

BREAD FACTS

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Bread Facts by Various

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VARIOUS

BREAD FACTS



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SECOND EDITION

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INTEREST OF BETTER
BREAD MAKING
BY THE

RESEARCH PRODUCTS DEPARTMENT
WARD BAKING COMPANY
NEW YORK

INTRODUCTION

The American baking industry found itself during the war. The fundamental importance of bread as the main food, the lowest-price food, the food which contains more of the elements of nutrition needed in the daily diet of both young and old than any other single food of general consumption was proclaimed by government agencies in every country. With sufficient bread and milk the children were safe from hunger; were well fed. Bread became as it always has been, the main food of the soldier. With more bread during the war the people were better fed for both health and labor, than they are generally fed.

Consumers were taught the larger food value of bread during the war days. Business men from all ranks, called to help in the mobilization of the country's resources or in the equitable distribution and conservation of the food supplies, saw the facts as never before and with common consent placed bread in the front rank of national industrial

importance. Food scientists, from government and state departments, from universities, large and small, and from private laboratories turned their first attention to bread and emphasized it as the one food to be protected and an adequate supply maintained. Housewives, through direct governmental, commercial and trade publications, were told about the food value of bread, about its dependability as the main food for the family—were brought to look at bread in a new, a larger and a more important food light—amounting to an advertising value that could not have been purchased at any price.

The economies of milling and baking were studied by both governmental commissions and by masters in the economics of practical business. From the standpoint of soundness, service and the absence of profiteering not another industry stood a better, a cleaner test. The economy and the better general quality of bread produced from the modern methods of the modern baker were compared by these same disinterested agencies, with the wastes, often baking failures and higher costs of most

of the home baking—again to the credit of the baking industry.

Chemistry and physics, bacteriology and the other sciences as they apply to the growing of cereals, to the transportation and storage of grain against spoilage, to milling, to baking and to the accessory materials—yeast and yeast foods, milk and malt extracts, sugars, fats and salt—were put to work in these fields as never before. The pioneer scientific work formerly done by the few was at last acclaimed as a benefaction. Today, domestic science workers are seriously studying bread with more of direct interest in the work, the methods and product of the bakery. Milling companies and bakers are turning, with more dependence, to laboratory control as an aid to practical experience. Schools and colleges are giving the sciences, as applied to cereals and bread, more preeminence in their courses. Out of it all the American baking industry has established the American Institute of Baking as the cap sheaf for continuous, deep and thorough research, for the teaching of sound and practical facts about bread and baking,

and for service to all who seek the aid of science in baking problems.

At no other time has the American housewife who does her own baking, or who does not put enough bread into the daily diet of her family been more receptive towards the good baker and good bread.

With all these facts before us we have conceived the idea of assembling for the baker some practical hints on better bread making, the food value of bread, applied science in the bakery and other important facts, all of which we have published in this little volume and which we hope may prove of some service to the trade in general and be a modest but valuable instrument in improving the value of the baker's loaf and help speed the coming of the day when the housewife will rely entirely on the baker for her daily supply of the "staff of life".

THE AMERICAN LOAF OF BREAD

The perfect loaf of bread has no written rules. Science may find and describe the whys but an artist makes the loaf. In no other industry are there so many variables. The flour, the yeast, the time and temperature, the proving and baking must all be fitted one into the other. In no other industry has the work of standardization been more difficult. A formula made out for one shop does not work in another, unless the variable factors have been stabilized towards one standard of ingredients and method. If the public could know the earnest care that goes into making a good loaf of bread they could not keep from universal appreciative response.

There are two points to clear up in the public mind about bread; one is volume and the other absorption. Volume, if not carried to the point of over proving, means lightness, digestibility and better bread. Bakers have competed among themselves for volume. This competition has been giving the public a slice of bread in which the starch and protein particles are better separated, one from the

other, ready for the action of the human digestive processes. What is wanted in bread is that each and every particle shall be opened, opened to the fermentation actions which render it more wholesome, opened to the heat which renders it better baked. So the baker who studies expansion, works for expansion and gets expansion, without sacrifice of flavor—expansion with texture, even, finely divided texture, silky texture, with the bread still full of life, taste and wheat flavor—is doing as much for the human stomach as for his industry. Volume, with texture and flavor is the first standard, both for the baker and the consumer.

Another important point is absorption. Much bread is turned out of inferior quality because the yeast and its actions have not had enough moisture during the fermentation. It is easier to handle a dry loaf, than one more moist. Most doughs are too dry, and the resulting bread lacks in the eating qualities desired by the consumer. The yeast must have proper moisture, sufficient oxygen and proper food. Yeast foods are treated under a separate