National Bread Month
Social Media Toolkit
November 2019
ABA, in partnership with the Grain Foods Foundation (GFF) is providing you, our members, with convenient social media messages and ideas to share.

Places to Share Messages
- Email signatures
- Website or newsletters
- Social media

Bread Month Logo and Email Signature
Both are located on the ABA website.

Important Dates
- November 3, 2019 – National Sandwich Day
- November 11, 2019 – Veterans’ Day (see slide 4)
- November 28, 2019 – Thanksgiving
Social Media

1. Select messages from the next few slides and attach a photo from the toolkit or use your own. Use a statistic and combine it with your own brand’s promotional message.

2. Tag @AmericanBakers on Twitter and Instagram or @AmericanBakersAssoc on Facebook so ABA can retweet or share your message to the industry.

3. Add a Hashtag.
   - #BreadMonth
   - #GetGrains
   - #AmericanBakers
   - #MyPlate (Only applies to https://www.choosemyplate.gov/)

Share ABA’s messages on social media for a quick way to engage.
Veterans Day—November 11

Active military and veterans need a balanced diet and whole and enriched grains are convenient, economical, and nutritious for busy people.

USO Pathfinder

The baking industry supports our veterans. In fact, ABA is a member of the Baking Industry Alliance (BIA), a group that joined forces this year with the USO Pathfinder® program. The BIA recognizes the importance of engaging with military and veteran communities to help ease the transition from military careers to the civilian workforce.

Your Company

Does your company employ veterans? Does your company participate in a community service day that provides resources to veterans? If your company supports veterans, ABA wants to know about it and wants to share your message.

Tell your followers what your company does to support veterans. Tag @AmericanBakers on Twitter or @AmericanBakersAssoc on Facebook so that ABA can retweet or share your message.

For more information of the BIA-USO Pathfinder® partnership, contact Christina Donnelly, ABA Director of Industry Relations & Strategic Initiatives, at cdonnelly@americanbakers.org or 202-789-0300 and visit https://www.uso.org/programs/uso-pathfinder.
According to USDA’s MyPlate, 50% of the grains you consume should be whole grains. Aim for a 50/50 balance of whole and enriched grains for a healthy lifestyle!

Grain foods, like bread, rolls and bagels are a great way to begin the day because, as complex carbohydrates, they provide essential fuel for our bodies. The Dietary Guidelines for Americans recommends 6 grain servings a day with at least half being whole grains.

Only one-third of U.S. women of childbearing age consume the recommended amount of folic acid. Eating enough enriched grains, which contain this key nutrient, can reduce the incidence of neural tube birth defects like spina bifida and anencephaly. Women of childbearing age need to ensure they consume enough enriched grains, which contain this key nutrient.

Grain foods contribute vital, often under-consumed, nutrients to the diet, including 43.7% of all fiber. Approximately two-thirds of the grain contribution to total fiber intake comes from enriched grains.
"It’s all about balance. The 2015-2020 Dietary Guidelines for Americans recommend making sure at least half of your grains are whole. Enriched grains and whole grains each have unique health benefits, so for optimal health, it is important not to exclude either category." - Sylvia Melendez-Klinger, MS, RD of Grain Foods Foundation

A whopping 95% of Americans do not meet fiber intake recommendations. Since grain-based foods are the largest source of fiber in the diet of most Americans, ensuring a diet rich in carbohydrates is important for a healthy lifestyle. #eatbreadagain #enjoygrainlife – Grain Foods Foundation

Enriched grain-based foods provide numerous nutrients for a healthy lifestyle: fiber, Vitamin E, Potassium, Folate, Iron, Vitamin A, Calcium, Vitamin D, Magnesium #eatbreadagain #enjoygrainlife – Grain Foods Foundation

It’s what’s between the bread that accounts for most of the calories, fat and sodium in a sandwich, NOT the bread! Build a better sandwich starting with bread! #eatbreadagain #enjoygrainlife – Grain Foods Foundation

According to Grain Foods Foundation’s Dr. Glenn Gaesser, PhD, "Physically active individuals also need to fuel their bodies. The best fuel for your muscles is carbohydrates, and that is also true for your brain." Research shows that consuming carbs is linked to a positive lifestyle! Both whole and enriched grains are essential in meeting daily recommended nutrients #eatbreadagain #enjoygrainlife – Grain Foods Foundation

Grain-based foods account for less than 15% of calories in the total diet! #eatbreadagain #enjoygrainlife – Grain Foods Foundation

Wholesome, nutritious, delicious and enriched grain-based foods provide many nutrients Americans are missing from their diets, such as fiber, folate and iron. #eatbreadagain #enjoygrainlife – Grain Foods Foundation
Social Media Posts

Happy National #BreadMonth! It’s all about how to #GoWithTheGrain. Wholesome, nutritious, delicious and enriched grain-based foods provide many nutrients Americans are missing from their diets. Follow along for how to fold nutrients into your diet, while enjoying your favorite baked goods.

[Nov. 3] Happy #NationalSandwichDay! Craving your favorite sandwich? According to @GrainFoods, what’s between the bread accounts for most of the calories, fat and sodium in a sandwich, NOT the bread! Which sandwich are you enjoying today? #AmericanBakers #GetGrains

[Nov. 3] Crackers are the perfect vehicle for sandwiching…anything! Peanut butter & jelly, meat & cheese, the list goes on. #NationalSandwichDay #AmericanBakers #GetGrains

50% of the grains you consume should be whole grains. @GrainFoods recommends eating 2-3 servings of whole grains per day, which is associated with a reduced risk for cardiovascular disease. Try *insert product here* #AmericanBakers #BreadMonth @AmericanBakers

Sandwiches made with whole grain bread are a great base for a snack to satisfy and nourish a hungry crowd during Thanksgiving entertaining. Try *insert product here* for a delicious crowd-pleaser #BreadMonth #GetGrains @AmericanBakers

*Insert quality of your product* of *insert product name* serves as a solid base for a hearty Thanksgiving leftover sandwich. What are you stacking on your sandwich? #ShareMySandwich #AmericanBakers @AmericanBakers

Apple, brie, and Dijon come together for a hearty autumn flavor profile when sandwiched with bread together in this recipe for less than 500 calories http://owl.li/zajz30gessV #BreadMonth
The most simple and healthy food for a crowd can be a sandwich. Research shows that what’s inside the sandwich, not the bread, are the likely drivers of calories, fat and sodium @GrainFoods Build a better sandwich with 2 slices of whole grain bread, pita or bagels. Here’s a tasty harvest recipe to get you started: http://grainfoodsfoundation.org/recipe/whole-grain-smoked-chicken-goat-cheese-sandwich-bites/ #BreadMonth #GetGrains

If you’re serving bread, rolls, or other baked goods this holiday season, you’re serving the nutrients that most Americans are missing! Almost 95% of Americans don’t meet fiber intake recommendations, but grain-based foods supply almost half of the fiber you need for a healthy lifestyle.

Making soup is a great way to use leftover turkey. Don’t forget to include crackers or rolls for dunking and dipping to round out the meal. The U.S. Dietary Guidelines recommend eating 6 servings of grain foods daily with half of those servings from enriched grains like bread sticks and half from whole grains like whole wheat bread or whole wheat crackers. Grain foods contribute vital, and often under-consumed, nutrients to the American diet, including 44% of all fiber #BreadMonth #GetGrains

A charcuterie board with sliced bread, crackers, flat bread, veggies, cheese & meats is a nutritious and convenient way to stretch your entertaining budget this holiday season. #BreadMonth #GetGrains

A great morning start is a morning with grains. There are plenty of ways to include fiber in your AM meals or snacks. @MyPlate has great ideas for how you can get your recommended servings #MyPlate #BreadMonth http://bit.ly/2j9Otg3
Resources

- ABA National Bread Month Toolkit and Materials
- Grain Foods Foundation
- United States Department of Agriculture’s ChooseMyPlate.gov

Follow ABA on Social Media

- Facebook
- Twitter
- Instagram
- LinkedIn
Questions?

Katie Juhl, Director of Marketing and Communications
kjuhl@americanbakers.org
Ph: 202-379-8809