

PROMOTING BREAKFAST CEREALS AS PART OF A **BALANCED DIET** AND **HEALTHY LIFESTYLE**



ceereal
European Breakfast Cereal Association

FOREWORD

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FOREWORD



As the representative organisation for Europe's cereal and oat milling industries, CEEREAL's role is to ensure that the knowledge and expertise of the breakfast cereals sector is shared with EU policy makers, industry groups and other stakeholders.

As part of its work, CEEREAL contributes to a range of important policy debates and initiatives related to safety, health and environmental sustainability, such as the on-going discussions about nutrition labelling and the EU Platform on Diet, Physical Activity and Health.

CEEREAL is also uniquely placed to offer technical know-how and scientific understanding of how breakfast cereals are manufactured as well as their contribution to healthier and more sustainable diets and lifestyles. Our experts are currently supporting decision-makers to address a wide range of technical issues such as additives and health claims.

As the President of CEEREAL, I am proud to lead an association that has done so much to build a more in-depth understanding amongst policy makers about the importance of breakfast cereals and the breakfast cereal industry in helping achieve and maintain balanced diets and healthy lifestyles.

While everybody recognises the importance of starting the day with breakfast, breakfast skipping is still common practice throughout Europe. Not only does skipping breakfast interfere with cognition and learning capacities, but it has been demonstrated that children and adults who eat breakfast have a healthier weight than those who skip breakfast. This is why CEEREAL is also focused on building awareness of the benefits of breakfast and of the need for policy makers to promote this meal.

I am confident that CEEREAL will continue to work together with all relevant stakeholders to promote the importance of the health and well-being of Europe's citizens.

On this note, I wish you a nutritious start to your day.



Jean-Jacques Caspari
CEEREAL President
September 2011



REPRESENTING EUROPE'S BREAKFAST CEREAL AND OAT MILLING INDUSTRIES



CEEREAL represents the breakfast cereal and oat milling industries towards the EU and European stakeholders.

Breakfast cereals are a healthy choice for breakfast. To give consumers full freedom of choice, the breakfast cereal and oat milling industry provides more than 200 varieties of breakfast cereals corresponding to different tastes, forms and textures. In combination with appropriate nutritional information and educational programmes, breakfast cereals can play an important role in improving the diets and the nutritional status of Europeans. Research confirms that breakfast cereal consumers have a more substantial and varied breakfast, and are more likely to meet nutritional requirements from nutrients such as vitamins, minerals and fibre than non-consumers.^{16,17,18,19,20}

Established in 1992, CEEREAL's membership today counts 12 national member associations across the European Union, representing an industry generating more than €4.5 billion in annual revenue.

THE EUROPEAN BREAKFAST CEREAL INDUSTRY ...

- Produces 1.1 million tonnes of cereal per year
- More than 70 companies employ over 11,000 people
- The UK, Germany and France are the main markets for breakfast cereals with a 50%, 20% and 10% share of the European market respectively
- Per capita consumption varies from 0.9 kg in Italy to 8 kg in Ireland

Our Mission

CEEREAL is working across Europe to encourage **healthy breakfast habits** as part of a **balanced diet** and **healthy lifestyle**, by:

- Promoting breakfast as the most important meal of the day
- Emphasising the role of breakfast cereals as part of a healthy diet and lifestyle
- Engaging in a positive dialogue between breakfast cereal manufacturers, European Institutions and consumers

Engaging with EU policy-makers and stakeholders

CEEREAL's primary role is to engage in a constructive dialogue with EU policy makers and other stakeholders regarding all matters that are of interest to the breakfast cereals sector. CEEREAL meets regularly with key EU decision makers, other industry groups and third parties regarding current and future developments related to food legislation of interest to breakfast cereals manufacturing. CEEREAL's aim is to ensure that the knowledge and expertise of the breakfast cereals sector is shared with EU policy makers. Key priorities for CEEREAL are the Food Information to Consumers proposal, Nutrition and Health Claims Regulation, Addition of Nutrients Regulation, Food Additives Directive and Contaminants Regulations.



Our Commitments

Policy commitments for promoting healthier lifestyles across Europe

In line with its mission and activities, CEEREAL has developed a range of policy commitments and objectives which form the basis of its engagement with European policy-makers.

CEEREAL and its members are committed to:

- Fully supporting the **EU Platform on Diet, Physical Activity and Health** and its cooperative approach
- Investing in **product innovation and reformulation**, to continuously improve the nutritional quality of products
- Offering a **range of nutritious products** and continuously providing **consumer choice** in order to meet consumers' needs
- Helping consumers make healthier choices and providing them with **comprehensive nutritional information**, including full voluntary nutritional labelling and a Guideline Daily Amount (GDA)-based simplified scheme on packs
- Engaging actively in a wide range of **educational initiatives** aimed at promoting healthy diets and physical activity
- **Responsible marketing** practices, abiding by and supporting further development of industry-wide and national codes of advertising and marketing.
- Holding its annual '**Breakfast Week**' in the European Parliament to promote the importance of breakfast and a balanced diet since 2005.

A Balanced and Science-based Approach

CEEREAL recognises the need for effective EU policy to guarantee consumer protection and a level playing field for industry across Europe. It supports the efforts of the EU to bring together all relevant stakeholders to enable constructive discussions on political issues, such as diet, public health and sustainability.

Despite the significant progress that has been made over recent years, many challenges still lie ahead. In addressing these challenges, CEEREAL urges EU policy makers to maintain a balanced and science-based approach; one that is focused on:

- Helping European citizens to make well-informed choices about the food that they eat
- Encouraging innovation in the food industry, without stifling the growth of a wide and diverse food supply



THE BIG ISSUES



The Importance of Breakfast in Europe Today

The first meal of the day is the most important, as it supplies the body and brain with necessary nutrients to kick-start the day. Most people do not eat for up to 12 hours between the time of their evening meal and breakfast the following day. During this time energy levels fall, and the need for nutrients increases.

Breakfast is crucial for ensuring that our bodies are replenished with new energy and nutrients, helping to improve physical and mental performance, maintain a healthy weight, and favour good eating habits that establish long-term health benefits.^{3,11,21,*}

Those who miss breakfast lose out on essential nutrients, which are not compensated for during other meals of the day. Breakfast also helps to regulate blood sugar levels and energy intakes through the day and skipping breakfast is often associated with higher risks of being overweight and obese.^{1,2,3,4,16, 21, 17, 20} This is particularly worrying for Europe, where the problem of obesity is acute – **over 53% of the EU population are either overweight or obese.**⁵

Habitual breakfast consumption is associated with a healthy Body Mass Index and higher physical activity levels in school-children, and in young boys regularly eating breakfast has been associated with higher levels of cardiorespiratory fitness.²⁸ Cardiovascular diseases are currently the main cause of illness and death in Europe.⁶

Breakfast is clearly a very important meal of the day for children, because it can impact on their health and capacity to concentrate and learn in school. Research has established that **children who consume breakfast have better memories and solve problems more efficiently** than those who skip the meal.^{7,8,9,10} Adult memory is also negatively affected amongst regular breakfast skippers.¹¹ There is a strong link between regular breakfast consumption and cognitive performance as well as physical performance.^{8,7,30,31}

* To read more about the importance of breakfast, please refer to the following scientific articles: 1, 2, 4, 16, 17, 20, 22-29

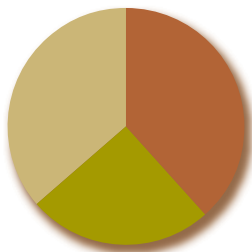
BREAKFAST CEREALS - A HEALTHY CHOICE FOR BREAKFAST

With an extensive variety of flavours and options, breakfast cereals are a healthy breakfast choice. They are typically:

- Low in fat
- A good source of fibre and wholegrain
- A major contributor of vitamins and minerals to the diet
- Lower in sugar than other breakfast alternatives
- A small contributor to salt intake
- Nutrient but not energy dense
- Quick and easy

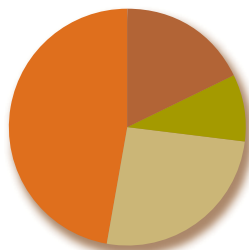
IF YOU SKIP BREAKFAST, HOW OFTEN DO YOU HAVE A SNACK MID MORNING?***

- Every day: 38%
- Never: 25%
- Some Days: 36%



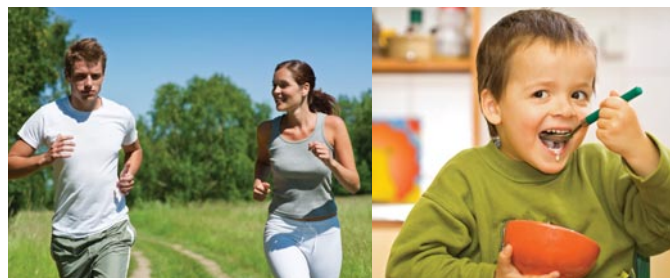
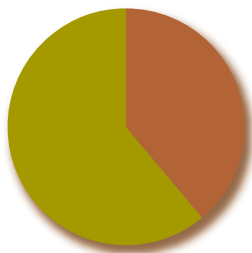
IF YOU SKIP BREAKFAST, WHAT IS THE PRIMARY REASON?***

- Don't like eating early in the morning: 18%
- For weight management: 9%
- Other: 26%
- Too little time: 47%



DO YOU SKIP BREAKFAST MORE THAN ONCE A WEEK?***

- No: 39%
- Yes: 61%



SKIPPING BREAKFAST – SOME OF THE FACTS

- Europeans on average skip breakfast 20% of the time and over 61% of Europeans miss breakfast more than once a week.¹²
- In France alone, 38% of children aged 12-17 and more than 42% of young adults aged 18-24 skip breakfast at least once a week.¹³
- 12% of Dutch children aged 10-18 also skip breakfast.¹⁴
- A recent German study finds that 1 out of 3 children miss breakfast completely, or rarely ever enjoy the meal before leaving the house on schooldays.¹⁵



*** Source: Please visit our website at www.ceereal.eu, "facts & figures - breakfast survey 2007", Breakfast habits in Europe: Trends, Challenges and Priorities.

Building Understanding of Breakfast and Breakfast Cereals

Drawing on the knowledge and expertise of its members, and with almost two decades of experience and long-term commitment to nutrition, CEEREAL is uniquely placed in terms of its technical know-how and scientific understanding of the role of breakfast cereals in consumer diets and their contribution to healthier and sustainable diets and lifestyles.

CEEREAL's primary role is to engage in a constructive dialogue with EU policy makers, industry groups and other stakeholders, and to ensure that the knowledge and expertise of the breakfast cereals sector contributes to the policy making process. CEEREAL is focused **on the increasingly important health, nutrition and sustainability policy fields.**

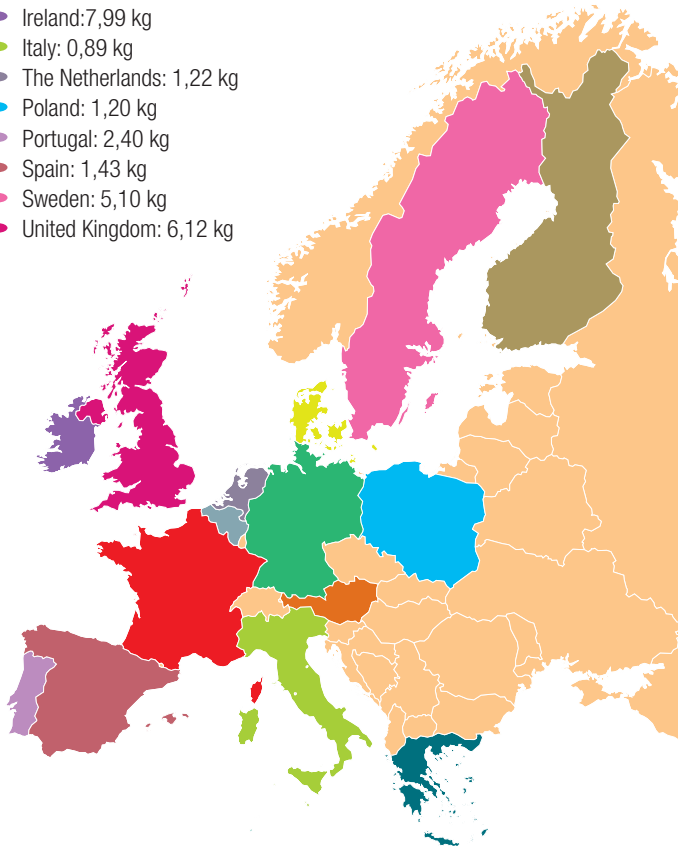
EU Platform for Action on Diet, Physical Activity and Health

Established in 2005, the EU Platform for Action on Diet, Physical Activity and Health has made a very significant contribution to advancing the EU's nutrition and health agenda.

As a member of FoodDrinkEurope, CEEREAL fully supports the EU Platform and subscribes to its voluntary commitments and its cooperative approach. CEEREAL's commitment to promoting healthy diets and lifestyles through, for example, the implementation of nutrition labelling across the EU, and the organisation of its annual Breakfast Week, has been recognised by the EU Platform.

YEARLY PER CAPITA CONSUMPTION OF BREAKFAST CEREALS VARIES SIGNIFICANTLY ACROSS THE EU

- Austria: 1,42 kg
- Belgium: 2,27 kg
- Denmark: 3,32 kg
- Finland: 5,50 kg
- France: 1,82 kg
- Germany: 2,25 kg
- Greece: 1,37 kg
- Ireland: 7,99 kg
- Italy: 0,89 kg
- The Netherlands: 1,22 kg
- Poland: 1,20 kg
- Portugal: 2,40 kg
- Spain: 1,43 kg
- Sweden: 5,10 kg
- United Kingdom: 6,12 kg



No data available for Bulgaria, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Luxemburg, Malta, Romania, Slovakia and Slovenia

Breakfast Week

Breakfast Week is part of CEEREAL's long-standing commitment to keeping all European stakeholders informed about the importance of healthy breakfast habits, and the ongoing contribution the breakfast cereal and oat milling industries are making to the areas of nutrition and health.

The first **Breakfast Week** was launched in the European Parliament in 2005. Over the course of 6 years, this annual event **has made a very real contribution to building awareness amongst EU policy makers and opinion formers of the importance of breakfast and breakfast cereals** for the health and wellbeing of European citizens.



kick-start
your day!



Esther de Lange MEP, the 2010 Breakfast Week host was quoted saying:

"Breakfast Week is an important reminder for Parliamentarians and Brussels policy makers of the role breakfast and breakfast cereals can play in improving the diet and nutritional status of Europeans. Whether eating breakfast will change the course of European history, I don't know, but what scientific studies do show is the significant contribution it makes to diet and healthier lifestyles."

With over 1,700 people attending Breakfast Week in 2010, it has become a real fixture on the EU calendar, and every year it reconfirms CEEREAL's commitment to advancing Europe's health and nutrition agenda.



Breakfast is Best

Although the idea of “breakfast being the most important meal of the day” is widely known and understood, many Europeans don’t act on this knowledge. This is why CEEREAL joined together with the European Medical Association, European

Association of Teachers, European Federation of the Associations of Dietitians, and Club Européen des Diététiciens de l’Enfance to launch the “Breakfast is Best” campaign.

The campaign highlights the positive impact of breakfast in helping:

- To prevent obesity
- Improve general health
- Increase cognitive ability and concentration
- Kick-start metabolism

The purpose of this campaign is to significantly increase the awareness amongst European and national level opinion formers about the importance of breakfast and ensure that the message “*breakfast is the most important meal of the day*” is as well understood and acted upon as the advice to “*eat five portions of fruit and vegetables per day.*”

More specifically the campaign is urging the European Union and Member States to:

- Include “eat breakfast every day” in public health information campaigns
- Have “eat breakfast every day” added to all lists of standard nutrition advice tips
- Include the importance of breakfast in school curricula
- Encourage employers to promote breakfast to their employees

Local Activities

At national level CEEREAL members continue to play an important role in raising awareness of the nutritional benefits of breakfast and breakfast cereals, and educating consumers in order to improve the diets and nutritional status of citizens across Europe. Associations provide information on health, nutrition and consumption choices through publications, events, lectures and the internet.

Recent highlights at local level include:

- In **Italy** - publication of a consensus document together with 10 scientific societies, on the benefits of breakfast and breakfast cereals, demonstrating that the first meal of the day is the most important: Associazione Italiana Industrie Prodotti Alimentari (AIIPA)
- In **France** - organising a symposium for health professionals and specialised journalists and providing training in French dietetic schools to offer information on breakfast and breakfast cereals for several years: Syndicat Français des Céréales Prêtes à Consommer ou à Préparer
- In **Germany** - launching the “Hafer Die Alleskoerner” campaign on the benefits of oats and oat products; including an online information web portal (www.alleskoerner.de), participation at key congresses, communication with health professionals around the country and cooperating with other key opinion leaders such as the Research Institute of Child Nutrition and the Olympic Center Rhein Ruhr: Hafermühlen im Getreidenährmittelverband
- In the **UK** - running a Breakfast Cereal Information Service (BCIS) to provide information on the benefits of breakfast to consumers, healthcare professionals and media alike (www.breakfastcereal.org). Working alongside independent nutritionists, and a group of independent healthcare professionals and academics called the Breakfast Panel to promote the benefits of eating breakfast: Association of Cereal Food Manufacturers (ACFM)

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