

Nutrition News & Notes

Poor Breakfast Habits Could Be Affecting America's Health

(NAPSA)—As debate continues on the obesity epidemic in the United States, Americans may not have to look much further than the breakfast table to find a possible solution. A new consumer survey reveals alarming statistics showing that even though almost all Americans (96 percent) believe consuming a nutritious breakfast is an important part of a healthy lifestyle, their behavior demonstrates otherwise.

Even more daunting is the fact that Americans have raised a generation that does not eat breakfast. Young adults are even more likely to spend less time eating breakfast or to skip breakfast altogether than their older counterparts, according to the State of the American Breakfast survey, which looked at the breakfast habits and trends of American adults.

The survey was conducted by KRC Research on behalf of America's Breakfast Council (ABC), a think tank of health professionals dedicated to demonstrating the benefits of a nutritious, well-balanced breakfast.

"People who eat a well-balanced breakfast tend to have more nutritious diets than those who skip breakfast regularly. Breakfast-eaters typically consume foods higher in fiber, vitamins and minerals and avoid foods high in saturated fat and cholesterol," said Liz Weiss, M.S., R.D., a registered dietitian specializing in health and nutrition and an ABC member.

Studies also show that eating a well-balanced breakfast may reduce the risk of type 2 diabetes, and those who skip breakfast are more than four times as likely to



be obese compared to individuals who eat breakfast regularly.

"Americans need to make eating a healthy breakfast part of their daily morning ritual," said Gail Rampersaud, R.D. "By eating a nutrient-rich meal packed with whole grains, protein, fruit or natural fruit juices, like 100 percent orange juice, they can get the nutrition they need to get their day off to a healthy start."

America Is Cutting Corners

Americans know every day should be a breakfast day, but according to the survey, almost one-third of Americans fall short of this goal by choosing not to eat breakfast every morning. Additionally, 25 percent say they eat breakfast only three out of five weekdays.

Lifestyle Challenges

When Americans do eat breakfast, they're racing to finish. More than half (53 percent) say they devote less than 15 minutes to acquiring the important energy and nutrients that propel them through their day. In addition, 47 percent say that when they skip breakfast, it's because they do not

have enough time or feel that it is too inconvenient.

"Breakfast is becoming something Americans do in between important things—not something that alone merits importance," said Weiss. "They need to realize that a healthy breakfast is an important part of leading a healthy lifestyle."

The Importance Of Breakfast

According to Weiss, there are a number of quick, easy changes Americans can make to break the cycle of poor breakfast habits. Just follow the ABC's:

Assess breakfast habits. Are you regularly eating breakfast? How could you adjust your choices to make breakfast an important part of your day? Plan ahead and stock your fridge with healthy options. A small box of whole grain cereal and a single-serve carton of 100 percent orange juice taken on-the-go are quick options to fit into any busy schedule.

Balance—Eating a balanced breakfast can be quick and healthy. Include nutritious foods such as whole-wheat toast with peanut butter, low-fat yogurt or 100 percent fruit juice. Orange juice contains several vitamins and nutrients Americans need, including one of the most powerful antioxidants, vitamin C.

Commit to eating a nutritious breakfast every day—even if you do it on the fly. Breakfast provides energy and may boost concentration levels. Several studies have even found that breakfast consumption is associated with an improvement in academic grades.

For more information on the benefits of citrus and the State of the American Breakfast survey, visit www.floridajuce.com.