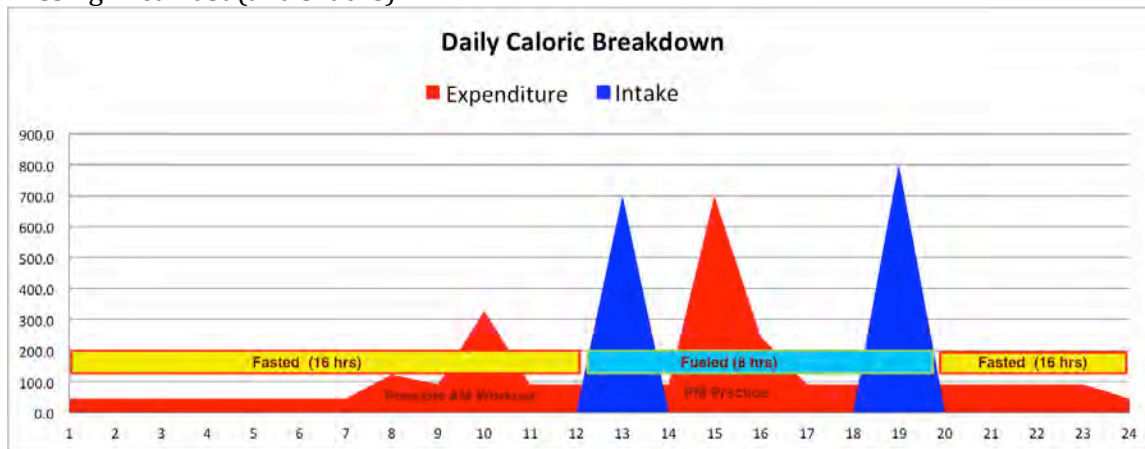


# Breakfast

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A well-balanced breakfast is a critical and irreplaceable component to an effective fueling plan whether you are fueling for competition or wellness. An active body requires “energy on demand” to optimally fuel ongoing metabolic and exercise energy demands. Without breakfast, an athlete will commonly fast for 2/3 or the day while only fueling their body for 1/3 of the day despite putting it through strenuous training without the fuel to effectively train or recover.

## Missing Breakfast (and snacks)



Over time as the body is forced to burn energy that is not being replaced through the diet, it resorts to burning local energy sources. Protein utilization from muscle and connective tissue become a prime energy source for the depleted athlete and limits the body’s ability to repair or build new muscle and connective tissue.

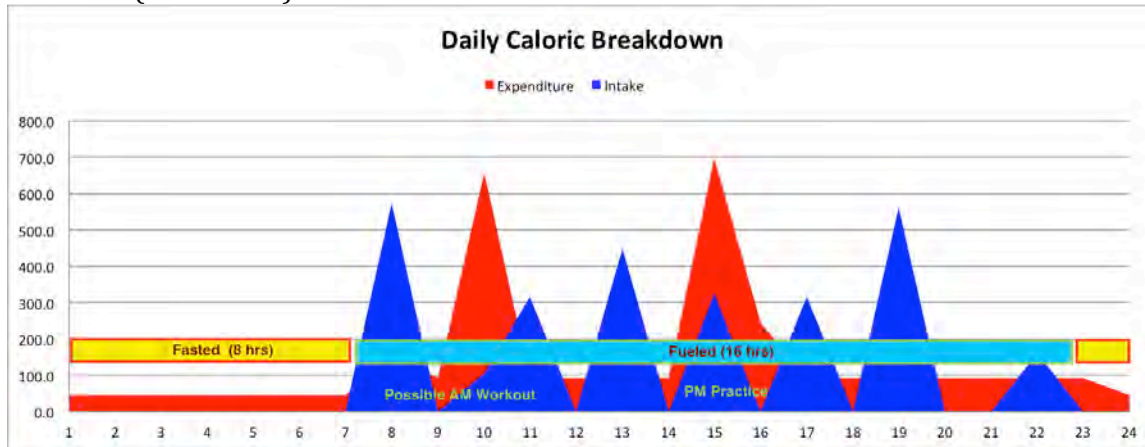
## Metabolic Trend-line



When an athlete or individual includes breakfast as part of their daily (training) routine, they can completely flip the equation and provide their body nourishment for 2/3 of the day. Broader fueling leads to better energy throughout the day, more productive training (i.e. increased training adaptation) and improved recovery.

A balanced breakfast should include a protein source for tissue development and repair (20-30g), carbohydrates to energize the day and fruits or vegetables to help provide nutrients and regularity.

### Breakfast (and snacks)



By helping the body maintain caloric balance, a consistent morning routine helps reduce muscle turnover associated with under-fueling (i.e. catabolism) and the often-associated side effects of low energy, food cravings and compulsive/mindless eating at night.

### Metabolic Trend-line

