

Wheat is one of man's oldest foods. So what's new?

Bran, rich in dietary fiber, is used extensively in breakfast cereals, variety breads, and muffins, as well as animal and poultry feeds.

The wheat germ is rich in protein, vitamin E, and iron. It is used in meat loaves, casseroles, breads, salads, fruits or yogurt.

Soft red winter wheat flours are ideally suited for all types of cakes, cookies, crackers, pie shells, cake donuts, and pretzels.

Hard amber durum wheats form the basis for the flours used in choice brands of spaghetti, macaroni, and noodle products.

Patent white flour, milled from the endosperm, contains between 70 and 75% of the total protein available in a wheat kernel. When enriched, it contains quantities of niacin, iron, thiamine, and riboflavin, in amounts equal to or exceeding whole wheat.

Wheat by-products are used extensively in animal feeds. The bran and aleuron portions of the kernel are called "millfeeds." Combinations of the wheat germ, aleuron, and bran also form a product called "commercial germ."

Vital wheat gluten, 75% protein, is obtained by washing the starch from the wheat endosperm. It is used in the bakery trade as a dough strengthener and by the cereal industry as a protein fortifier.

Scientists and nutritionists are recognizing the importance of "complex carbohydrates," commonly called "starch," in the human diet.

The National Dietary Guidelines published by HEW and USDA recommend increased consumption of complex carbohydrates. Enriched white bread, as well as whole grain bread, is an excellent source of complex carbohydrates.

Based on this, the USDA has increased the minimum amount of bread required in school lunch programs from 5 to 8 servings per week.

The public is also recognizing that bread, in itself, is not fattening. In fact, because bread is a good bulking agent, recent studies indicate that a bread diet can actually promote weight loss.

Clearly, wheat is one of the most important cereal grains. It provides more nourishment for more people in the world than any other single food.

ADM Milling is one of the few companies in the country that processes almost every basic kind of wheat used by the baking industry.

We mill soft wheats into flours specifically designed for cakes, cookies, snacks, and breads. Durum wheat is milled into semolina and durum flour for the pasta industry. And, we also make whole wheat flour.

Certainly, one of the most effective foreign aid programs ever launched by the U.S. is the Food for Peace Program. Blending basic ingredients from its wheat, corn and soybean plants, ADM is able to produce special low cost, highly nutritious foods that are combating starvation in developing nations throughout the world.

We'd like to tell you more about the various activities of ADM. For more information, write ADM Milling Co., 4550 West 109th Street, Shawnee Mission, Kansas 66221.

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