

Do the Switcheroo: Sara Lee Declares September 5 Take Your Whole

Oversized lunch packs punch: Crop artists put the finishing touches on a wheat field artwork outside Lawrence, Kansas, commissioned by Sara Lee Food & Beverage to encourage families to participate in the Soft & Smooth Switcheroo: Take Your Whole Grain Sandwich to School Day on Sept. 5. Sara Lee buys red and white wheat from Kansas, and Kansas Governor Kathleen Sebelius is issuing a proclamation that the state's unofficial nickname, "The Wheat State" will be changed to "The Whole Wheat State" on Sept. 5. The fresh bread baker distributed 2.5 million loaves of its top-selling Soft & Smooth whole grain breads in the past 48 days, totaling more than 534 million grams of whole grain. The crop image is made of all natural materials, including 40 bales of wheat straw, 23 tons of crushed limestone and 50 bags of red mulch for the signature red Sara Lee logo.

DOWNERS GROVE, Ill.--(BUSINESS WIRE)--As parents across the U.S. wring their hands and wrack their brains to pack school lunches with food that is both nutritious and tasty, Sara Lee Food Beverage is taking the pressure off by encouraging parents to do the Soft Smooth Bread Switcheroo and send their kids to school on Wednesday with a whole grain sandwich.

The declaration of Soft Smooth Bread Switcheroo: Take Your Whole Grain Sandwich to School Day is the culmination of a 48-day effort, the Great Whole Grain Giveaway, in which Sara Lee Food Beverage distributed 2.5 million loaves of Soft Smooth bread across the country and educated families about the benefits of whole grain and differences between traditional wheat and 100% whole wheat bread. More than 534 million grams of whole grain were distributed, equaling 25 million sandwiches or enough whole grain to fulfill the daily recommended 48 grams for more than 11 million people on one day.

We used our leadership position in the bread category to show families getting ready for back to school that all wheat breads are not created equally, said Peter Reiner, vice president of Sara Lee brands. On September 5, we're calling on parents to switch their child's sandwich to one with whole grain nutrition.

Message in a Wheat Field and Nutritional Transparency

As part of the Great Whole Grain Giveaway, Sara Lee Food Beverage pledged to leave no wheat stalk un-harvested when it came to communicating to consumers about whole grains. The commitment includes a three-football-field size earthwork in a Kansas wheat field encouraging families to Do the Switcheroo by crop artist Stan Herd. The image, made from four acres of wheat and other natural elements, depicts a gigantic sandwich and lunchbox. To commemorate the company's efforts to convert more families to more whole grains, the Governor of Kansas is declaring that the state's unofficial nickname, The Wheat State, will be changed to The Whole Wheat State, for Switcheroo Day on Sept. 5.

The Switcheroo is the final piece of a campaign that started when Sara Lee Food Beverage became the first bread manufacturer in the country to make the whole grain content of its top-selling breads—even its enriched breads—available to consumers via the Internet at www.thejoyofeating.com.

IS-IT-WHEAT). Although the USDA has recommended that Americans consume three servings of whole grain per day, or 48 grams, there is no government mandate to supply whole grain content information on nutrition panels—nor anywhere else.

Sara Lee will continue to do whatever it takes to capture the attention of consumers so that we can help them make the best choices for the nutritional health of their families, Reiner said. We know consumers are looking for whole grains, but we know they are also looking for taste. Reiner added that in the last year alone, more than 600 products with a whole grain claim have been introduced, yet more than 70% of breads sold in the U.S. are not 100% whole grain, according to IRI data.

Health professionals recommend most Americans consume three servings, of whole grain daily to help maintain a healthy weight and reduce the risk of stroke, diabetes and cancer. The average American consumes far less than the recommended servings of whole grain per day.

Sometimes when it comes to nutrition, you've just got to sneak it in. One of the easiest ways to increase whole grain consumption among children is to switch out the enriched wheat or white bread they are eating with a mild and soft tasting bread made with whole grain, said Frances Coletta, Ph.D., RD, director of health and wellness, Sara Lee Corp.

Sara Lee Soft Smooth Bread A Key Ingredient in Sara Lee's Rise to the Top

On July 19, Sara Lee Food Beverage launched Soft Smooth 100% Honey Wheat Whole Wheat Bakery Bread, the first 100% whole wheat bread with the taste of honey and a soft, smooth texture most consumers prefer. Each two-slice serving offers 28 grams of whole grain. The product launch follows the highly successful launches of Sara Lee Soft Smooth Made with Whole Grain White Bread and Soft Smooth 100% Whole Wheat Bread in

2005 and 2006, respectively.

About Sara Lee Food Beverage

Sara Lee Food Beverage is the North American retail food division of Sara Lee Corporation (NYSE: SLE). Based in Downers Grove, Ill., Sara Lee Food Beverage develops and markets many of the world's favorite high-quality baked goods, packaged meats and coffee. Leading brands and products include Sara Lee fresh breads, frozen desserts and deli meats, Hillshire Farm lunch meats, Jimmy Dean sausage and breakfast foods, Ball Park franks and the Senseo single-serve premium coffee system.

Many people have heard that red tomato has always conducive to the prevention of prostate cancer, while the West is famous orchid anti-cancer vegetables. If these two together to eat vegetables, what will be the effect? Leading academic publication Cancer Research magazine published a study of this experiment. The researchers used rats as an experiment to transplant their prostate cancer, and then fed them different feed. Some ate green vegetables 10% and 10% of pollen tomato powder feed, and some only one, and some eat from the lycopene, the traditional eating feed. After 22 weeks found that feeding tomato powder and green vegetables pollen a group of cancer inhibition best, the weight of cancer decreased by 52%; Green vegetables fed pollen cells reduce the effect of the weight of 42%, tomato powder was 34%, and fed an extract derived lycopene, only cancer cells re - lowering the volume of 7%. Experiment tells us that the variety of vegetables among the ingredients for good health, eating vegetables integrity than to eat out on the health effects of certain ingredients better. Various health ingredients together than just eat a healthy ingredients like better results. Researchers speculate, it may be because different components of health (such as lycopene, flavonoids, anthocyanins and glucosinolate etc.), through a variety of means to suppress cancer cells, they may serve as a synergy effect. It seems that if they were to obtain the health benefits of vegetables, it should be widely different intake of vegetables, particularly dark colors of the vegetables is because they contain ingredients health and nutrition component of most varieties. Big red vegetables contain lycopene, purple and Evergreen vegetables contain anthocyanins, orange or yellow vegetables contain carotenoids, green vegetables rich in carotenoids and flavonoids. Eat colored vegetables in the prevention of cancer and a variety of chronic diseases are good. Meanwhile, the number of vegetable intake also very important. Eat a little bit of vegetables, is not adequate access to its health effects. In order meals occupy 10% of the shares, needs daily intake of 500 to 1000 grams of vegetables, but do not forget, the best of which more than half will be dark green, red or orange vegetables. Remember that cooking vegetables should be tepid, saturated fat, fry the paste broiled vegetables, there is no anti-cancer effect. Increase vegetable intake means Breakfast is difficult to eat a lot of vegetables, it may drink a large glass of vegetable juice. lunch can eat a lot of vegetables, but the variety is limited, priority may be to eat green leafy vegetables. The dinner is enough time, can eat a wide variety of vegetables, cooked a launcher, the amount must be guaranteed. Inter-meal snacks do with vegetables, such as tomatoes, cherry tomatoes, cucumber, radish, etc..

About the Author

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