

FACTS ABOUT BREAKFAST AND CEREAL

BREAKFAST FACTS

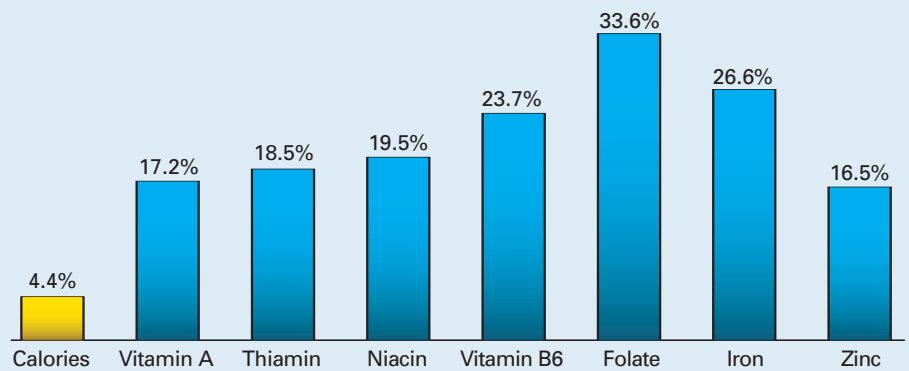
- Kids who eat breakfast tend to do better in school and have fewer disciplinary problems.¹
- Kids who skip breakfast rarely make up for missed nutrients later in the day.²
- Eating habits of adults who successfully maintain weight loss include eating breakfast almost every day.³

CEREAL FACTS

- Most cereals – including presweets – have about 100-130 calories per serving and provide at least 10 key nutrients.
- Cereals – including presweets – provide less than 5 percent of a child’s calorie intake.⁴
- Kids who frequently eat cereal consume less fat and have a higher intake of several important nutrients.⁵

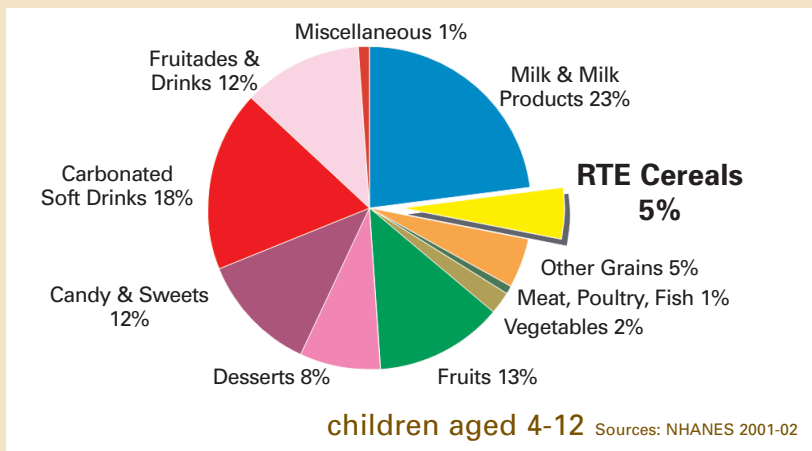
Cereal – Including Presweets – Provides Key Nutrients for Children

Percent of selected nutrients provided by ready-to-eat cereal, children aged 4-12



Sources: NHANES 2001-02

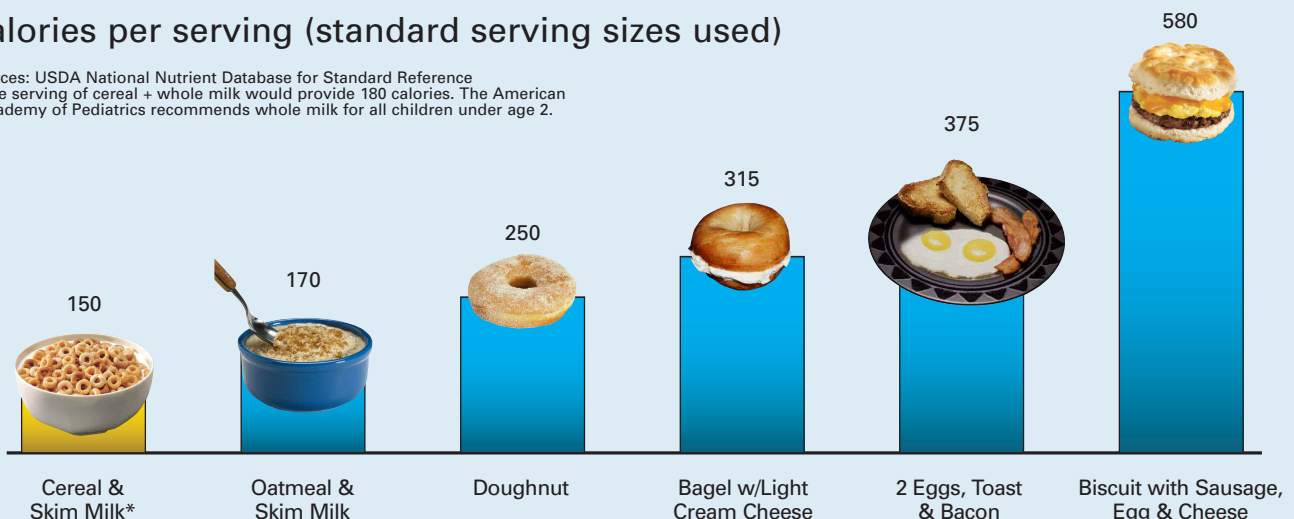
Cereal – Including Presweets – Provides Only 5 Percent of the Sugar in Kids’ Diets



Calorie Comparison of Common Breakfast Choices

Calories per serving (standard serving sizes used)

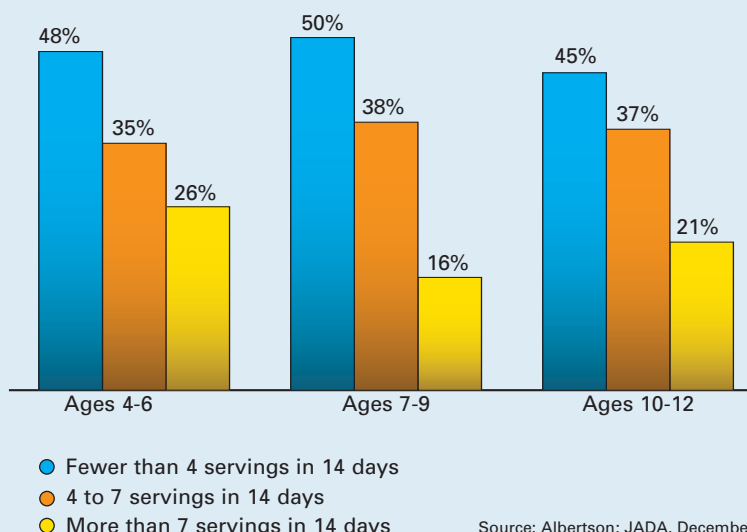
Sources: USDA National Nutrient Database for Standard Reference
 * One serving of cereal + whole milk would provide 180 calories. The American Academy of Pediatrics recommends whole milk for all children under age 2.



Kids who Frequently Eat Cereal Have Healthier Body Weights

Percentage of kids at risk for overweight

Studies show that cereal eaters – both adults and children – have healthier body weights.⁵⁻¹⁰ Kids who eat more than seven servings of cereal in 14 days – including presweets – are much less likely to be overweight than kids who eat cereal less frequently.⁵



Source: Albertson; JADA, December 2003

10-year Study Shows Teenage Girls who Frequently Eat Cereal Weigh Less on Average

- Girls who continue to eat cereal regularly are less likely to become overweight during adolescence, a 10-year longitudinal study following 2,367 adolescent girls aged 9-19 found.
- As girls matured through adolescence, BMI increased, but cereal eaters were leaner than girls who did not eat cereal, regardless of age.
- Forty-one percent of the cereals eaten by girls in this study were presweetened cereals.
- It is the first U.S. study to examine cereal consumption in adolescent girls and the development of obesity.

Source: Barton; JADA, 2005

WHOLE GRAIN FACTS

- All General Mills Big G cereals – including kid's cereals – provide a good (at least 8 gms) or excellent (at least 16 gms) source of whole grain.
- The 2005 Dietary Guidelines recommend that Americans consume three or more servings of whole grain each day; at least 48 grams daily.
- Research shows that only one in 10 Americans is currently getting the recommended daily servings of whole grain.¹¹
- A diet rich in whole grains may reduce the risk of coronary heart disease.¹²
- Cereal is a major source of whole grain in American diets.^{11,13}



1. Wahlstrom KL and Begalle MS. More than test scores: results of the Universal School Breakfast Pilot in Minnesota. *Top Clin Nutr* 1999;15(1):17-29.
2. Nicklas TA, et al. Nutrient contribution of breakfast, secular trends, and the role of ready-to-eat cereals: a review of data from the Bogalusa Heart Study *Am J Clin Nutr* 1998;67(4):757S-763S.
3. Wyatt HR, et al. Long-term weight loss and breakfast in subjects in the National Weight Control Registry. *Obes Research* 2002;10(2):78-82.
4. U.S. Department of Health and Human Services. NHANES 2000-2002. Available at www.cdc.gov/nchs/nhanes.htm
5. Albertson AM, et al. Ready-to-eat cereal consumption: its relationship with BMI and nutrient intake of children aged 4-12 years. *J Am Diet Assoc* 2003;103(12):1613-1619.
6. Barton BA, et al. The relationship of breakfast and cereal consumption to nutrient intake and body mass index: The National Heart, Lung, and Blood Institute Growth and Health Study. *J Am Diet Assoc* 2005;105(9):1383-1389.
7. Song WO, et al. Is consumption of breakfast associated with body mass index in U.S. adults? *J Am Diet Assoc* 2005;105(9):1373-1382.
8. Bertrais S, et al. Contribution of ready-to-eat cereals to nutrition intakes in French adults and relations with corpulence. *Ann Nutr Metab* 2000;44:249-255.
9. Cho S, et al. The effect of breakfast type on total daily energy intake and body mass index: results from the Third National Health and Nutrition Examination Survey (NAHNES III). *J Am Coll Nutr* 2003;22(4):296-302.
10. Rampersaud GC, et al. Breakfast habits, nutritional status, body weight, and academic performance in children and adolescents. *J Am Diet Assoc* 2005;105(5):743-760.
11. Cleveland LE, et al. Dietary intake of whole grains. *J Am Coll Nutr* 2000;19(3 suppl):331S-338S.
12. National Research Council. (1989). *Diet and Health: Implications for Reducing Chronic Disease Risk*. Washington, DC: National Academy Press.
13. Harnack L, et al. Dietary intake and food sources of whole grains among U.S. children and adolescents : data from the 1994-1996 Continuing Survey of Food Intakes by Individuals. *J Am Diet Assoc* 2003;103(8):1015-1019.