



The consumption of white bread and its impact on the health of the population in the Republic of Kosova!

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ABSTRACT

The wrong mentality of the majority of the population in Kosova, who consume white bread and not whole-meal bread, dates back 50 years! This action is the result of not knowing the population's right to nutrition, and how to feed towards a proper and necessary diet for the body. While the bakers say that the population is looking for this bread production and we respond to the demand of the consumers, the citizens do not know exactly why they consume white bread and not the integral one! The surveys were done in 7 centers and cities of the Republic of Kosova. with 10 bakeries each (70 bakeries in total) in Prishtina, Mitrovica, Pejë, Gjakova, Prizren, Ferizaj, and Gjilan for the production of types of bread, and were surveyed by 200 citizens in each city (a total 1400 citizens). Of them, 50% are women and 50% are men.

KEYWORDS: Wheat, flour, white bread, integral bread, citizens

Introduction

Fifty years ago, bread was cooked at home in all of Kosovo, and whole meal bread, from the wheat produced by the farmers themselves on their working lands. This wheat, in most cases, was ground into flour by the farmers in the many water mills and a few of the electric mills. That bread produced and cooked in that way from wheat and whole meal flour was very high quality and nutritious.

However, later (in the 1970s) white bread began to be produced from wheat that was processed in electric mills. This type of bread became so large that it is now consumed by the majority of the population of Kosova, where a loaf of white bread weighs 450 grams.

Damage caused by consuming white bread



White bread causes weight gain

If we are careful with our weight and want to lose extra pounds, then we should stop or consume as little white bread as possible.

According to many recent studies by Spanish scientists, people who regularly consume white bread have a greater risk of obesity compared to people who consume whole-grain bread in general.

The results of the observation showed that: consumers who consume white bread every day have a 40% greater risk of obesity, compared to those who rarely or at most once a week consume such bread.

Between white bread and black or integral bread, there is a significant difference in the amount of fiber, the number of calories, and the type of carbohydrates (WebMD. Life /2018).

Despite the negative effects that white bread brings, it is one of the most important foods consumed by many Albanians and many people around the world.

The health problems that we can encounter when we use white bread in excess for eating are:

Constipation, white bread is made from processed grains, which means that the bran and parts of the seed have been removed from the grain, which contains a large amount of fiber that facilitates digestion and the removal of waste products from the intestines. Therefore, the lack of bran in white bread can contribute to constipation (Sarah, Weinberg, 7 Things 2018).

High blood sugar levels

White bread can cause a spike in blood sugar levels because it releases glucose (sugar) quickly. On the other hand, foods that slowly release glucose, allow blood sugar levels to remain stable. If you have type 1 or 2 diabetes, eating white bread often can be dangerous as it can lead to a regular spike in blood sugar (11 Ways Gluten & Wheat Can Damage Your Health).





Overweight

A study suggests that eating foods with a high glycemic index (GI), such as white bread and sweets, can lead to increased hunger, which in turn can lead to overeating and weight gain. Another study showed a link between foods and weight gain. Consider limiting your intake of white bread to avoid the risk of consuming more calories than your body requires (Compare diet©2007-2020).

Skin irritation and acne

According to the Association of the American Academy of Dermatology (AAD), some studies show that: following a diet with the use of white bread and a lot of sugar can increase the amount of acne in the body.

When blood sugar levels rise, the body increases its production of oils that contribute to skin irritation and acne. In addition, high blood sugar also causes inflammation throughout the body, which increases the chance of skin irritation and breakouts (Les Moulins La Fayette; 2021).

Work Material consumption of white bread

The survey that was done in the territory of the Republic of Kosova, among bakeries and interviews with citizens, results that: While the bakers say that; the population is looking for this bread production and we respond to the demand of the consumers, while the citizens do not know exactly why they consume white bread and not the integral one!

Work methods

The survey method will be used with different citizens in 7 centers and cities of the Republic of Kosova with 10 bakeries each in Prishtina, Mitrovica, Peja, Gjakovë, Prizren, Ferizaj and Gjilan for the production of types of bread, and 200 were surveyed. citizen in any city. Of them, 50% were women and 50% men, and of different ages.

The tradition of using "white bread with carbohydrates and gluten", and traditional dough foods, in general by the population in Kosovo, is a major concern that negatively affects their health, causing various diseases such as diabetes, rickets, obesity, etc.

• Summary of the case, including the purpose and impact on the learning process

All normal cells need oxygen and cancer cells live without oxygen (there is no exception to this rule). Tumor cells are acidic while normal cells are basic. In his book Otto Tumor Metabolism, he has shown that all forms of cancer are characterized by 2 main conditions: blood acidity and lack of oxygen.

He discovered that tumor cells are anaerobic (living without oxygen) and cannot survive very high levels of oxygen.

The aim is: through this work is to raise awareness among the population of the Republic of Kosovo, explaining the non-use of wholemeal bread and the impact of the use of "white bread with carbohydrates and gluten" on their health, through sensitization through marketing, various electronic media, leaflets, direct contact with citizens, etc.

This impact is also related to the high use of dough among the population as their tradition, and the lack of the necessary use of vegetables and fruits during the day, where up to 450 g of vegetables/day/per person are needed.

We hope that: This research will have a positive impact on the population for their awareness of what bread should be consumed in the future and that will have a positive impact on their health.

• Learning outcomes for students

The results we will have from the field, directly with the population, will be a very important indicator for the population, and through them with the various marketing tools, for the awareness of the population for regular and quality food.

• Case description

The use of "white bread with carbohydrates and gluten" by the general population in Kosovo is affecting their health very negatively, causing various diseases.

The tradition of the population with the wide use of cereals - dough, as traditional specialties: pita, fljia, montia, krelana, etc., where a large amount of dough and cream - fat is used, is affecting their obesity.

This has to do with the appearance of the non-essential amino acid Tyramine, which negatively affects the body, as a result of the appearance of many diseases in the body.

With the high presence of this amino acid in the body, there is an increase in acidity in the body and as a result, the occurrence of several diseases in the body, increasing the acidity in the body.

"Acidic substances repel oxygen, compared to alkaline (basic) substances that absorb oxygen," said Dr. Otto. So an acidic environment is an oxygen-free environment: "By depriving a cell of 35% of its oxygen, it can turn into a cancerous cell within 48 hours."



Tumor cells can survive only on glucose and in an environment without oxygen. More importantly, cancer is nothing more than a defense mechanism the body's cells have to survive in an acidic, oxygen-free environment.

Healthy cells live in a basic oxygenated environment that allows them to function normally. Tumor cells live in an acidic environment with low oxygen content.



After the digestion process is completed, foods, depending on the quantity and quality of proteins, carbohydrates, fats, vitamins, and minerals supply and distribute an acidic or basic state in the body. The acidic or basic result is measured by a scale called pH, whose values are from 0-14. The value 7 corresponds to neutral pH. It is very important to know how acidic or basic foods affect our health as cells, to function properly, must have a basic pH (i.e. just above 7). In a healthy person, the pH of the blood is between 7.4 and 7.45.

Starting from this study by Otto Warburg, in his book (Otto, W., 1930), they conclude that: excessive consumption of white bread, as is the case of our study, increases acidity in the body and this acidity affects the appearance of many diseases in the population.

If a person's blood pH is less than 7, they go into a coma.

Foods that acidify the body are Sugar and all its by-products. Sugar is the worst of all. No protein, no fat, no vitamins and minerals, just refined carbohydrates that destroy the pancreas. The pH of sugar is 2.1, so very acidic (Otto, W.1930).

Work methodology /Instructions (to be followed by interviewers to complete the task, make a decision on the case, or do their case study showing best practices, etc.). Including:

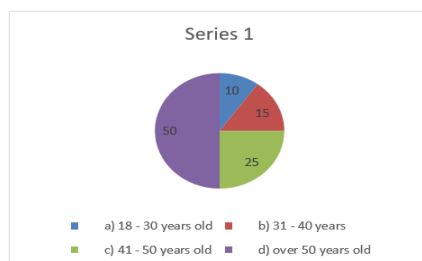
Duties and responsibilities of interviewers

The interviewers interviewed the population near the private ovens in the seven main centers of Kosovo, during the day on Saturday.

FAQ

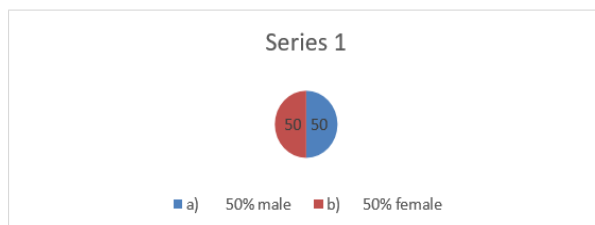
1. Age of respondents?

- a. 18 - 30 years old ----- 10%
- b. 31 - 40 years old ----- 15%
- c. 41 - 50 years old ----- 25%
- d. over 50 years old -----50%



2. Gender?

- a) 50% male
- b) 50% female



The interviewers were directly in contact with the interviewing of the population for data collection.

• How are interviewers required to work-as individuals/pairs/groups?

The interviewers worked in pairs (two interviewers - one interviewer and one interviewer).

Three couples interviewed the citizens of the seven largest centers of Kosovo, regarding the consumption of white bread.

• Timeline - for example in the form of a weekly task/task schedule if appropriate

Pairs of interviewers interviewed citizens near private bakeries in the neighborhoods of the seven respective cities.

For two working days (Saturday), they worked for three hours a day until they completed the number of 200 interviewees in one city. So, within 14 weeks, the team has finished interviewing the population

• Results and results expected by the interviewers

After collecting data from population surveys of three engaged groups, the results were analyzed and discussed, reaching conclusions.

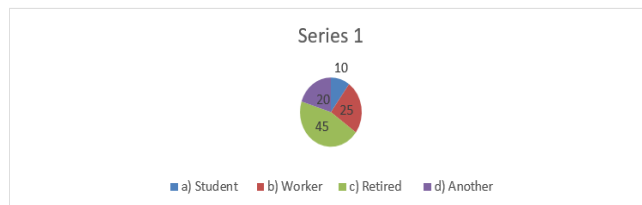
Evaluation methodology-for example, evaluation criteria and their weight, etc.;

The evaluation was done through the survey the drafting of the questionnaire, which we drafted, and by printing the survey sheets, where the answers to the questions submitted were recorded.



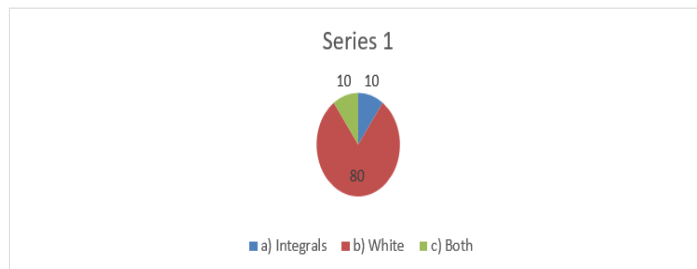
3. What is your profession?

- a) Student ----- 10 %
- b) Worker ----- 25%
- c) Retired ----- 45%
- d) Another ----- 20%



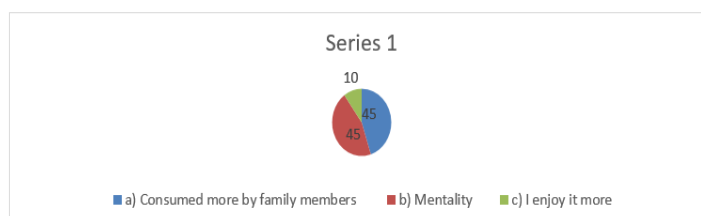
4. What bread do you buy?

- a) Integrals -----10%
- b) White ----- 80%
- c) Both----- 10%



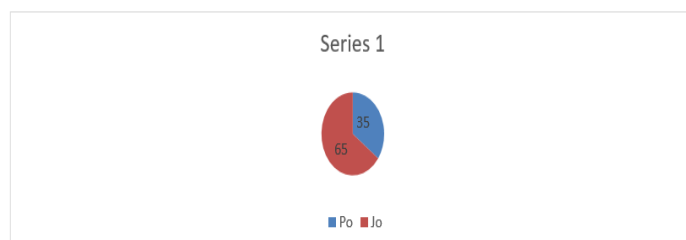
5. Reason for purchase?

- a) Consumed more by family members -----45%
- b) Mentality ----- 45%
- c) I enjoy it more ----- 10%



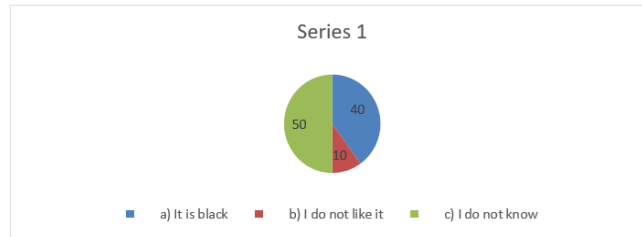
6. Do you know the composition of bread?

- a) Yes ----- 35%
- b) Jo ----- 65%



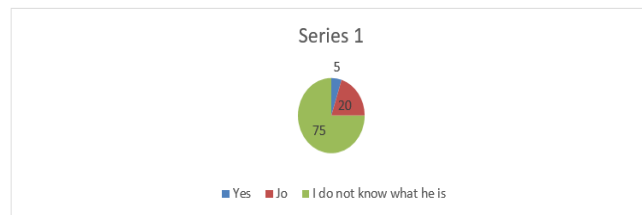
7. Why do not you consume wholemeal bread?

- a) It is black ----- 40%
- b) I do not like it ----- 10%
- c) I do not know ----- 50%



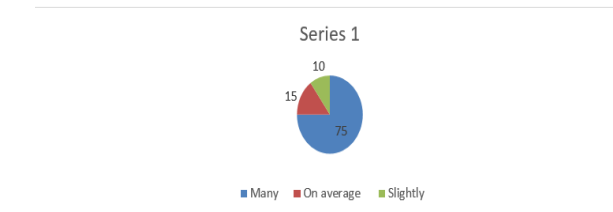
8. Do you use gluten-free bread?

- a) Yes ----- 5%
- b) Jo ----- 20%
- c) I do not know what he is ----- 75%



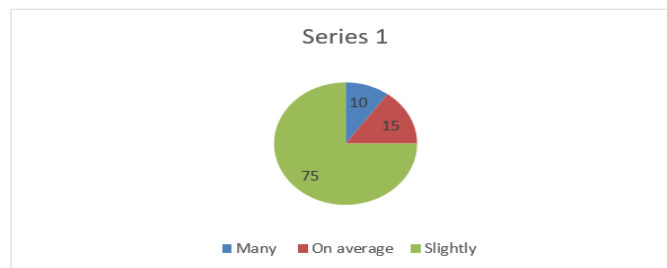
9. How often do you use traditional dishes: pita, fliat, matiat, krelan?

- a) Many ----- 75%
- b) On average ----- 15%
- c) Slightly ----- 10%



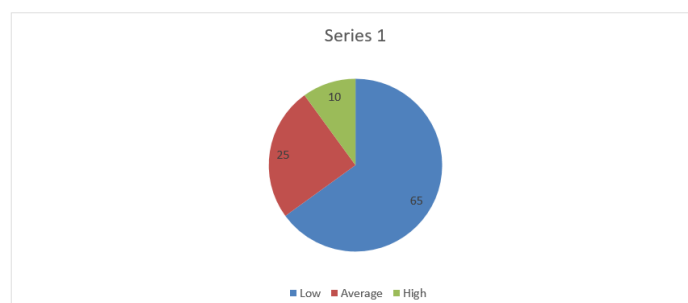
10. How often do you use vegetables in your snack during the day?

- a) Many ----- 10%
- b) On average ----- 15%
- c) Slightly ----- 75%



11. Economic Status

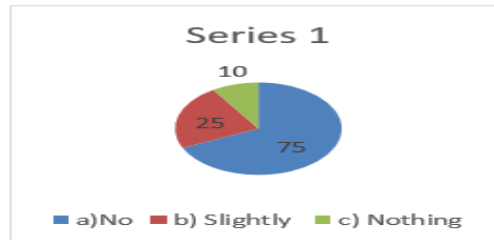
- a) Low ----- 65%
- b) Average ----- 25%
- c) High ----- 10%





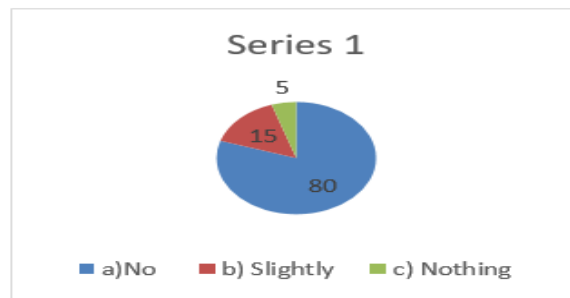
12. Do you have information that: white bread negatively affects your health

- a) No ----- 75%
- b) Slightly ----- 25%
- c) Nothing ----- 10%



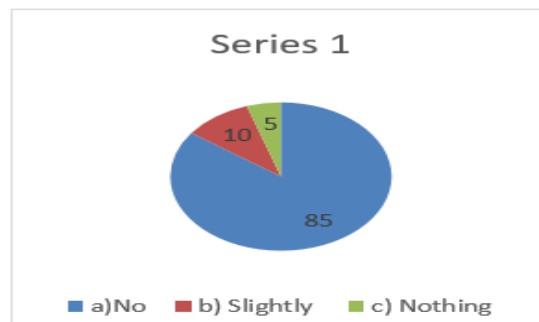
13. Do you know that: white bread contains a high amount of carbohydrates

- a) No ----- 80%
- b) Slightly ----- 15%
- c) Nothing ----- 5%



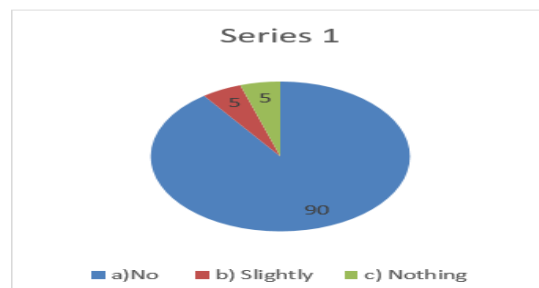
14. Do you have information that: white bread affects the increase of sugar in the body

- a) No ----- 85%
- b) Slightly ----- 10%
- c) Nothing ----- 5%



15. Do you have information that: white bread causes cancer

- a) No ----- 90%
- b) Slightly ----- 5%
- c) Nothing ----- 5%



Results and Discussion

After surveying 1,400 citizens in the seven centers of Kosova (from 200 citizens to 10 bakeries in each city) with a participation rate of 50% women and 50% men and analyzing

and calculating these results, it can be said that: The majority of the surveyed citizens, with their answers they do not know why exactly they consume white bread, and they do not know its composition and negative effects on the body.



Conclusions

After analyzing the walnut results, we can conclude that:

- Between the ages of 18 and 40, most of them know the content of white bread and know the impact of it negatively in the organisms from both ages.
- From the age of over 40, most of them do not know the content of white bread and do not know the impact of its negative in the organism from both ages.
- Of the 10% of respondents with a study profession, 95% of them do not consume white bread and know the composition of gluten and its negative impact on the body, which increases a high percentage of blood sugar and is the cause of cancer.
- 80% of respondents consume white bread as a result of the influence of mentality and did not eat brown bread.

- Most of the respondents consume traditional foods, where most of them are of low economic standard and do not know that; excessive consumption of dough hurts the body.

Recommended

From the results of the surveys, we can recommend the following for the population of the Republic of Kosova:

- The general population should be informed about the importance of consuming whole-meal bread for the human body.
- The government should adopt a Law on the production of whole meal bread by producers-bakers.

It is necessary that in high schools and colleges, the subject of food technology with nutrition is included so that future generations have the basic knowledge of nutrition.

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