

A white bowl filled with yellow cornflakes and fresh raspberries. A stream of white milk is being poured from above into the bowl, creating a splash. The background is white.

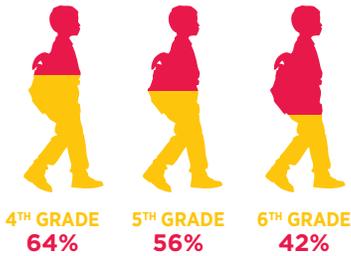
# B R E A K F A S T *matters!*

**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.**

