

White bread or brown bread? White bread or whole grain bread? Brødskala'n (the Bread scale) guides you



0 - 25%



25 - 50%



50 - 75%



75 - 100%

Bread and the diet

Bread is an important part of the Norwegian diet and numerous varieties are available in the shops to the consumer. The Norwegian health authorities have for many years in national, dietary guidelines recommended whole grain (“grovt”) bread due to the content of dietary fibre, vitamins and minerals. It is the shell of the grain, the bran, which is important in this respect.

The official Norwegian definition of whole grain bread is: bread with a minimum of 50 % whole grain and whole grain flour calculated on the basis of the total amount of flour.

Norwegians in general perceive whole grain bread as the healthy choice. However, it is more or less impossible from the appearance of a loaf of bread to judge the content of whole grain flour. The need for a simple labelling scheme has been expressed for many years.

Brødskala'n

The labelling scheme is called “Brødskala'n” (“the Breadscales”) and comprises four labels which put the bread into four categories on the basis of the whole grain and whole grain flour content. The labels are owned by the Federation of Norwegian Food and Drink Industry who are responsible for running the scheme. Comprehensive guidelines for the use of the labels are developed and access to using the labels is only granted after a contract is signed between the operator and the federation. A fee for the use of the labels must be paid by companies not member of the federation. The federation has the right to perform controls to verify compliance with the guidelines for the use of the labels. Information on possible misuse of the labels will be given to the public.

Calculation of whole grain content

Grain from wheat, rye, barley and oats are included. Since bran has become such an important ingredient of bread it was decided to include this in the scheme as well. Different factors have been devised in order to “convert” the amount of bran to the equivalent amount of whole grain flour. Each factor reflects the grain origin of the bran. Thus the bread category is determined on the basis of the total content of whole grain, whole grain flour and bran.

The bread categories are:



0 - 25%



25 - 50%



50 - 75%



75 - 100%

The ranges of percentages represent the portions of whole grain flour calculated on the basis of the total amount of flour in each bread category.

0 - 25%	“Fint”	(“white”)
25 - 50%	“Halvgrovt”	(“semi whole grain”)
50 - 75%	“Grovt”	(“whole grain”)
75 - 100%	“Ekstragrovt”	(“extra whole grain”)

Contact:

Steinar Høie

Business Adviser

Federation of Norwegian Food and Drink Industry

P.O. Box 5472 Majorstuen

N-0305 Oslo

Norway

e-mail: steinar.hoie@nbl.no

Phone: +47 23 08 87 17