ceereal
European Breakfast Cereal Association

Breakfasts in Europe

CEEREAL wishes to thank Elsa Kern and Daisy Dejonghe for their help in putting this brochure together.

CEEREAL is working across Europe to encourage healthy breakfast habits as part of a balanced diet and healthy lifestyle

OUR ACTIVITIES

Engaging with EU policy-makers and stakeholders

CEEREALs primary role is to engage in a constructive dialogue with EU policy makers and other stakeholder regarding all matters that are of interest to the brea cereals sector. CEEREAL has been particularly this field in the last few years, in line with the importance of EU policy in the field of health

CEEREAL regularly meets with key EU other industry groups and third partie and future developments in health and ensure that the expertise of t

As a member of Industries the

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The importance of breakfast

Breakfast literally means "breaking the fast" after sleeping at night time. Being the first meal of the day, it is also the most important. Most people do not eat for up to 12 hours between the time of their evening meal and breakfast on the following day – during this time their energy levels fall. The first meal of the day is the most important because it supplies the body and brain with the necessary nutrients after a night's sleep.

BENEFITS OF BREAKFAST

Eating breakfast is beneficial for both the body and the mind in several ways:

1-6).

Breakfast is also an excellent occasion to eat together with the family, and indeed children who eat with their parents in the morning have more nutritious breakfasts (7). Eating a nutritious breakfast develops good eating habits that will last a lifetime (2).

SUGGESTION FOR A BALANCED BREAKFAST

- tea
- 40 g of breakfast cereals
- 125 ml of semi-skimmed milk
- 1 yogurt
- 1 fruit juice

NUTRIENT	AMOUNT	% OF TOTAL ENERGY
Proteins	16 g	(16%)
Fat	6 g	(13%)
Carbohydrates	71.5 g	(71%)
Calcium	450 mg	-
Vitamin C	50 mg	-

This breakfast contributes 404 Kcal (20% of total daily energy intake)

Breakfast literally means "breaking the fast" after sleeping at night time.

THE IMPACT OF SKIPPING BREAKFAST

Skipping breakfast means:

✓ Less essential nutrients and fibre

Research shows that essential nutrients missed at breakfast are not compensated for during the other meals of the day (8-10).

FREQUENT BREAKFAST CEREAL EATERS HAVE HEALTHIER BODY WEIGHTS

	Body Mass Index	
Breakfast cereal	Men	Women
- heavy consumers	24.3	22.1
- regular consumers	24.6	22.7
- occasional consumers	24.7	23.0
- non-consumers	24.5	23.0

Source: Bertrais S. et al, Contribution of ready-to-eat cereals to nutrition intakes in French adults and relations with corpulence. Ann. Nutr. Metab. 2000; 44:249-255

✓ Less control over appetite

Breakfast helps to stabilize blood sugar levels, which regulates appetite and energy. People who eat breakfast are less likely to be hungry and overeat during the rest of the day (11).

✓ Higher Body Mass Index

Breakfast consumption is associated with a lower incidence of people being overweight and obese. Data from the US has shown that children and adults who eat breakfast have healthier weights than children who skip breakfast (12, 13). This is supported by similar findings in Europe: a French study showed that obese and overweight children eat less at breakfast and more at dinner than their lean counterparts (14). In a Finnish study of 16 year olds and their parents, breakfast skipping among adolescents and adults was associated with having a high Body Mass Index (BMI) (15). Overall, breakfast cereal consumers also tend to be slimmer and have a lower BMI than non-consumers (8, 16).

✓ Reduced cognitive abilities

Skipping breakfast is particularly worrying among children, as breakfast helps to improve concentration at school. Research shows that children who skip breakfast are not as efficient in the selection of critical information in problem-solving as those who eat breakfast (17). Eating breakfast helps children to perform better in school, in both mathematical and creative tasks (18, 19).

Despite these facts, skipping breakfast is common practice in Europe.

- People on average skip 71 breakfasts in the course of a year, with the British being the worst skipping 113 breakfasts a year.
- In France alone, 33% of children aged 12-14 start the day on an empty stomach (20).
- 12% of Dutch children aged 10-18 also skip breakfast (21).
- Even in the UK, a country with a longstanding breakfast tradition, 6% of children eat nothing in the morning. Among children aged 12-13, breakfast skipping is as high as 20-30% (22).

COMMON MYTHS AND MISCONCEPTIONS ABOUT BREAKFAST

✓ I don t have time to eat breakfast . Preparing and eating a bowl of cereal takes less than 5 minutes in the morning and will provide you with great benefits. Can you afford to find 5 minutes to benefit from eating breakfast?

✓ I don t need breakfast . Not true – you wouldn't expect a car to run without petrol and equally you cannot expect your body to run without fuel. Your body and mind will both work better during the morning after eating breakfast.

✓ Skipping breakfast does not matter I can make up the missed nutrients later . This is not true – the nutrients, vitamins and minerals missed at breakfast are not made up later in the day. People who skip breakfast have a less nutritious diet than those who eat this important meal (23).

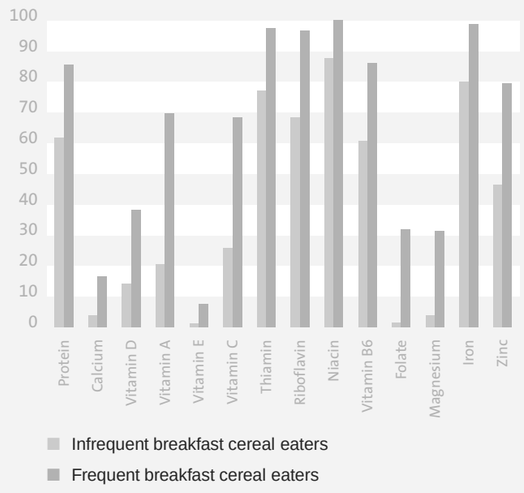
In some European countries, notably the UK and Ireland, breakfast cereals are consumed on a regular basis, particularly by children (5-6 times per week).
On average, consumers eat one 30g serving of breakfast cereals each day (26, 27). Children of all ages thrive on variety and novelty the average UK home has 4-6 cereals in the cupboard and research shows that children consume a balanced repertoire of cereals (28).

Breakfast cereals make a major contribution to the diet data shows that they are the leading source of iron in the diet. They are also a major source of B vitamins (about 20%) and provide one tenth of the fibre in the diet of young people (27).

Breakfast cereals are a healthy choice for breakfast. To give the consumer the full freedom of choice, the breakfast cereal and oat milling industry provides more than 200 varieties of breakfast cereals corresponding to different tastes, forms and textures.

Different tastes and a real diversity of nutritional compositions allow individuals at any age to find the cereals that adapt best to their needs and cravings: stretching from traditional breakfast cereals served simply, with fruits or with chocolate to oat flakes and the different types of mueslis. Nowadays, you can also choose between cereals fortified with vitamins and minerals or even functional cereals that respond to the increasing demand for nutritionally beneficial and innovative wellness products.

Breakfast cereals are a food that both children and adults enjoy, and hence encourage breakfast consumption (24). Research confirms that breakfast cereals consumers have a more substantial and varied breakfast, and are more likely to meet nutritional requirements for nutrients such as vitamins, minerals and fibre than non-consumers (7, 9, 16, 25).



CEREALS A HEALTHY CHOICE FOR YOUR BREAKFAST

Breakfast cereals are a healthy choice for breakfast as they are:

✓ Typically low in fat

Breakfast cereals are typically low in fat. Any fat in the cereal is derived naturally from grain and therefore mainly unsaturated. Fat intake can be further reduced by the type of milk which is used with the breakfast cereal.

✓ A good source of fibre and whole grain

Many breakfast cereals contain whole grain and are a good source of fibre, both soluble (which lowers cholesterol) and insoluble (which is essential for a healthy digestive system). Whole grain is important in helping to protect against certain types of cancer and heart disease, as well as providing vitamins, minerals and antioxidants. Fibre adds bulk to the diet without calories and therefore is excellent for satiety and maintaining a healthy weight.

✓ A major contributor of vitamins and minerals to the diet

Some cereals, such as oats, are naturally high in essential B-vitamins. Many breakfast cereals are also fortified with other essential vitamins and minerals (such as iron) which can help people reach the Recommended Daily Allowances (RDAs). Fortification of breakfast cereals is based on nutritionist recommendations that breakfast should provide 20-25% of daily nutritional requirements.
By encouraging milk consumption, breakfast cereals are an excellent way of ensuring adequate calcium intakes in both children and adults (29). Some cereals are fortified with calcium, which is another way of improving dietary calcium intake.

✓ Lower in sugar than other breakfast alternatives

A proportionate sugar intake helps to boost energy in the morning as well as adding flavour, aroma and texture to foods. At the same time, it is important not to consume sugar in excessive amounts. Current recommendations are to consume less than 10% of total energy intakes as added sugar. Breakfast cereals on average contribute only to a small proportion of sugar in the diet about 5% of the average adult daily intake of added sugars.

BREAKFAST CEREALS ARE

- ✓ Typically low in fat
- ✓ A good source of fibre and whole grain
- ✓ Lower in sugar than other breakfast alternatives
- ✓ A small contributor to salt intake
- ✓ Nutrient dense but not energy dense
- ✓ Quick and easy!

Breakfast cereals are a healthy choice for breakfast.

✓ A small contributor to salt intake

Breakfast cereal manufacturers have been working hard for many years to reduce the amounts of salt used in the manufacturing process. Most breakfast cereals today contain small amounts of salt per portion and contribute less than 5% of the average daily intake of salt (20).

✓ Nutrient but not energy dense

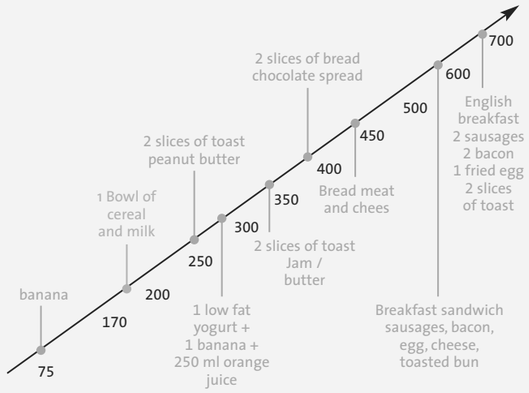
Breakfast cereals are nutrient dense foods supplying only a modest amount of energy (calories) they make a significant contribution to intakes of essential nutrients.

✓ Quick and easy

It only takes a minute to pour some milk over a bowl of cereal!

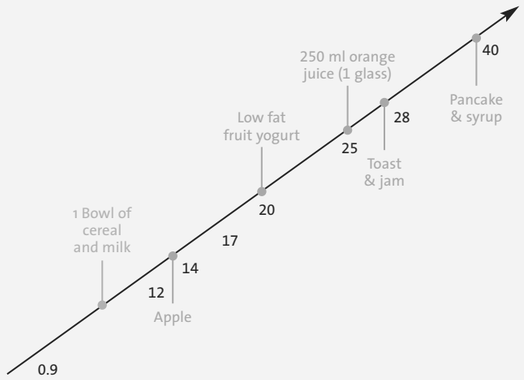
CALORIE CONTRIBUTION OF BREAKFAST CHOICE

(Kcals per serving)



SUGAR CONTENT OF BREAKFAST ALTERNATIVES

(grams sugar per serving)



HISTORY OF CEREALS

Man has been cultivating cereals as a staple part of the diet for thousands of years. Ever since the stone-age, cereals have been key to human sustenance. They were cultivated by the ancient Babylonians, Egyptians, Greeks and Romans before being introduced to Northern Europe. One of the greatest benefits that cereals brought was the possibility to store food throughout the year so that the primitive communities could raise and grow their own crops in the same area rather than be forced to continually be on the move in search of new hunting areas.

Grain has been harvested throughout the world. Once baking had been developed, grain became not only an essential part of the diet but also an important commodity to be traded and even used as a currency.

The industrial revolution in the 19th century increased crop yields massively and allowed for the development of new techniques to harvest and produce grain-based products. The19th and 20th centuries saw a huge expansion of cereal products, including the beginnings of the breakfast cereals industry. In the quest to improve the diet of people both in the US and inEurope, several traditional breakfast types were developed,including cereal flakes and muesli, which have since become an integral part of our daily diets.

HOW CEREALS ARE MADE

From the field to your breakfast bowl

1. **Harvesting**
   Ripened in sunshine, the raw materials of the cereal products barley, wheat, oats, rye, rice maize - are gathered from the fields.

2. **Storage**
   The grains are transferred to large storage silos.

3. **Milling**
   Grains such as maize are milled to remove parts that would impair taste. Oats are dried, kilned, hulled, polished, cut, cleaned and graded.

4. **Flavouring**
   Extra ingredients such as sugar, malt and salt may be blended in.

5. **Cooking and drying**
   The mixture is then cooked and dried to reduce the moisture content level. Oats are steamed and flaked.

6. **Quality testing**
   Every stage in processing is carefully checked and controlled.

7. **Filling**
   The final product flows from the ovens to filling machines where they are automatically dispensed by weight into the inner liners.

8. **Packing**
   Filled liners of cereal are passed along conveyors and then packed into the cereal cartons.

9. **Distribution**
   Cereals are dispatched to the point of sale.

Promoting healthier lifestyles in Europe

The successful promotion of healthy diets and lifestyles requires an integrated approach and active collaboration of all stakeholders including the food industry. CEEREAL has a central role to play in this context by:

Promoting the importance of a healthy breakfast as part of a balanced diet and healthy lifestyle
Working together with stakeholders to develop solutions to the rising public health problem of obesity
Providing comprehensive nutritional information, so as to enable fully informed consumer choices.

In fact, the breakfast cereals sector was one of the first to recognise the importance of full nutritional labelling and CEEREAL members have long provided nutritional information over and above legal requirements.

Today, CEEREAL members policy is to display information on the so-called Big 8 (energyprotein, carbohydrate, fat, sugars,saturated fat, fibre and sodium) on packs, so that the consumer can make a truly informed choice about the product.

In line with this approach, CEEREAL has a range of policy commitments and objectives which form the basis of its engagement with European policymakers:

OUR POLICY COMMITMENTS

1. CEEREAL fully supports the EU Platform on Diet, Physical Activity and Health and its cooperative approach.

2. CEEREAL members are committed to investing in product innovation and reformulation so as to improve the nutritional quality of their products.

3. CEEREAL members are committed to offer a range of nutritious products and continuously provide consumer choice in order to meet consumers needs.

4. CEEREAL members recognise the importance their products play in young people s diets and will continue to fortify many of them with minerals and vitamins.

5. CEEREAL members are committed to helping consumers make healthier choices and to providing them with comprehensive nutritional information, including full voluntary nutritional labelling and a Guideline Daily Amount-based simplified scheme on packs.

6. All CEEREAL members are committed to and actively engaged in a wide range of educational initiatives aimed at promoting healthy diets and the role of physical activity.

7. CEEREAL members are committed to responsible marketing practices, abide by and support the further development of industry-wide and national codes of advertising and marketing practice.

8. Since2005, CEEREAL holds its Breakfast Week in the autumn of each year to promote the importance of breakfast and a balanced diet.

OUR PERSPECTIVE ON POLICY-MAKING

CEEREAL members recognise the need for effective EU policies to guarantee a high level of consumer protection and a level playing field for industry across Europe. CEEREAL also supports the efforts of the EU to bring together all relevant stakeholders, so as to enable constructive discussions on issues of political importance, such as diet and public health. CEEREAL believes that the approach of identifying best practice at EU level and promoting it through concrete voluntary initiatives by all stakeholders is a unique way in which the EU can contribute to the improvement of diets and health.

With regard to all regulatory initiatives, CEEREAL urges EU policy makers to maintain a balanced and science-based approach to ensure two key goals are met: facilitating well-informed consumer choices; and encouraging innovation in the food industry, without stifling the growth of a wide and diverse food supply.

Breakfast cereals are an important part of a diverse food supply. In combination with appropriate nutritional information and educational programmes, they can play an important role in improving the diets and nutritional status of European children.

Glossary

Blood sugar levels blood sugar is a term used to refer to levels of glucose in the blood. Blood sugar concentration, or serum glucose level, is tightly regulated in the human body. Glucose, transported via the bloodstream, is the primary source of energy for the body's cells.

Body Mass Index BMI is a number calculated from a person s weight and height. BMI provides a reliable indicator of body fatness for most people and is used to screen for weight categories that may lead to health problems.

Bran bran is the outermost layer of the cereal grain. ran, which contains the most fibre, is removed when grain is milled to produce white flour.

ydrates carbohydrates can come from three areas: simple sugars, starches and dietary roximately 50% of our body s energy should carbohydrates. Carbohydrate foods include cereals, fruit and vegetables.

s fortified foods have one or more ins and minerals added (whether or is naturally contained in the food) than either that of the natural estoration. Nutrients are added f enhancing a food s contribution alth.

ounts (GDAs) Guideline Daily

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Health claims health claims are generally understood to be statements, symbols or other representation describing the relationship between diet and health, including the reduction of disease risk associated with the consumption of certain foodstuffs.

Protein proteins consist of smaller units called amino acids which when combined can form different types of proteins. We use amino acids to help replace organ tissue, as well as to grow muscles, hair, nail and skin. Amino acids are also used to create blood and help make antibodies to help fight illnesses. Protein rich foods include milk, fish, meat, nuts, cheese and eggs.

Recommended Daily Allowance Recommended Daily Allowances, known as RDAs, are recommendations for nutrient intakes, stating the amount of a nutrient that is needed for most people to stay healthy. They are different for children, adults, males, and females.

Whole grain whole grains are cereal grains in which the bran, germ and endosperm are all present in their natural proportions, in contrast to refined grains which may lose some parts of the grain during processing.

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OUR MEMBERS

Founded in 1992 by eight national breakfast cereal associations, today CEEREAL has 13 member associations. These associations represent leading multinational manufacturers of branded products as well as small and medium-sized regional and local producers, in the following countries:

- Belgium
- Denmark
- Finland
- France
- Germany
- Ireland
- Italy
- Netherlands
- Portugal
- Spain
- Sweden
- United Kingdom

For more information on the member associations, please visit www.ceereal.eu