

Breakfast is given the well deserved title of the most important meal of the day.<sup>1,2</sup>

And breakfast that includes DAIRY is a winning combination!

#### The facts

- ✓ Research has found that eating a nutritious breakfast is associated with increased nutrient intake, improved concentration and academic performance, and a healthy body weight.<sup>1,2,3,4</sup>
- ✓ Encouraging regular breakfast consumption from an early age may help establish lifelong healthful habits.<sup>1,2</sup>
- ✓ Regular intake of foods low in nutrients, such as fast foods, sweets and cold drinks, has been linked to poor school performance.<sup>5</sup>

#### Start the day the dairy way

**M**ilk is one of the most commonly consumed foods at breakfast time<sup>1</sup> and including ready-to-eat cereals at breakfast is an easy way to boost increased milk and improve overall nutrient intakes.<sup>6,7</sup>

#### Why is dairy so good for you?

Milk contains 10 essential nutrients. These nutrients include protein, carbohydrates, vitamins A, B12, riboflavin and minerals such as calcium, phosphorus, magnesium, potassium and zinc.

It is not only milk that is so good for you; all dairy products are made from milk. They are perfect for breakfast time because they are convenient and tasty. The protein in dairy will keep you fuller for longer.<sup>8,9</sup> Dairy is a perfect start to the day.

#### Include dairy at breakfast to get 3-A-DAY™ dairy

Dairy is a source of calcium.<sup>6,7</sup> By including three servings of dairy in your everyday diet, you will increase the much needed calcium and other nutrients required on a daily basis. Dairy is a perfect on-the-go snack and can be consumed at any time during the day to ensure you get 3-A-DAY™ dairy every day.

#### REFERENCES

1. Rampersaud, GC, Pereira, MA, Girand, BL et al. 2005. *J Am Diet Assoc.* 105: 743.
2. Affenito, SG. 2007. *J Am Diet Assoc.* 107: 565.
3. Food Research and Action Center. December 2007. *School breakfast scorecard.* Washington DC. FRAC. [www.frac.org](http://www.frac.org)
4. Food Research and Action Center. August 2007. *School breakfast in America's big cities.* Washington DC. FRAC. [www.frac.org](http://www.frac.org)
5. Fu, ML, Cheng, L, Tu, SH et al. 2007. *J Am Diet Assoc.* 107: 1935.
6. Nicklas, TA, O'Neil, C & Myers, L. 2004. *Nutr. Today.* 39: 30.
7. Song, WQ, Chun, OK, Kerver, J et al. 2006. *J Am Diet Assoc.* 106: 1783.
8. Tsuchiya, A et al. 2006. *J Am Diet Assoc.* 106: 550-557.
9. Drewnowski, A & Fulgoni, V. 2007. *Nutr Reviews.* 66(1): 23-39.

Start the day smart – with dairy



The perfect breakfast choice every day!

Dairy is a quick, on-the-go snack that is packed with nutrients.

#### Breakfast ideas with dairy

Dairy is the perfect choice for breakfast as it is healthy and convenient. Why not try these ideas for breakfast?

- A fruit smoothie is always a winner and made with yoghurt and milk, it gets your day off to the right start.
- Top crumpets or French toast with your favourite yoghurt or cream cheese. For a savoury option, add some grated cheese.
- Top a slice of hot toast with cottage cheese and honey.
- Give your children a weekend treat and add flavoured milk to their favourite cereal.
- Mix a cup of milk with a teaspoon of instant coffee and hot chocolate for a home-made mocha coffee. You can serve it hot or cold.
- Create your own flavoured milk by adding a spiced chai teabag, a cinnamon stick or honey to a glass of warm milk.



Visit our website [www.rediscoverdairy.co.za](http://www.rediscoverdairy.co.za) for more exciting information about dairy

[info@dairy.co.za](mailto:info@dairy.co.za)

Tel: 012 991 4164 • Fax: 012 991 0878

An Initiative by the Consumer Education Project of Milk SA