



CEEREAL Statement on Salt

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Eating breakfast is beneficial for both the body and the mind: people eating breakfast consume more essential nutrients and tend to be slimmer than those who skip breakfast. Breakfast also improves cognitive performance as well as physical performance^{1, 2, 3}.

Breakfast cereals in particular are a healthy choice for breakfast and can make a positive contribution to a healthy balanced diet. Breakfast cereals are typically low in fat; many breakfast cereals contain wholegrain, are a good source of fibre as well as a major contributor to vitamins and minerals. A wide choice of breakfast cereals is available, including low-salt and no-added-salt choices.

Whilst the contribution of breakfast cereals to overall dietary salt intake is relatively low⁴, CEEREAL members have taken and continue to take European-wide efforts to reduce salt/sodium:

- The great majority of CEEREAL members have reduced the salt levels by up to almost 60% (calculated in sales weighted average) over the last 14 years and are committed to continuing with salt reduction programmes going forward.
- CEEREAL members make available a wide choice of cereals, including low and **no added salt**
- CEEREAL members have been labelling sodium, and sodium and salt equivalent, depending on local requirements, for many years⁵.

In summary, breakfast cereals are a major contributor of vitamins and minerals and other important nutrients, whereas the contribution of breakfast cereals to overall dietary salt intake is relatively low.

¹ Benton, D., Parker, P.Y. 1998. Breakfast, blood glucose and cognition. *AM J Clin Nutr* 67(4): 772S-778S

² Tanaka, M. et al. 2008. Relationship between dietary habits and the prevalence of fatigue in medical students. *Nutrition*. 24: 985-989

³ Hirschler, V., et al, 2008. Overweight and lifestyle behaviours and of low socioeconomic elementary school children in Buenos Aires. *BMC Paediatrics*. V9-117

⁴ For example, in the UK just two per cent of the sodium, according to Lennox a, et al (2010) Dietary intakes. In: National Diet and Nutrition Survey. Headline Results from Year 1 of the Rolling Programme (2008/2009), (B Bates, A Lennox, G Swan eds), pp. 33-53. Food Standards Agency and Department of Health: London.

⁵ www.flabel.org

CEEREAL

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