

# Freshly Milled Organic Whole Grain Flour

A wheat kernel consists of three primary parts:

## **Bran**

The fiber-rich outer layer. It contains dietary fiber, minerals, B vitamins, phenolic acids, and other naturally occurring plant compounds.

## **Germ**

The portion of the kernel capable of producing a new plant. It contains natural oils, vitamin E, B vitamins, minerals, and phytonutrients.

## **Endosperm**

The largest part of the kernel. It primarily contains starch and gluten-forming proteins.

When we mill whole grain flour, all three parts remain together.

Industrial refined flour is generally produced by separating much of the bran and germ from the endosperm. This creates a lighter flour with a longer shelf life, but it also removes much of the grain's fiber, natural oils, vitamin E, minerals, and phytonutrients.

Some refined flours are enriched with selected nutrients such as iron, thiamin, riboflavin, niacin, and folic acid. Enrichment adds certain nutrients back, but it does not restore the complete nutritional composition of the original whole grain.

| <b>Freshly Milled Organic Whole Grain Flour</b> | <b>Refined Shelf-Stable Flour</b>               |
|-------------------------------------------------|-------------------------------------------------|
| Contains the bran, germ, and endosperm          | Primarily contains the endosperm                |
| Naturally retains dietary fiber                 | Contains substantially less fiber               |
| Retains natural wheat-germ oils                 | Most germ oil is removed                        |
| Retains a broad range of minerals               | Some minerals are reduced during refining       |
| Contains grain phytonutrients                   | Many are lost with removal of the bran and germ |
| Milled close to the time of baking              | May be stored for extended periods              |
| Has distinctive grain aroma and flavor          | Designed for consistency and mild flavor        |
| Has a shorter natural shelf life                | Designed for long shelf stability               |

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