

GLNC BEAUTIFUL BREAKFASTS CAMPAIGN: 16-29 November



Key Messages

- Breads and breakfast cereals are the leading sources of fibre in Australian diets¹.
- People who eat breakfast cereal have significantly better nutrition intake than breakfast skippers and non-cereal eaters, consuming more fibre, vitamins and minerals and less fat and sodium². Breakfast consumers are also more likely to eat more fruits and vegetables, milk and dairy products and cereals throughout the day³.
- Eating breakfast is critical for school performance: children who eat more whole grains had higher scores in reading comprehension and fluency and maths^{4,5}.
- Whole grain breakfast cereals were linked with reduced risk of coronary heart disease, cardiovascular disease, all-cause mortality⁶ and type 2 diabetes⁷.
- Based on recent GLNC research, 66% of Australian breakfast cereals are at least a source of whole grain and 83% are at least a source of dietary fibre⁸.

GLNC breakfast recipe link: <https://www.glnc.org.au/recipes/breakfast>

Please use the following hashtags where relevant: [#beautifulbreakfasts](#)
[#lookforthewholegrain](#) [#livelongerwithlegumes](#)

Email Alex for more social content: a.locke@glnc.org.au

References

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