



## ***You Snooze, You Lose: Eat Breakfast, It Counts!***

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Many of us believe that breakfast is the most important meal of the day and there is plenty of science to support that. So why do more than half of us skip breakfast every day? Skipping breakfast to save time often backfires, leaving you feeling fatigued and not on top of your game like you need to be.

Research suggests the following benefits to “breaking the fast”:

**Breakfast eaters get more nutrients:** fiber, calcium, vitamins A and C, riboflavin, zinc and iron. Breakfast skippers may never make up the nutrients they miss.

**Breakfast boosts brain power:** Eating a nutrient rich breakfast may help people improve memory, alertness, concentration, problem-solving ability, test scores, school attendance and mood.

**Breakfast helps one maintain a healthier weight.** People who skip breakfast are at greater risk for obesity and weight gain.

**Breakfast builds better bodies, healthier weight, stronger bones, better digestion and improved metabolism.** Soluble fiber in oatmeal may reduce cholesterol. Insoluble fiber in many breakfast cereals may reduce the risk of colon cancer. Calcium and Vitamin D in milk, the most commonly consumed breakfast food, keep bones healthy. Yogurt provides friendly bacteria to promote digestive health. Eating a nutrient rich breakfast with whole grain cereal and milk may help the body regulate insulin levels.

Breakfasts in a minute ideas from the American Dairy Council can be found at [www.drink-milk.com](http://www.drink-milk.com). Nutrient rich breakfasts include at least three of the five food groups: Examples include ready to eat whole grain cereal with skim or low fat milk and a piece of fruit; homemade fruit smoothie made with yogurt, skim milk and fruit with a whole grain muffin; peanut butter sandwich on whole grain bread with skim or low fat milk and a piece of fruit.

For more information, contact a registered dietitian at [www.eatrightwv.org](http://www.eatrightwv.org).