



# PROGRESS REPORT

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## The Bread Art Project Reaches Our Goal

*Melissa d'Arabian Hosts Final Event in Atlanta*

On June 8, Grain Foods Foundation (GFF) hosted its final media and blogger event with Bread Art Project spokesperson and celebrity chef, Melissa d'Arabian, to give the campaign one final push as we neared our 50,000 goal. We welcomed nearly 20 mom bloggers from the Greater Atlanta area, many of whom got the buzz on Twitter about Bread Art even before attending our event.

Hosted at the Atlanta Community Food Bank, a Share Our Strength partner, the event included a speaking program featuring Melissa and Sherry Harper, brand manager at Flowers Foods and member of the GFF marketing committee, who graciously spoke on behalf

of the Grain Foods Foundation.

Now, after having hosted three highly successful events, we continue to see coverage appear from key influencers in our event markets. Likewise, we continue to see a steady flow of bread art submissions—even though we reached our goal on June 27.

As always, we'd like to remind you to visit [www.breadartproject.com](http://www.breadartproject.com) and upload your favorite piece of art – or draw a new one. You can even create your own digital flipbook to be a part of the fun. Just because our goal has been reached, doesn't mean you can't enter more bread art.

## SHEKNOWS Food & Recipes

Budget meal planning tips & recipes from Melissa d'Arabian

### MEAL-PLANNING FOR MOMS

By Melissa d'Arabian



As moms, we know what it's like to have the well-being of others resting on our shoulders, so my cooking style has evolved since I've had my four daughters. My experiences have definitely influenced my overall cooking style, but now I'm more pragmatic and practical. I want to make sure I'm giving my kids all the essential nutrients their bodies need. One thing I've learned from working with the Grain Foods Foundation on the Bread Art Project is that white bread is a good source of complex carbohydrates. I also learned that enriched grains are the number one source of folic acid in our diets, which is something I think all women that are moms – or plan to be moms someday – should know.



*Sherry Harper (Flowers) and Melissa in Atlanta.*

*"Mom bloggers" children at the event.*



## Grupo Bimbo Invites Researchers to Participate in the *Bimbo Pan-American Nutrition, Food Science and Technology Awards*

Grupo Bimbo, parent company of Bimbo Bakeries USA, is calling all researchers to participate in the ***Bimbo Pan-American Nutrition, Food Science and Technology Awards***. This award was established in 2004 as part of the company's "Committed to Your Health Program," an ongoing international effort to improve consumer health and nutrition in the U.S., Central America, South America, Mexico and the Caribbean, by furthering scientific research.

The Bimbo Award recognizes leading research papers in the fields of Human Nutrition, Food Science and Food Technology. To learn more, please visit the official award website at:

<http://premiopanamericano.grupobimbo.com>

Bimbo invites researchers to enter their research results for a chance to win one of 16 possible cash awards. To be eligible, research should be completed and published during 2009 or 2010; written in English or Spanish; and submitted by researchers that fall within one of two categories: Young Scientists or Professionals. In the Young Scientist division, eight prizes of \$2,000 will be awarded. In the Professional division, eight prizes of \$5,000 will be awarded.

The deadline for entry is October 15, 2010.



*P.S. If any of our investors have contests you would like to promote through us, please send us an email.*

*Be sure to visit our booth (5612) at IBIE in Las Vegas, September 25 – 29th.*



## BULLETIN BOARD

### New Pledge Forms

Watch for new pledge forms which will be arriving in the mail soon.

As GFF starts its seventh year, we are encouraging investors to fill out new pledge forms if their pledges are due. (While the majority of our investors joined in 2004 and renewed in 2007, we have several new investors join at various times since then.)

Once we have received your new pledge we will invoice you for payment either in September or January. Thank you for all your past support.

### GFF Media Impressions to Date

