START SMART: THE POWER OF BREAKFAST



How many hours does your body go without eating when you skip breakfast?

"BREAKING THE FAST"

Your body has been fasting throughout the night

Energy, in the form of food, needs to be replenished

When breakfast is skipped, the body goes into storage mode



WHY DO PEOPLE SKIP BREAKFAST

Don't feel hungry in the morning

■Wake up late

Cultural

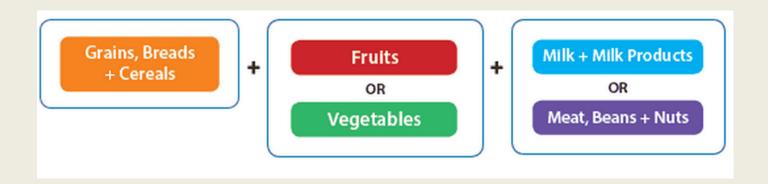
■To manage weight

BREAKFAST BENEFITS



- Starts Your Metabolism
- Promotes Weight Control
- Provides Vital Nutrients
- Provides Energy
- Improves Mood
- Boost Memory
- Increases Ability to Focus
- Reduces Risk of Heart Disease and Diabetes

Use the "3 by 5" Rule



CHOOSE WHOLE GRAINS

Whole grain options have more fiber and nutrients compared to refined items. Choose whole grain cereals like oatmeal, or whole grain breads, muffins, waffles, pancakes, or rolls.

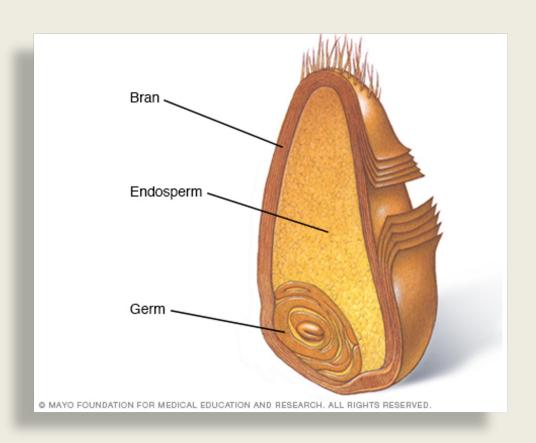


Be sure to check the grams of fiber per serving when comparing grain products. More fiber will keep you feeling fuller, longer.

Nutritio	n Facts
Serving Size 208 g	
Amount Per Serving	
Calories 421	Calories from Fat 124
	% Daily Value*
Total Fat 13.8g	21%
Saturated Fat 2.9g	15%
TransFat 0.0g	
Cholesterol 186mg	62%
Sodium 67mg	3%
Total Carbohydrates	61.5g 20 %
Dietary Fiber 11.9g	482
Sugars 17.5g	
Protein 15.8g	
Vitamin A 15% ■	Vitamin C 46%
Calcium 13% •	Iron 26%
Nutrition Grade C * Based on a 2000 calorie diet	

WHAT IS A WHOLE GRAIN

- Whole grains are unrefined grains that haven't had their bran and germ removed.
- They are better sources of natural fiber and other important nutrients, such as selenium, potassium and magnesium.



Words you may see on packages	What they mean
 whole grain [name of grain] whole wheat whole [other grain] stoneground whole [grain] brown rice oats, oatmeal (including old-fashioned oatmeal, instant oatmeal) wheatberries 	YES Contains all parts of the grain, so you're getting all the nutrients of the whole grain.
 wheat, or wheat flour semolina durum wheat organic flour stoneground multigrain (may describe several whole grains or several refined grains, or a mix of both) 	MAYBE Some parts of the grain MAY be missing. You are likely missing the benefits of whole grains. When in doubt, don't trust these words!
enriched flourdegerminated (on corn meal)branwheat germ	NO These words never describe whole grains.

ADD FRUITS AND VEGETABLES

Breakfast is a great time to incorporate daily servings of fruits and vegetables into your diet.

Choose either fresh, frozen, or 100% juice



POWER IN PROTEIN

- Protein in a vital nutrient that is often missing at breakfast
- Protein helps maintain energy and keep you focused until you can refuel at lunch
- Amp up breakfast by adding lean protein options like egg, yogurt, low fat milk, cheese, or peanut butter on toast.







BEAT THE BREAKFAST RUSH

- Keep breakfast foods simple
- Purchase portable options to eat in the car
- Prepare for breakfast the night before
- Give yourself time

