 December 2011.

The winner of the award will be presented with a cup and a research grant up to the value of \$10,000 for research such as overseas travel to look at new technology, ingredients, process or trends in products.



## Australians missing essential nutrients from diet

**Go Grains Health and Nutrition in Australia, commissioned a national study tracking the consumption of grain-based foods, like breads, breakfast cereals, rice, pasta and noodles, and legumes over a two year period (2009 - 2011).**

In Australia the current dietary guidelines recommend consuming a minimum of 4 serves of grain-based foods a day, with at least half of those being wholegrain. However the research shows that most Australians mistakenly believe that the recommendation is 2.5 serves per day. This is of concern as grain-based foods significantly contribute to Australians' intake of iron, zinc, magnesium, thiamine, riboflavin, niacin, folate, fibre, protein and carbohydrate.

Additionally, the research found that Australians are only eating just over half the recommended daily amount of wholegrains at 1.1

serves per day.

"Over the past two years, our consumption of bread, breakfast cereals, pasta, noodles and rice has declined while mixed meals and take away foods and snack bars have increased. Almost one third (28%) of grain-based food intakes currently come from mixed meals and takeaway foods, cakes and pastries" said Robyn Murray, CEO of Go Grains Health and Nutrition.

The study also highlighted that consumers, particularly young (15 - 24 year old) females, mistakenly believe consumption of grain-based foods may cause weight gain. More education on the nutritional benefits of grain based foods is required to ensure that Australians of all ages are eating a healthy well balanced diet.

Source: [www.gograins.com.au](http://www.gograins.com.au) / Project Go Grain

# 2008/09 New Zealand Adult Nutrition Survey

The results of the 2008/09 Adult Nutrition Survey (NZANS) were published recently by the Ministry of Health. This survey assessed self-reported food and nutrient intake, dietary habits and eating patterns, dietary supplement use, household food security and nutrition-related health conditions and risk factors.

Also included were measurements, including height, weight, waist circumference and blood pressure. The last NZNS survey was completed in 1997.



## The key findings of 2008/2009 survey were:

- Obesity (BMI of more than 30kg/m<sup>2</sup>) in men increased from 17% to 27.7% and women from 20.6% to 27.8%.
- The prevalence of iron deficiency among females aged 15 years and older increased from 2.9% in 1997 to 7.2%.
- Nearly 7% of New Zealanders have diabetes, but 25% of them are unaware of having the condition.
- Since 1997 the percentage of households with low food security (unable to regularly provide nutritionally adequate and culturally acceptable safe food) more than doubled.
- The reported contribution of saturated fat to total energy intake dropped in 2008/09 findings.
- Total blood cholesterol concentrations dropped almost 10% in men and women, although this could be due to the use of effective medications to control blood lipid levels.
- More people reported eating the recommended two servings of fruit/day
- While people are getting heavier the mean daily energy intakes were reported to be decreasing.

## Bread

Bread continues to be the major contributor of energy, protein, and carbohydrate to the New Zealand diet. The bread group was also the largest contributor of dietary fibre to the diet. In comparison to white bread, light or heavy whole grain bread was chosen by 60% of the population, but almost 50% of young adults compared to 25% of older people reported eating white bread.

To download the key findings report please click on the following link: <http://www.health.govt.nz/publications/focus-nutrition-key-findings-2008-09-nz-adult-nutrition-survey>



## Progress of voluntary efforts to reduce sodium in bread

Kiwi bakers are leading trans-Tasman efforts to lessen sodium levels in bread according to a paper published in the *Medical Journal of Australia* by researchers at The University of Auckland and the George Institute for Global Health (Sydney).

Dr Helen Eyles from The University of Auckland's Clinical Trials Research Unit says: "Bread is the largest contributor to dietary sodium intake in both Australia and New Zealand, and excess sodium can cause blood pressure to rise over time, greatly increasing the risk of cardiovascular disease."

The study assessed the effectiveness of a collaboration between the Australian Division of World Action on Salt and Health and the Heart Foundation in New Zealand with food manufacturers to voluntarily reduce sodium levels in breads between 2007 and 2010. Over this four year period nutrition information data was collected from packaged breads sold at Pak'n'Save and Foodtown/Countdown supermarkets in New Zealand, and Coles and Woolworths in Australia.

Findings showed the proportion of Australian bread products meeting the Australian maximum level target of 400mg/100g increased from 29% in 2007 to 50% in 2010. Despite this, there was no change in the average sodium concentration of all breads over that time. However, there were improvements in both the proportion of New Zealand bread products meeting the New Zealand Heart Foundation target and the overall mean sodium level in New Zealand breads. In 2007 49% of breads met the Heart Foundation 450mg/100g target; by 2010 this had risen to 90%.

Associate Professor Cliona Ni Mhurchu says: "With an average decrease of 30mg/100g in the sodium content of New Zealand breads over the past four years, there is likely to have been a small but important drop in the amount of sodium consumed by New Zealanders. However, a great deal more needs to be done if we are to have a real impact on population health."

[Click here](#) to read the Medical Journal of Australia article.



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