Is the White Bread Really Brown Bread?

I’m sure a lot of you remember when ‘brown bread’ was really whole wheat bread, and ‘white bread’ was made with white flour. Life was simple then! Now we have many kinds of brown-looking breads. Their labels proclaim ‘multi-grain’ or ‘whole grain’. But when you’re smart enough to read the ingredient list, the first thing on that list is still white flour. Somewhere there you’ll find caramel coloring. The whole wheat or whole grain might number 7 or 8 on the list. The further down the list, the less there is of the ingredient. So you know you’re mostly getting cosmetic brown bread.

But, the reality is that most people don’t like the looks or feel of brown bread. Children in particular tend to prefer ‘the white kind.’ Bread bakers and wheat growers know that. So they’ve been trying to keep their customers happy and help us stay a little healthier at the same time. The end results are the new kids on the bread shelf, the “white whole wheat” labels.

Are they really whole wheat? Do they have the same nutritional benefits? The answer to the first question is Yes. They really are made from whole wheat flour. Two changes have been made. First, the growers are using new varieties of wheat. Instead of the dark outer hull of most wheat, these varieties have very pale outer hulls. So, when the whole grain is ground, the hulls aren’t as visible, and they don’t change the color of the flour. The pale hulls also don’t have as much flavor as the dark hulls do, so they don’t change the taste as much.

The other change is that this white whole wheat flour is ground more finely. So
the pieces of the hull are much tinier and harder to see. That also helps to make the flour look whiter. So, the white flour really is whole wheat.

The answer to the second question is not as clear. White whole wheat flour does contain the whole grain, so it does have all the vitamins and minerals. But one of the benefits of whole wheat flour is that we digest it more slowly so our blood sugar goes up more slowly. However, when it has been ground so super-fine, this white whole wheat flour seems to be digested almost as fast as white flour. So we’ve lost that benefit.

Another possible difference is that the fine grinding might allow more of the antioxidants in the whole grain to be destroyed by air. When the hull is left in larger pieces less air can get at all them, so more are left in the flour. And some phytonutrients, the beneficial compounds we are just learning about in plants, are dark colored. By breeding wheat without the dark pigments, we might be getting fewer of the special phytonutrients.

The final problem is that most of the breads using white whole wheat still have white, enriched flour as the first ingredient. So at most only half the flour is whole grain. As usual we are left with the job of reading the label ourselves. Don’t trust the big words on the front of the package. Read the ingredient list. The sooner you find whole wheat or whole grain in the ingredient list, the better off you are. The further you have to read, the poorer the food is.

But, if you have someone in the family who refuses to eat real whole wheat bread, you can at least change to these white whole wheat products and get a little benefit.

This week’s recipe is for whole wheat pancakes. Use white whole wheat if you prefer the pale color. Top them with some freshly picked, peak of the season
strawberries for a real treat.

Whole Wheat Pancakes

1 C whole wheat flour ½ C all-purpose flour
2 tsp baking powder 1 T sugar
3 egg whites 1 ½ C skim or 1% milk
1 1/2 T vegetable oil 1 tsp vanilla extract

In large bowl sift together the dry ingredients. In small bowl beat the liquid ingredients together with a fork until well blended. Add to dry ingredients. Stir just until all ingredients are moist. Preheat a non-stick griddle or skillet over medium heat. Spray with nonstick cooking spray. Pour 1/4 C of batter onto hot skillet. When edges are dry and bubbles stay open, turn and cook until second side is golden browned. Repeat for all 12 pancakes.

For strawberry topping, wash, cap and chop 1 quart fresh berries. Mix in 1/4 cup sugar or Splenda®. Refrigerate at least ½ hour. Top each pancake with a spoonful of berries and juice.