



FOR IMMEDIATE RELEASE

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NEWS RELEASE

Wake Up to the Benefits of Breakfast

Eating a well-balanced breakfast helps keep kids and parents focused and energized

Omaha, Neb. – (April 9, 2009) Mothers always say breakfast is the most important meal of the day. In a recent survey released by the International Food Information Council (IFIC) Foundation, more than 90 percent of Americans agreed with the sentiment, but only 49 percent actually ate breakfast every day. Consumers identified several reasons for skipping breakfast including not being hungry right after waking up and not having enough time.

“Breakfast sets the nutritional tone for the remainder of the day,” said David Schmidt, CEO, IFIC Foundation. “There are many benefits to eating a healthful, well-balanced breakfast that includes whole grains, low-fat or fat-free dairy, and fruit or 100 percent fruit juice. Including these MyPyramid ‘food groups to encourage’ at breakfast can go a long way in helping families meet the *Dietary Guidelines for Americans*.”

According to scientific research, regular breakfast consumption is associated with higher intake of whole grains and several vitamins and minerals such as calcium, vitamin D, and vitamin C, which boost the likelihood of meeting nutritional recommendations. 1

There also is scientific evidence to suggest that breakfast aids in mental focus and cognitive performance, especially in children and adolescents. A 2005 review of 22 research studies related to breakfast consumption and academic performance in children and adolescents suggests that eating breakfast may help children do better in school by improving memory, test grades, school attendance, psychosocial function, and mood.

According to the *IFIC Review: Breakfast and Health*, eating breakfast could help increase mental focus and improve academic performance. Breakfast may also provide benefits to optimize health, improving cardiovascular, digestive, and bone health.

“Parents understand that eating breakfast builds better bodies,” said Schmidt. “Eating

breakfast that includes nutrient-rich foods such as whole-grain hot and ready-to-eat cereals, fat-free and low-fat milk and yogurt, and fruit and 100 percent fruit juice are popular picks that may promote heart health and help strengthen bones.”

For more information on the benefits of breakfast, visit the IFIC Foundation Web site at <http://www.ific.org/publications/other/breakfast.cfm>.

The American Dairy Association/Dairy Council of Nebraska contributes to optimal health through leadership in nutrition research and education by encouraging food selection patterns that include dairy foods and other major food categories in accordance with scientific recommendations. American Dairy Association of Nebraska, Inc. is a non-profit 501(c)6 organization created to perform advertising, public relations, and retail promotions on behalf of Nebraska dairy producers. For more information, visit www.nebmilk.org.

1 *IFIC Review: Breakfast and Health*, IFIC Foundation, 2008.

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