

Real Bread Week 2024 comments

As part of our feedback survey, we asked people if they had any comments to make about Real Bread Week. Here are some of the many we received.

www.realbreadcampaign.org

'Real Bread Week is an opportunity to celebrate and be celebrated, whilst inviting everyone to come and join the party!' Sara Ward

'A wonderful and delicious health-promoting effort!' Laura MH

'Real Bread Week shines a spotlight on people who work with energy and integrity against the industrial loaf juggernaut. It gives focus and inspiration to the fight against ultra-processed food products and is a welcome excuse to celebrate the real thing.' Hannah Ewan

'Although it is a British/European organisation, I absolutely love how you try to encourage and involve basically the whole world!' Susanne Weissenberger

'The breadth of the Real Bread Campaign's work is fantastic and has really helped me to learn a great deal about the wider food system so that I can make better choices in line with my values.' anon.

'Sole but loud voice promoting the importance of Real Bread.' anon.

'Even though we were separated by thousands of miles, we felt very connected to the Real Bread campaign through the spirit of real bread which unites us all. Thank you so much for your tireless efforts in educating people about the most corrupt food on the planet and providing valuable information to help people be more informed to make better bread related choices.' Sibyl León-Lamica

'Great work challenging government about the lack of food standards around Real Bread and disingenuous supermarket labelling. Jon Trew

'I greatly admire your tenacity and dedication to educate people to eat/bake healthier bread. It takes a lot of courage to stand up to the big industry which continues to falsify information about bread which is the most basic of humanity's food. Having said that, you have achieved some great results already. Your efforts remain a beacon of hope, and I very much look forward to reading your new publication which is out today!' anon.

'I love your links to flour millers and producers.' Julia Mckernan

'The Real Bread Campaign puts its limited money (it could always do with more) where its mouth is and does what it says on the tin. It works tirelessly to support real bakers and to spread the word about healthy, delicious affordable bread. The plethora of bakeries on its Real Bread Map is testament to just how effective it has been over the last 15 years. Big Bakers are muscling in to this market with pale imitations of Real Bread and the Campaign is needed more than ever to fight for authenticity and high standards.' Alison Swan Parente

'All you do to expose "Big Baking's" confidence trick in selling us a chemical block fit only for making poultices as "bread" is excellent.' Anon.

'I really appreciate the work you do to promote Real Bread - please keep up the campaigns and lobbying.' Peter Garner

'I think that the Campaign's work in raising awareness of what Real Bread is, and what it isn't, is invaluable. I'm especially impressed by your determination to extend that awareness beyond the confines of white middle class 'foodies' and those with the money to indulge their preferences (a group to which I freely admit that I belong!). Stephen Brown

'I'm a convert and love the annual reminders to share more bread, enjoy your community more with it.' Hil Smith

'Important work and an essential message for everyone.' Jane Chase

'Keep up the good work, especially calling out fakebakes.'

'Love what you guys are doing. I'm convinced the wave of gut health problems and gluten intolerance stems from people buying horrible supermarket processed loaves.' Marina Steel

'Real Bread always campaigns for and supports the little bakers, which is appreciated.' Debbie Ross

'The Real Bread Campaign started me on making my own sourdough.' Paul Clark

'You do fantastic, tireless work.' anon.

'Really easy recipes to encourage me to have a go.' Abby McSherry

'The Real Bread Campaign is tirelessly fighting the corner of Real Bread bakers making Real Bread that is good for people to eat, and calling out the industrial version that will undermine us as bakers and, critically, eaters of this staple food.' Clare Fennell

'The Real Bread Campaign opens your eyes and completely changes your taste buds - get baking folks!' Anne Weinhold

'There is simply nothing like Real Bread and this Campaign is brilliant for promoting it.' Bridget Jones

'You guys are AWESOME! The Scottish Festival of Real Bread was a special experience and one I won't ever forget. I would definitely come again next year :)' Olivia Sykes

'Bringing Real Bread to people's attention. Emphasise a bit more how much shit goes into supermarket loaves....' anon.

'Glad to have you fighting the Real Bread corner.' anon.

'Great campaign and so important in these days of highly processed foods.' anon.

'Highlighting the dodgy marketing of supermarket loaves.' anon.

'I appreciate the work you do to raise awareness of Real Bread and its benefits. Also, well done in your victory with Lidl!' anon.

'Impressed with what you do consistently - keep doing it!' anon.

'It's amazing the amount of work you put out, well done!' anon.

'It's changing my bread buying behaviour and actually making me think more about all our food. Cutting down on UPFs, making from scratch more, wasting less.' anon

'I've learnt a lot from your info and can't look at a white pan loaf in the same way ever again!' anon.

'Keep it up! And seriously consider bringing this to the US.' anon.

'Thank you for highlighting sourfaux producers and for encouraging commercial Real Bread makers.' anon

'Thank you for taking the guessing out of Real Bread and highlighting all the additional ingredients in shop bought products.' anon.

'Thank you to the Real Bread Campaign for keeping Real Bread at the forefront of our minds.' anon.

Thanks for everything you're doing. You've introduced me to new bakeries who, in turn, have benefited from custom and recommendations (they all deserved it!)

'Without looking for it I saw a lot of buzz around Real Bread Week. I think you're beginning to get the traction of, for example, Fairtrade Fortnight. Thanks for all the hard work.' anon.

'You encourage participation in home bread making and give home bakers a source of inspiration.' anon.

'You highlight the importance of Real Bread, reminding us that it is a staple food, all around the world.' anon.

'I think you are doing an amazing work and having more of a social media presence has brought awareness, so thank you.' anon.