BREAKFAST FOR HEALTH

Breakfast is essential for both body and mind

Breakfast is crucial to refuel the body and the brain: it provides the energy and nutrients needed to start the day and kick start the metabolism. Eating breakfast promotes healthy eating habits, helps maintain a healthy body weight and has a positive effect on cognitive performance.

WHY EAT BREAKFAST?

Eating breakfast is beneficial for both the body and the mind in several ways. Eating breakfast:

• Wakes up the body's metabolism and provides the body and brain energy.
• Provides important nutrients and improves diet quality.
• Helps to maintain body weight (see ‘Breakfast Cereal and Weight Management’ fact sheet).
• Has a positive effect on cognitive performance.
• Promotes good eating habits and leads to quality time spent with the family.

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REFERENCE

■ In addition, after an overnight fast, breakfast might affect some aspects of cognitive performance directly by providing precursors for the synthesis of neurotransmitters (Dye & Blundell, 2002), or indirectly, by changing neurotransmitter composition particularly high callophyrine, acetylcholine, which in turn affects the synthesis of neurotransmitters (Leigh & Green, 2002).

BREAKFAST CEREALS ARE A CONVENIENT AND TASTY CHOICE FOR A NUTRITIOUS BREAKFAST AND CAN MAKE A POSITIVE CONTRIBUTION TO A HEALTHY BALANCED DIET.
Breakfast – a pillar to a healthy diet and lifestyle

Studies demonstrate that people who eat breakfast regularly have more adequate micronutrient intakes and tend to consume less fat during the day. Eating breakfast encourages healthy eating habits for children and the entire family.

BREAKFAST WAKES UP THE BODY’S METABOLISM AND PROVIDES THE BODY WITH BRAIN AND ENERGY

Eating a nutritious breakfast helps refuel the body and brain with energy and nutrients after a night’s sleep. People who eat breakfast are better able to carry out their daily activities.

BREAKFAST PROVIDES IMPORTANT NUTRIENTS AND IMPROVES DIET QUALITY

Nutritionists recommend that breakfast should ideally provide between one quarter and one third of daily nutritional needs. Several large studies have shown that people who eat breakfast regularly have more adequate micronutrient intakes (Bertone et al., 2000; Atkinson et al., 2003) and eat a lower fat diet (Gibson, 2003).

BREAKFAST PROMOTES GOOD EATING HABITS AND QUALITY TIME SPENT WITH THE FAMILY

Eating breakfast is an excellent occasion to eat together with the family and indeed children who eat with their parents in the morning have more nutritious breakfasts. Eating a nutritious breakfast develops good eating habits that will last a lifetime (Ronalds et al., 1998; Reikerås et al., 2002).

WHO EATS BREAKFAST & WHO DOESN’T?

In a recent survey of the UK, France, Italy and Sweden, 86% of parents and 85% of children claimed that they regularly eat breakfast. Breakfast cereal is a very popular food consumed at breakfast. Being over 19% of the children (of all ages) in 1999, 19% of 18 year olds and 15% of adults in Sweden (Lundqvist, Family Health Study, 1998). As early as 2001, 2014 revealed that over 90% of Americans are breakfast at least every other day, 19% are breakfast every day and fewer than 4% never eat breakfast. During the 14 day time sampling period (Atkinson et al., 2003), more recently, a poll of ABC found that an average of 97% of American families eat breakfast alone or together, with 95% of American families usually have breakfast, as do 76% of 11-16 year olds with even 95% of children aged 14-18 years consume breakfast each day (ibid).

PREVALENCE OF SKIPPING BREAKFAST

Even in the well established benefits of consuming breakfast, skipping breakfast is common practice amongst many populations, including Europeans and Americans. There are negative consequences to missing this important meal like not nourishing daily nutritional needs, having time constraints of eating less nutritious and filling meals, having time constraints of eating less nutritious and filling meals, and being overweight and obese. (see ‘Breakfast Cereal and Weight Management’)

Studies demonstrate that most people regularly eat breakfast. However, breakfast is not a daily routine for many people, and young people in particular are more likely to skip this important meal.

Breakfast habits vary across age groups and nationalities

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How nutritious is your breakfast?

Eating a varied breakfast every day helps to provide a balance of important nutrients to the diet. Things to watch: calories, fat, sugar and salt while ensuring enough whole grains.

### Breakfast cereals are increasingly popular

In the UK and Ireland breakfast cereals are consumed as a regular basis, in particular by children (9-16 times per week). On average, young consumers are the highest big earners of breakfast cereal each day (Hillocks, 2016). In addition, further research from the National Diet & Nutrition Survey of Adults, showed that the mean consumption of breakfast cereals in males aged 16-44 years was 23 g per day for males and 17 g for females, with 79% of the breakfast being made by the women (Hillocks, 2017).

In France, 58% of children and 49% of adults eat breakfast cereals at least three times a week. 10% of children and 15% of adults in France were breakfast cereals every day (Vignali, 2016). Among consumers of breakfast cereals, children aged 5-11 years were 81% reporting a 15g portion size 15 times per day and adults aged 18-69 years were 15g per day (Vignali, 2016).

### Breakfast foods & serving size

<table>
<thead>
<tr>
<th>Breakfast foods &amp; serving size</th>
<th>Calories</th>
<th>Fat per serving</th>
<th>Sugars per serving</th>
<th>Salt per serving</th>
<th>Whole grain per serving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tea with milk (200 ml)</td>
<td>16 kcal</td>
<td>0.5 g</td>
<td>1.5 g</td>
<td>0.4 g</td>
<td>0 g</td>
</tr>
<tr>
<td>Rekord medium egg</td>
<td>88 kcal</td>
<td>6.5 g</td>
<td>0.2 g</td>
<td>0 g</td>
<td>0 g</td>
</tr>
<tr>
<td>Orange juice (250 ml)</td>
<td>60 kcal</td>
<td>0.3 g</td>
<td>22 g</td>
<td>0 g</td>
<td>0 g</td>
</tr>
<tr>
<td>1 banana; medium</td>
<td>95 kcal</td>
<td>0.3 g</td>
<td>20.9 g</td>
<td>0 g</td>
<td>0 g</td>
</tr>
<tr>
<td>Coffee with skimmed milk and sugar (150 ml)</td>
<td>130 kcal</td>
<td>3.6 g</td>
<td>9.7 g</td>
<td>0.1 g</td>
<td>0 g</td>
</tr>
<tr>
<td>Muesli (250 ml) made with semi-skimmed milk and yogurt (150 g)</td>
<td>160 kcal</td>
<td>2.7 g</td>
<td>6.6 g</td>
<td>1.5 g</td>
<td>30 g</td>
</tr>
<tr>
<td>Fitness cereal (30 g) with semi-skimmed milk (150 ml)</td>
<td>169 kcal</td>
<td>2.4 g</td>
<td>11.6 g</td>
<td>0.6 g</td>
<td>16 g</td>
</tr>
<tr>
<td>Muesli (30 g) with skimmed milk (150 ml)</td>
<td>174 kcal</td>
<td>3 g</td>
<td>16.4 g</td>
<td>0.3 g</td>
<td>8 g</td>
</tr>
<tr>
<td>Hot chocolate (250 ml + 30 g)</td>
<td>359 kcal</td>
<td>11 g</td>
<td>12 g</td>
<td>1 g</td>
<td>0 g</td>
</tr>
<tr>
<td>2 slices of Bread (72g) jam (30g)</td>
<td>251 kcal</td>
<td>12 g</td>
<td>2 g</td>
<td>2.6 g</td>
<td>30 g</td>
</tr>
<tr>
<td>2 slices of Wholemeal toast (62 g) with butter (20 g) and jam (15 g)</td>
<td>359 kcal</td>
<td>17 g</td>
<td>19 g</td>
<td>1 g</td>
<td>30 g</td>
</tr>
<tr>
<td>We Love Caramel (75 g) and chocolate spread (25 g)</td>
<td>392 kcal</td>
<td>11.4 g</td>
<td>20 g</td>
<td>1.2 g</td>
<td>0 g</td>
</tr>
<tr>
<td>Croissant (67 g) butter (20 g) and jam (15 g)</td>
<td>473 kcal</td>
<td>29.9 g</td>
<td>25.1 g</td>
<td>1.4 g</td>
<td>0 g</td>
</tr>
</tbody>
</table>

### Things to watch:

- Calories
- Fat
- Sugar
- Salt
- Whole grains

### Nutrition facts per serving:

- Calories: [calories]
- Fat: [g]
- Sugar: [g]
- Salt: [g]
- Whole grains: [g]

### Cereals at least 3 times per week:

- 12% of children and 19% of adults with 75% of this being whole grain and high fibre varieties

### Cereals nutrition:

- Children aged 3-14 years eat 22.7 g per day ; teenagers aged 15 to 17 years eat 15.1 g per day, and adults eat 28.3 g per day. (INCA 2, 2008)

### Further analysis of the national diet & nutrition survey of breakfast cereal each day (Hillocks, 2016):

- In France, 86% of children eat breakfast once a week or more, in terms of teenage age (age 17 years) and 49% of young adults (18 years) (INCA 2, 2007).

### In terms of teenage age (age 17 years) and 49% of young adults (18 years) (INCA 2, 2007):

- In Finland, 93% of children aged 10-18 also skip breakfast (Zo Elo Survey, 2005).

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