

Recipes from Curtis Stone, and the Midwest Dairy Council

Helen Phillips discusses breakfast's role in schools

Eating breakfast helps you lose weight

**MEDIA
PLANET**

September 2011

BREAKFAST

BREAKING THE FAST

Exclusive Q&A with celebrity chef, Curtis Stone, dishing out his favorite breakfast recipes

3

TIPS

FOR A HEALTHY
BREAKFAST

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CHALLENGES



TIP

1

STOCK YOUR
KITCHEN WITH
EASY TO
PREPARE
FOODS

You've always been told breakfast is the most **important meal of the day**. Here's why.

Eat right every day with breakfast

Breakfast: for some, it is a daily routine. For others, breakfast is eaten only if there is time. And for many, breakfast is written off as unnecessary. Yet we hear that breakfast is the most important meal of the day. "Breaking the fast" from the night before...does it really make any difference?

For children and adults alike, a healthy breakfast provides the nutrients and energy needed to start the day strong. Research shows that children who eat breakfast show improvements in math, reading and standardized test scores. They can focus, pay attention, and perform problem-solving tasks more effectively than those children who skip it. Indeed, breakfast eaters have fewer absences, less tardiness, behave better in school and are less likely to be overweight.

While research has not demonstrated a consistent link between eating breakfast and body weight, studies show a relationship between skipping breakfast and a strong prevalence of obesity. This is most likely because those who skip breakfast in the morning are hungrier at lunchtime, and end up overeating.

Making time

For every excuse or barrier to eating a nutritious breakfast, there is a solution. If you aren't typically hungry, start with something simple like a cup of 100-percent fruit juice or a piece of whole-wheat toast, then have a mid-morning snack later. If you're short on time, stock your kitchen with easy-to-prepare foods like whole-grain cereals, low-fat yogurt and fresh fruit. If traditional breakfast foods aren't your favorite, you can have anything for breakfast—a slice of leftover pizza, sliced vegetables or even a bowl of soup!



Sylvia Escott-Stump, MA, RD, LDN
American Dietetic Association President

BEST TIP

Simplify your breakfast

1 If you aren't typically hungry, start with something simple like a cup of 100-percent fruit juice or a piece of whole-wheat toast, then have a mid-morning snack later.

Stock your kitchen

2 If you're short on time, stock your kitchen with easy-to-prepare foods like whole-grain cereals, lowfat yogurt and fresh fruit.

Breakfast provides a great opportunity for families to sit down and spend time together. Research demonstrates that family meals are a great way to promote healthy eating habits. According to a recent study in the Journal of the American Dietetic Association, eating together as a family during adolescence is associated with lasting positive effects on dietary quality in young adulthood. A positive role model, by eating a healthy breakfast every day, sets that stage.

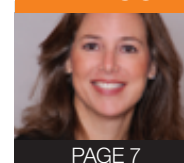
A healthy breakfast

Whatever your morning routine, promote breakfast as essential for the day. For helpful tips about how you can incorporate a healthy breakfast into your routine, visit eatright.org and kidseatright.org.

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WE RECOMMEND



Fueling student success
Helen Phillips explains why breakfast is essential in schools

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"Let's make sure they start their days with the nutrition they need to do their very best at school."

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Research shows that cereal eaters, including children, tend to have healthier body weights.

love your cereal
To learn more about the health benefits of breakfast and cereal, visit
www.LoveYourCereal.com

Kellogg's

*Journal of the American Dietetic Assoc., 2003,2009

When parents dine out, they are looking for healthy options for their kids. Many restaurants already offer great choices and will innovate to create even more delicious menu items. The National Restaurant Association launched Kids LiveWell in collaboration with Healthy Dining (healthydiningfinder.com) to showcase the restaurant industry's commitment to offering healthful options for children and to help parents find restaurants featuring these options.

We've got you covered for breakfast – and around the clock. Below are participating Kids LiveWell restaurants with qualifying breakfast items, so check them out today!

Learn more at www.restaurant.org/kidslivewell

au bon pain.



Friendly's



INSPIRATION

Celebrity chef Curtis Stone dishes his breakfast must haves and energy foods

What is a favorite breakfast memory of yours from your childhood, and what were some typical breakfast foods you loved to eat as a kid?

Lemon curd was one of the first things my mum taught me how to make. It began a lifelong love of breakfast because in Australia, we love to eat lemon curd on hot toast with just a bit of butter. It's so delicious.

What sort of foods do you typically eat in the morning to stay in shape, as well as to start the day off energized and focused?

I like to eat fruit first thing in the morning. Mix it with natural yogurt and or make a seasonal berry smoothie and you have plenty of energy to start your day or workout. I follow up the light breakfast in a few hours with something that has more protein like eggs.

Any ideas on what sort of meals would be fun and delicious for kids in the morning?

The best way to get kids excited about eating well is to get them involved in food. Pick berries and visit farmer's



Curtis Stone
Celebrity chef



“The best way to get kids excited about eating well is to get them involved in food. Pick berries and visit farmer's markets with them, where they can meet the farmers and select all sorts of seasonal fruits.”

markets with them, where they can meet the farmers and select all sorts of seasonal fruits. Then, in the morning, let them choose what fruits they want to add to their granola, have them stir berries into a bowl of plain yogurt or create their own special morning smoothie.

Where is your absolute favor-

ite place in the world to get breakfast, and why?

Amanyara in Turks & Caicos brings you the most gorgeous tropical fruit for breakfast, followed by amazing blueberry pancakes. What a perfect way to start the day.

CURTIS STONE

editorial@mediaplanet.com

RECIPE

Great Grains Raisins, Dates & Pecans Pancakes

Prep Time: 20 minutes

Cook Time: 25 minutes

Serves 6 (approx 2 pancakes per serving)

Ingredients:

1 cup part-skim ricotta cheese
4 large eggs, separated
3/4 cup buttermilk
1 cup all purpose flour
1 1/2 teaspoons baking powder
Pinch of salt
1 1/2 cups plus 6 tablespoons Great Grains Raisins, Dates and Pecans cereal
1/4 cup granulated sugar
2 tablespoons (about) unsalted butter
2 small bananas, peeled and thinly sliced
1 cup fresh blueberries
3/4 cup pure maple syrup

Method:

■ To make the pancakes:
■ Whisk the ricotta and egg yolks together in a large bowl to blend, then whisk in the buttermilk.
■ Sift the flour, baking powder, and salt into the ricotta mixture.
■ Stir with the whisk just until combined. Stir in 1 1/2 cups of the cereal.
■ Using an electric mixer, beat the



egg whites and sugar in another large bowl until firm but moist peaks form.

■ Using a large silicone spatula, gently fold the egg whites through the batter in 2 additions.

■ Heat a griddle or large nonstick sauté pan over medium-low heat.

■ Melt some butter on the hot griddle.

■ Working in batches, ladle about 1/2 cup of the batter onto the griddle for each pancake. Using the back of the ladle, spread the batter to thin out the pancake to about 1/2 inch.

■ Cook the pancakes about 3 minutes per side, or until they puff, become golden brown, and are just cooked through.

To serve the pancakes:

■ As the pancakes are done, transfer 2 pancakes to each of 6 plates.

■ Top the pancakes with the bananas and blueberries and drizzle with maple syrup.

■ Sprinkle each serving with the
■ 1 tablespoon of cereal and serve immediately.

RECIPE

Homemade Granola

Makes about 7 cups

Ingredients:

1/4 cup (1/2 stick) unsalted butter
1 tablespoon ground cinnamon
1 tablespoon freshly grated nutmeg
1/2 teaspoon ground cloves
1/4 cup honey
1/4 cup pure maple syrup
1/4 cup (packed) golden brown sugar
Nonstick cooking spray
2 cups rolled oats
1 cup shelled pumpkin seeds

1 cup shelled sunflower seeds
1 cup whole almonds
1/2 cup dried cranberries
1/2 cup raisins

Method:

■ Place the dried apricots, peaches, apples, and pears in a large bowl and
■ Preheat the oven to 350°F.
■ Combine the butter, cinnamon, nutmeg, and cloves in a small heavy saucepan over medium heat and



butter melts and the mixture is fragrant.

■ Add the honey, maple syrup, and brown sugar and stir for 2 minutes, or until the sugar dissolves and the mixture comes to a simmer.

■ Spray a heavy large baking sheet with nonstick spray.

■ Combine the oats, pumpkin seeds, sunflower seeds, and almonds in a large bowl.

■ Drizzle the warm syrup over the oat mixture and toss to coat well.

■ Transfer the oat mixture to the prepared baking sheet, forming an even layer.

■ Bake for 30 minutes, stirring occasionally, or until the mixture is dry.

■ Stir in the cranberries and raisins and continue baking for 10 minutes, or until the granola darkens slightly.

■ At this point, the granola will still be soft, but as it cools it will become crunchy.

■ Transfer the baking sheet to a cooling rack and cool the granola completely.

■ Break the granola into small pieces and store in an airtight container at room temperature up to 1 week.

INSPIRATION

KICKOFF THE DAY WITH BREAKFAST

Nutritious breakfasts are essential to starting your day — and don't forget the milk!

Eating a nutritious breakfast at home or school that includes nutrient-rich foods, such as low-fat and fat-free dairy foods, fruits, vegetables, and whole grains, provides the essential fuel school kids need to be ready to learn. The American Dietetic Association reports that children who eat breakfast have improved concentration, score higher on tests, better behavior and improved attendance.

On-the-go

Mornings can be hectic. As a registered dietitian for Midwest Dairy Council, I recommend three strategies to help your kids kickoff off the day with breakfast. The first is to keep easy-to-serve

“The 2010 Dietary Guidelines encourages children nine and over to get three servings of low-fat or fat-free milk, cheese or yogurt each day.”

or grab-and-go breakfast foods on hand, such as cartons of yogurt, cheese sticks, wholegrain bagels, low-fat granola bars, dried fruit mixes and containers of low-fat or fat-free milk. Also, it's important to be a role model parent, and eat breakfast yourself. Lastly, if you are pressed for time, most schools

offer quick, convenient and nutrient-rich breakfast choices on site. School breakfasts are a great option and must supply at least ¼ of the Recommended Daily Allowances a child needs for growth and development.

Dairy is key

Milk should be included in breakfast as it not only contains nine essential nutrients important for kids' health, it also is the number one food source of three of the four nutrients the 2010 Dietary Guidelines for Americans identified as lacking in the American diet, including calcium, vitamin D, and potassium. The 2010 Dietary Guidelines encourages children nine and over to get three servings of low-fat or fat-free milk, cheese or yogurt each day. By including at least one serving of dairy at breakfast helps kids be on track to

meet their daily calcium recommendations. For more information, including nutrition tips and simple, healthy breakfast recipes

to help kids fuel up for school, go to DairyMakesSense.com.

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TIP
2

MAKE SURE YOU HAVE ON-THE-GO BREAKFAST OPTIONS

RECIPE

Breakfast Shake

Ingredients:

1 cup of fat-free or 1 percent low-fat chocolate milk
1/2 cup frozen banana slices
1 tablespoon peanut butter
1/2 teaspoon vanilla extract
1/4 teaspoon ground cinnamon

Preparation

Combine all ingredients in a blender; blend until smooth and creamy. Serve in tall glass or on-the-go drink container.



Nutritional facts per serving

Calories: 270
Total Fat: 9g
Saturated Fat: 2g
Cholesterol: 5mg
Sodium: 220mg
Carbohydrates: 35g
Dietary Fiber: 3g
Protein: 15g
Calcium: 35 percent Daily Value

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NEWS



QUESTION & ANSWER

Dr. Laura Jana, Kellogg's Breakfast Council Member, pediatrician and award-winning author.

Commit to teaching kids the importance of breakfast

How can we make sure that kids here in America begin the day with the proper nutrition necessary to grow up healthy and succeed in school?

It's definitely a challenge. As much as people have good intentions, the reality of busy families today is that breakfast doesn't always happen. In fact, Kellogg just published the results of a Breakfast in America survey, and found that although 89 percent of moms want their kids to eat breakfast every day, 40 percent of children don't actually accomplish this noble goal.

It's going to take an ongoing commitment to teach kids the importance of breakfast, to always have healthy foods available that are also quick and easy to make. As parents, we also need to remember to model healthy habits for our kids, which includes making the time to include breakfast as part of the whole family's daily morning routine.

What are some great foods to eat in the morning that will keep one energized and focused throughout the day?

A good breakfast includes a mixture of different foods, such as protein, whole grains and fruit. If it's the weekend and you happen to have more time for breakfast, try making it a family activity. Everyone can take part and join in to make an egg white omelet loaded with veggies and serve it with a piece of whole wheat toast and a glass of fresh squeezed orange juice.

When time is of the essence, however, as is so often the case on a busy weekday morning, it's more realistic to have quick and easy, but still nutritious foods on hand. A bowl of milk and cereal certainly fits the bill, as this common morning meal duo is the leading source of 10 nutrients in children's diets. I also like options such as a whole wheat English muffin or bagel spread with almond butter, or a smoothie made with low fat milk and frozen berries.

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BREAK THE FAST AND LOSE WEIGHT

Question: I'm looking to lose weight, should I cut out breakfast or lunch?

Answer: Neither. Having a healthy breakfast not only gives you energy for the day and starts your metabolism; it also tends to positively affect your eating habits for the remainder of the day!

Don't skip

Do you skip breakfast to save a few calories thinking it will help your weight-loss efforts? Think again. Countless studies suggest that those who eat breakfast are more likely to be at a healthy weight and have a healthier diet overall than those who don't. In fact, the 2010

Dietary Guidelines for Americans cites eating a nutrient-dense breakfast as one of the behaviors with the strongest evidence related to weight loss, weight-loss maintenance and improved nutrient intake.

More energy, less snacking

Breakfast does more than "break the fast," it provides you with the energy you need, physically and mentally, for the day. Not only are breakfast eaters more physically active and mentally focused, they also make better food choices throughout the day. Several studies have found that those who skip breakfast are more likely to snack, graze and munch throughout the day – leading to more calories con-

sumed through the course of the day than those who ate breakfast.

The ideal breakfast

The best breakfast for weight loss? Whole-grain, protein and fruit should be part of your morning meal. Fruit provides simple sugar for quick energy, while whole grains and protein provide the longer-term energy boost, and keeps hunger at bay.

Bethany Thayer is the spokesperson for the American Dietetic Association and Director of Wellness Programs & Strategies, Henry Ford Health System, Detroit, Michigan.

BETHANY THAYER, MS, RD
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TIP
3

MAKE WHOLE-GRAIN, PROTEIN AND FRUIT A PART OF YOUR BREAKFAST

Pencils, paper, and breakfast

Teachers see it far too often: children coming to school hungry because, in their home, there was nothing to eat for breakfast. It's not because their parents forgot to feed them; it's because there simply isn't enough food at home.

Right here in America, 16 million children face hunger. More than 9 million rely on the free and reduced-price breakfasts that they receive in school—and sadly, along with the school lunch program, those may be the only regular meals they can count on getting.



Vicki B. Escarra
President and
CEO, Feeding
America


Breakfast truly is the most important meal of the day—and children who miss it miss out on a lot more.

Studies show that hunger affects a child's physical, cognitive and behavioral development and hinders his or her ability to learn and perform well at school. Children who come to school

hungry are ill-prepared to learn, and are more likely to have trouble focusing in class.


Feeding America is committed to ensuring that every child can have a good breakfast, because no child should miss an opportunity to succeed in school—and in life—because he or she didn't have enough to eat. To learn more about child hunger in your community, go to feedingamerica.org/mapthemealgap/children.

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School breakfast – fueling student success

Students need a balanced breakfast to fuel their day, and school nutrition professionals are making sure they have one.

School teachers nationwide know why breakfast is “the most important meal of the day.” Multiple studies have shown that students who eat breakfast make greater gains on standardized tests, pay attention and behave better in class, and are less frequently tardy, absent or visiting the nurse’s office. Furthermore, eating breakfast is positively linked with maintaining a healthy weight—and avoiding health problems associated with obesity.

Yet too often America’s students start their school days on an empty stomach.

Skiping breakfast

Many kids who miss out on breakfast come from low-income families that struggle to put food on the table. But even in homes where food is plentiful, hectic mornings and early bus schedules can crowd



Helen Phillips
President of the
School Nutrition
Association

out the morning meal.

Bringing breakfast to the kids

To help students start their day off right, school nutrition professionals offer breakfast at school and constantly work to reach more students who skip breakfast at home. School breakfasts are healthy, balanced meals that meet federal nutrition standards limiting fat and portion size and providing key nutrients to fuel a busy day at school.

In the past eight years, participation in the School Breakfast Program has increased by 43 percent, and today, the Program serves more than 12 million children in 88,000 schools and residential child care institutions. Yet even with this recent growth, less than 50 percent of students who receive

free or reduced-price lunches participate in the School Breakfast Program.

To reach children who don’t arrive in time to eat breakfast in the cafeteria, school nutrition professionals are exploring ways to bring breakfast into the classroom. Through breakfast in the classroom programs, grab-n-go kiosks, and breakfast-in-a-bag choices, schools have significantly increased the number of healthy meals served to students.

Thanks to a grant from the Walmart Foundation, the School Nutrition Foundation (SNF) and Partners for Breakfast in the Classroom are helping schools build on the success of classroom breakfast programs. They’ve launched a pilot program serving free and nutritious breakfasts in the classroom to more than 15,000 students each school day. Other school districts are learning from their progress through SNF’s blog, beyondbreakfast.org.

Getting involved

Parents have a role to play in this effort too. Learn about the break-



BREAKFAST IN SCHOOLS. A photo illustrating the importance of dairy for kids nationwide.
PHOTO: SCHOOL NUTRITION ASSOCIATION

fast options in your child’s school. School nutrition professionals are making breakfast healthier than ever by offering whole grains, switching to fat free or 1 percent milk and serving more fruits and vegetables. Thanks to the Healthy, Hunger Free-Kids Act, in fall 2012 all schools will be required to make these healthy changes. To find out more, visit TrayTalk.org.

From the alphabet to algebra, gym class to geography, we ask so much of our students each school day. Let’s make sure they start their days with the nutrition they need to do their very best at school.

HELEN PHILLIPS

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Bread and breakfast — pair toast with your favorite dish

Ever hear the phrase “that also comes with a side of toast”?

If you’ve ever had breakfast at a local diner or restaurant in the early hours of the day, you most certainly have, as breakfast is sometimes just not complete without it. Bread is an essential partner of eggs or coffee, and it is the foundational support of every delicious breakfast sandwich you’ve ever eaten.

Nutritional value

Bread has many nutritional factors which make it a great compliment

to your breakfast dishes. Besides being a good source of protein and complex carbohydrates, bread is also high in niacin, riboflavin, and other B complex vitamins. Certain breads can also supply you with a good source of iron and calcium. The whole-grain variety breads are high in fiber, which can keep you full all day.

Parlez-vous Francais?

Why travel to Paris when you can experience the joys in your very own kitchen with a tasty dish of French Toast! Bread is a versatile breakfast ingredient, as you can use it in a variety of recipes. From

French Toast to Eggs Benedict to a simple Sunday serving of bagels with cream cheese and lox, you’d be hard pressed to find a breakfast spread without bread.

So, if you are thinking about throwing a brunch for your friends, or are trying to get your kids ready for their day at school, make sure you visit the bread aisle in your local grocery store.

GIFFORD COOK

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