

# B R E A K F A S T *matters!*

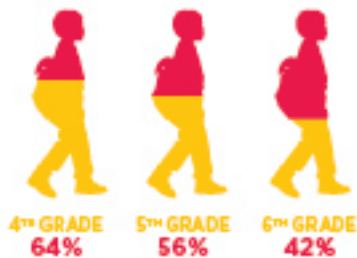
A white bowl filled with yellow cornflakes and fresh raspberries. A stream of white milk is being poured from above into the center of the bowl. The background is plain white.

**1 in 3** American children are overweight or obese and at-risk for chronic diseases such as type 2 diabetes, metabolic syndrome and cardiovascular disease.

Childhood obesity is more common among minority children and children living in low-income homes.

Simplicity of cereal and milk can deliver numerous benefits.

Frequently eating a simple breakfast of cereal and milk was associated with a reduced body mass index over a three-year period.



**Breakfast consumption decreased** as children progressed in grade level.

**School breakfast programs offer nutrient-rich foods such as low-fat and fat-free dairy, whole grains, fruits, and lean proteins** that are especially important as a simple, cost-effective means to address food security issues and impact children's nutrition and learning.

**Children who ate ready-to-eat-cereal with milk** had improved nutrient intakes of three of the four "nutrients of public health concern," specifically calcium, potassium and vitamin D.

- **Milk is the No. 1 source** of these three nutrients of concern.
- **Most cereals are fortified** with essential nutrients.
- **Cereal and milk** are a nutrient-dense breakfast combination that deliver the most nutrients for every calorie.



**On average, one eight-ounce glass of milk costs 25 cents.**

One serving of cereal costs 17 cents so your cereal breakfast at home costs 42 cents.

\*an average of the top 3 cereals consumed in the study

## THE BIG PICTURE TAKE AWAY FROM THE RESEARCH IS:

1

**Breakfast matters,** not all breakfasts are created equal in what they offer in terms of nutrition and health benefits.



2

**The promotion of a well-balanced breakfast** that includes cereal and milk may be a simple lifestyle habit that favorably influences essential nutrient intakes and body mass index, especially in low-income minority children.



3

**Busy families need simple and economical solutions** for breakfast and they can feel good about offering a convenient kid favorite: cereal and milk.



Frantzen LB, Trevino RP, Echon RM, Garda-Dominic O, DiMarco N. Association between frequency of ready-to-eat cereal consumption, nutrient intakes, and body mass index in fourth- to sixth-grade low-income minority children. Journal of the Academy of Nutrition and Dietetics. 2013; in press.

