

A Little Breakfast Brings BIG Benefits!



Children perform better on tests of vocabulary and matching figures after eating breakfast.⁷

Did you know?

⇒ **Breakfast improves the overall nutrient intake for both children and adults.**

- Nutrients consumed at other meals in the day generally do not compensate for the nutrients missed at breakfast!¹
- Studies show that frequent cereal consumers have lower intakes of cholesterol and fat and adequate intakes of many nutrients:²
 - Vitamin A
 - Folate
 - Zinc
 - Vitamin B
 - Iron
- Breakfast cereals encourage the consumption of milk.
 - Eating cereal for breakfast with milk is an effective way to increase calcium intake, which is an important mineral for children, aiding the development of strong bones and teeth.³

⇒ **Children need a nutritious breakfast to stay healthy.**

- Research indicates that kids who eat breakfast are more likely to:
 - Make healthy food choices throughout the day and are more physically active than those who skip breakfast.⁴
 - Have healthier body weights.⁵
 - Show improved cognitive function, attention and memory⁶ and greater school attendance rates.
 - Get the vitamins and minerals they need for the entire day.

Research shows breakfast may lower absence and tardiness rates and improve standardized achievement test scores.⁸



1 Martinez, O.B. 1982. J. Can. Diet Assoc., 43: 28-35. 2 Albertson, A.M., Anderson, G.H., Crockett, S.J., and Goebel. 2003. "Ready-to-eat Cereal Consumption: Its Relationship with BMI and Nutrient Intake of Children Aged 4 to 12 Years." J. Am. Diet Assoc., 103(12): 1613-1619. 3 Nicklas, T.A., O'Neil, C.E., and Berenson, G.S. 1998. "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., 67(suppl): 757S-763S. 4 Cohen, B., Evers, S., Manske, S., et al. 2003. "Smoking, Physical Activity and Breakfast Consumption among Secondary School Students in a Southwestern Ontario Community." Can. J. Pub. Health, 94(1): 41-44. 5 Rampersaud, M.S., Pereira, M.A., Girard, B.L., et al. 2005. "Breakfast Habits, Nutritional Status, Body Weight, and Academic Performance in Children." J. Am. Diet Assoc., 105: 743-760. 6 Wesnes, K.A., Pincock, C., Richardson, D., Helm, G., and Hails, S. 2003. "Breakfast Reduces Declines in Attention and Memory over the Morning in Schoolchildren." Appetite, 41(3): 329-31. 7 Pollitt, E., Cueto, S., and Jacoby, E.R. 1998. "Fasting and Cognition in Well- and Under-nourished School Children: A Review of Three Experimental Studies." American Journal of Clinical Nutrition, 67(4): 779S-784S. 8 Meyers, A., Sampson, A.E., Weitzman, M., Rogers, B.L., and Kayne, H. 1989. "School Breakfast Program and School Performance." American Journal of Diseases of Children, 143:1234-39.