



GROW UP WITH BREAKFAST, GROW UP STRONG

Ready-to-eat cereals, low-fat yogurt and milk, whole grain toast, and fruit are just a few of the many choices that can be part of a nutritious breakfast. And we all know a good breakfast can help adults and kids get off to the right start—but you may be surprised to learn about the many benefits breakfast has to offer. Read on for some interesting facts and tips to help you understand why breakfast is top notch.

SKIPPING BREAKFAST GETS LOW MARKS

- With today's time-pressured lifestyle, a growing number of kids skip breakfast. Breakfast skippers are more likely to have a higher body mass index (BMI) than breakfast eaters.¹
- Also, nutrients typically supplied by breakfast, namely, calcium, fiber, and certain vitamins and minerals, are rarely made up for later in the day.^{2,3}

BREAKFAST MAKES THE GRADE

- Remember to write in breakfast on the family's daily calendar. Breakfast is a nutrient-dense meal, with only 16% of a child's daily calories but greater than 25% of calcium, iron, vitamin A, and several B vitamins.⁴
- Ready to eat cereals, including presweetened cereals, provide less than 5% of a child's total calorie intake.⁵
- Breakfast eating delivers school-day benefits, including better school performance and fewer disciplinary problems^{6,7} as well as helping kids stay alert.⁸
- Traditional breakfast foods can bring along their nutrition-packed teammates: A slice of whole wheat toast topped with peanut butter and sliced banana is even more nutritious than toast alone. Ready-to-eat cereal becomes a bigger nutrition winner when paired with skim milk and fruit.

BFF (BEST FRIENDS FOREVER) – CALCIUM AND VITAMIN D

- Calcium and vitamin D play well together. Vitamin D helps calcium absorption so that calcium can do its important work of helping to build and maintain strong bones and teeth.⁹
 - Only a few foods naturally supply vitamin D, namely, fatty fish and egg yolks. Vitamin D-fortified dairy products like milk, some brands of yogurt and ready-to-eat cereals provide more practical, convenient and palatable sources—especially for finicky eaters.
 - Childhood and adolescence are a critical time for building up bone mass, yet three out of four kids don't get the recommended amounts of calcium and vitamin D.
 - Getting enough calcium and vitamin D as a kid is one of the best ways to help build strong bones and teeth throughout childhood
 - The American Academy of Pediatrics recently announced that they have doubled their recommendation for the amount of vitamin D children should get to 400 IUs each day.
 - Emerging research suggests that, in addition to bone health, adequate vitamin D status may play a role in reducing the risk for some chronic diseases.¹⁰
- Get two for one. Breakfast is the perfect time for foods that have both calcium and vitamin D, like milk, some brands of yogurt, and General Mills Big G kid cereals.
 - One plus one adds up to more than two. Dairy products and fortified breakfast cereals are packed with additional important nutrients like potassium, magnesium, zinc, iron, riboflavin, vitamin A and folate.¹¹
 - General Mills Big G kid cereal is the only leading line of ready to eat cereals that contain 10% of the Daily Value for **both** calcium and vitamin D. Pair with 1/2 cup of skim milk for a breakfast with 25% of the Daily Value for calcium and vitamin D.
 - Breakfast cereals that are fortified with both calcium and vitamin D can be a tasty source of these important nutrients for kids who are lactose intolerant or allergic to



milk. Be sure to check ingredient list for allergen information, if allergies are a concern.

BENEFITS IN A BOWL OR BAG

- Frequent eaters of ready-to-eat breakfast cereal, including presweetened cereals, tend to have healthier body weights,¹² and have higher intakes of several important nutrients.
 - All General Mills Big G kid cereals contain 12 essential vitamins and minerals and it is the only leading line of kid cereals with a good source of both calcium and vitamin D and at least 8 grams of whole grain (at least 48 grams recommended) in every serving.
- Start the day with a whole grain boost by choosing cereals that list a whole grain near the top of the ingredients list. Ready-to-eat cereals are the top source of whole grains in the child's diet.^{13,14}
- Parents can feel okay about letting kids enjoy their favorite breakfast cereals, including presweetened cereals, one at a time or as mix and match combos.
 - Ready-to-eat cereals contribute just 5% of the sugar in a child's diet.¹⁵ Sugar in some sweetened, nutrient rich foods like flavored milk and breakfast cereal can improve palatability and make them more acceptable to kids and adolescents.¹⁶
 - All Big G kid cereals will contain no more than 12 grams of sugar per serving by the end of 2008 and will meet Better Business Bureau nutrition standards for foods marketed to children.
- For families with little time to spare in the morning:
 - Make a trail mix with favorite cereals, dried fruit, and nuts, if desired. Bring in a sealable container or plastic bag, along with a container of low-fat milk to drink.
 - Layer yogurt–vitamin D-fortified, if possible–with cereal and diced fruit in a “to go” cup. Remember the spoon!
 - Stock up on single serving cereal boxes so they're ready to go when you are.
 - Set the table; set the timer. Get the breakfast table ready the night before. In the morning, see how little time it takes to eat a bowl of cereal.

¹ Cho S, Dietrich M, Brown CJP, Clark CA, Block G. The effect of breakfast type on total daily energy intake and body mass index: National Health and Nutrition Examination Survey (NHANES III). *JACN*. 2003;22:296–302.

² Nicklas TA, O'Neil CE, Berenson GS. 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;67:757S-63S.

³ Barton BA, Eldridge AL, Thompson D, 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;105:1383-9.

⁴ Moshfegh A, Goldman J, Cleveland L. 2005. *What We Eat in America*, NHANES 2001-02. Usual Nutrient Intakes From Food Compared to Dietary Reference Intakes. US Department of Agriculture, Agricultural Research Service.

⁵ U.S. Department of Agriculture. NHANES 2000-2002.

⁶ Murphy JM, Pagano ME, Nachmani J, et al. The relationship of school breakfast to psychosocial and academic functioning: Cross-sectional and longitudinal observations in an inner-city school sample. *Arch Pediatr Adolesc Med*. 1998;152:899-907.

⁷ Kleinman RE, Hall S, Green H, et al. Diet, breakfast, and academic performance in children.

Ann Nutr Metab 2002;46 Suppl 1:24-30.

⁸ Wesnes KA, Pincock C, Richardson D, et al. Breakfast reduces declines in attention and memory over the morning in school children. *Appetite*. 2003;41:329-331.

⁹ National Institutes of Health. National Institute of Child Health and Human Development: Calcium. Accessible at: <http://www.nichd.nih.gov/health/topics/calcium.cfm>.

¹⁰ Holick, MF. The Vitamin D Epidemic and its Health Consequences *J Nutr* 135:2739-S-2748S, 2005.

¹¹ U.S. Department of Health and Human Services and U.S. Department of Agriculture. Dietary Guidelines for Americans, 2005. 6th Edition, Washington, DC: U.S. Government Printing Office, January 2005.

¹² 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;103:1613-1619.

¹³ Harnack L, Walters SAH, Jacobs Jr DR. Dietary intake and food sources of whole grains among US children and adolescents: Data from the 1994-1996 Continuing Survey of Food Intakes by Individuals. *JADA*. 2003;103:1015-19.

¹⁴ Bachman JL et al. Sources of Food Group Intakes among the US Population, 2001-2002. *J Am Diet Assoc* 2008;108:804-814.

¹⁵ U.S. Department of Health and Human Services. NHANES 2000-2002.

¹⁶ The Report of the Dietary Guidelines Advisory Committee on Dietary Guidelines for Americans, 2005. Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services. Accessible at <http://www.health.gov/DietaryGuidelines/dga2005/report/>.