

Breakfast Facts



Breakfast



**Cereal
& Bread**



Eggs



Sausages



Milk

- One bowl of breakfast cereal uses approximately 50g of cereals
- A cooked breakfast uses approximately 435g of cereals
- A serving of toast uses approximately 25g of cereals

Breakfast facts

The word breakfast literally means 'breaking the fast'. Overnight our energy stores are used up, so eating breakfast will top up the energy that has been used whilst sleeping and give us the energy needed to start the day.

The 'traditional' breakfast staples such as cereal and toast remain the most popular choices in the mornings. Most households have four different types of breakfast cereal in the kitchen cupboard.

The world's first breakfast cereal was created in 1863 and comprised of dense bran nuggets that had to be soaked overnight in order to be chewable.

Research done by the Cardiff University School of Psychology, led by Professor Andrew Smith has shown that eating breakfast helps children function better in school than those who skip the first meal of the day. The results revealed children who start the day with cereal are:

- 9 percent more alert
- 11 percent less emotionally distressed
- 13 percent less tired
- 17 percent less anxious
- 10 percent less likely to suffer memory and attention span difficulties, than those that have no breakfast
- 33 percent less likely to suffer from stomach complaints.

Breakfast habits


Breakfast is often said to be the most important meal of the day, yet 10 - 33% of us regularly miss it out.

81% of people regularly eat breakfast at home during the week, 16% say that they are unlikely to eat breakfast during the week and 3% eat breakfast somewhere other than at home.

40% spend less than 10 minutes preparing and eating their breakfast during the week.

Fewer people have time to enjoy a sit down breakfast at home so there is an emerging preference for healthy eating food on the go. 'Grab and go' breakfasts are becoming more popular in the foodservice market.

Breakfasts are a much more important meal occasion at the weekend with 16% eating a cooked breakfast compared with only 4% during the week.

During 2004 schools took part in an online survey for Farmhouse Breakfast Week. The study explored the benefits of breakfast on cognitive function. Download the [Breakfast Study](#)  (484kb)

Nutrition

Apart from providing us with energy, breakfast can provide essential nutrients that the body needs. Research shows that essential nutrients missed at breakfast are less likely to be compensated for during the other meals of the day.

Breakfast helps to stabilise blood sugar levels, which regulates appetite and energy. Missing breakfast may lead you to snack on less healthy foods later in the day.

Breakfast will kick start your metabolism which can assist weight control.

Fruit and vegetables are good sources of vitamin A and C. Breakfast is a good time to include one of the five recommended daily portions of fruit and vegetables.

Breakfast restores glucose levels, an essential carbohydrate that is needed for the brain to function. Therefore those who eat breakfast will have better mental performance and concentration than those who don't. It is thought that breakfast can even put you in a better mood - a great start to the day!

Eating breakfast is especially important for those who lead an active lifestyle because it helps restore carbohydrates that have been lost overnight. A breakfast that is full of carbohydrate will ensure that you have plenty of energy for the day.

You should aim to eat a breakfast that is high in carbohydrates and low in fat. Breakfast should ideally provide between one quarter and one third of your daily calorie needs - women need 2500 calories per day and men, 3000.

Breakfast is an excellent occasion to eat together with the family. Eating a nutritious breakfast develops good eating habits that will last a lifetime.

Wholegrain Goodness

Breakfast is the ideal time to choose wholegrain foods - a rich source of minerals, vitamins, antioxidants and dietary fibre which work together to optimise human health. Consuming wholegrains as part of a healthy lifestyle is associated with a lower incidence of cardiovascular disease.

A bowl of wholegrain cereal with semi-skimmed milk or a couple of slices of wholemeal toast are an ideal way to start the day. For more information visit: www.wholegraingoodness.com

Cereal and Bread



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Bread and cereals provide energy, vitamin B, iron and fibre.

In the UK we eat an average of nearly 6kg of cereal per person per year. This is twice as much as Denmark (3kg), three times as much as Belgium (2kg) and six times as much as The Netherlands (1kg).

On average 45% of adults have a bowl of cereal in the morning.

In 2009/2010 the UK produced:

- 14.2 million tonnes of wheat
- 6.7 million tonnes of barley
- 731,000 tonnes of oats

Approx 45 per cent of the UK cereal crop is used to feed animals including pigs, chickens and cows, which helps put bacon, sausages, eggs and milk on the nation's breakfast tables.

Oats, the cereal used in porridge, are well-known for their excellent nutritional composition. They contain 14% protein, 64% carbohydrate, 9% fat plus Vitamins B and E.

In Scotland, porridge is cooked with water and salt, and is served quite runny. In England, porridge is often cooked with milk, then sugar is sprinkled on top. It is thicker because larger flakes of oatmeal are used.

In the UK, we eat 12 million large loaves of bread every day.

A single grain makes about 20,000 particles / specks of flour.

Most bread is made from wheat, though barley, oats and rye are used in some speciality loaves.

According to dunnhumby 2007:

- Bread is bought by 98.74% of supermarket shoppers at an average of 37.59 times per year.
- Speciality White Bread experienced the most growth over 2006, bought by 37% of supermarket shoppers at an average of just 3.6 times per year.
- Breakfast Cereals are bought by 97.86% of supermarket shoppers at an average of 20.65 times per year

- 60.19% of supermarket shoppers bought Hot Cereals at an average of 4.39 times per year in 2006
- Wholefood cereals experienced 52% volume growth
- For more information visit www.hgca.com/dunnhumby

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- Today, we eat an average of 10 billion eggs a year, or 27 million eggs every day! Placed end to end, the daily total would reach from the earth to the moon.
- Boiled eggs are the most popular way to eat eggs in Britain, followed by scrambled and fried.
- Eggs are packed with great nutrition including protein, essential vitamins A, D, E, and B group as well as minerals, including iron, phosphorus and zinc. They are relatively low in saturated fat, making them a healthy fast food for all the family and they are low in calories with only 78kcal per medium egg - so they won't even spoil your diet.
- More than a third of all eggs produced are consumed at breakfast.

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- In one year we eat approximately 175,000 tonnes of sausages, worth £487 million.
- 90% of British households buy sausages, 50% at least every 4 weeks.
- Every day 5 million Britons will eat sausages.
- The record for the longest sausage measured 59.14 km (36.75 miles) and was made by J.J. Tranfield, South Yorkshire, 27-29 October 2000.
- Queen Victoria was fond of sausages but insisted that the meat be hand chopped rather than minced.

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- Milk and dairy foods provide calcium and protein. One serving of milk on your cereal in the morning can provide half of your recommended daily allowance (RDA) of calcium which is essential to keep your bones and teeth strong and healthy.
- There are over 2 million cows in Great Britain, that's one cow for every 29 people.
- Each cow can produce over 20 litres of milk a day.
- Over 10 billion pints of milk are sold each year in Great Britain.
- In an average lifetime a Briton will drink almost 11, 000 pints of milk.