

Wake Up to the Importance of Breakfast

A balanced breakfast can help kick-start your metabolism and provide the fuel you and your family need to get through a busy morning. Make your morning a true power hour.

For those concerned about weight, research shows that your body uses more calories digesting fresh foods, like whole grains, versus the processed stuff. Transition to whole grains by following the “half” rule. Start out by using half whole-grain and half processed. Mix your regular cereal with 1/2 cup of a high fiber variety.



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Benefits of Breakfast



**BREAKFAST REALLY
IS THE MOST
IMPORTANT MEAL**

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Make the Most of Your Morning

What are some of the benefits of eating breakfast?

The role of breakfast is to “break the fast” of not eating for 8 to 12 hours so we can refuel our bodies. Breakfast supplies a more constant source of energy that can help prevent the midmorning energy slump that may send you searching for unhealthy foods. Plus, research shows that breakfast can help with weight control in children and adults.

Is cereal a nutritious option for breakfast?

Cereal often gets a bad rap, perhaps because it takes virtually no time to prepare and just minutes to eat, however many cereals provide fiber and are fortified with several of the vitamins and minerals that kids and adults need. Look for whole grain labeling and shy away from products that add dyes and sugar morsels that unnecessarily spike blood sugar and create a craving for more.



What is a quick and nutritious breakfast that is economical?

A balanced breakfast includes foods from at least three of the five food groups, such as fiber rich whole-grain cereal or oatmeal, low-fat or non-fat milk, and fruit. Cereal is an economical choice. For about 50¢, you can get a serving of cereal with milk. Also, bananas are one of the most economical fruits and one that kids often like as well.

Mornings can be hectic, how can you make the morning rush smoother?

Planning, flexibility, and simplicity are the keys to getting kids to eat breakfast. Stick to a morning routine and be a role model—show your kids that you value breakfast and that you’re taking the time to eat it. Variety isn’t as important as regularity, in fact, studies show that eating the same or similar breakfast daily is tied to lower weight individuals.

What’s your morning like?

The average American adult spends 67 minutes a day eating and drinking, 43% of those spend less than 4 minutes eating breakfast, and 27% spend less than a minute on it.

89% of mothers want their kids to eat breakfast, but 40% report their child doesn’t eat breakfast daily.

35% of parents want to talk with their children during breakfast but, report that many kids are too busy watching TV or engrossed in their cell phones.

People who eat breakfast daily are 34% less likely to develop type 2 diabetes and 40% less likely to develop fat around the belly.

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