



## BENEFITS OF BREAKFAST

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**1. Breakfast can improve your overall health.**

Research shows that individuals who consume breakfast cereal every day report better mental and physical health than those who consume breakfast less frequently. In addition, individuals who consume breakfast regularly have a healthier lifestyle than non-breakfast eaters. Breakfasters are less likely to be smokers, drink less alcohol, and have a healthier diet.

**2. Breakfast can keep you alert.**

Breakfast, particularly one that is high in fiber and low in fat, is associated with a higher post-breakfast alertness, which can last all the way to lunch. Studies show that a high fiber/low fat breakfast is more effective than a low fiber/carbohydrate breakfast, a high fiber/high fat breakfast, or a low fiber/high fat breakfast.

**3. Breakfast can help you emotionally.**

Research shows that individuals who consume a cereal breakfast each day are less depressed, less emotionally distressed, and have lower levels of perceived stress than those who do not eat breakfast each day.

**4. Breakfast can enhance your mental performance.**

Breakfast enhances one’s ability to handle tasks requiring aspects of memory, such as word list recall and memory while counting backwards. Now, can you remember all that?

**5. The right breakfast can help you manage your weight.**

While many of us might skip breakfast, hoping to decrease our daily caloric intake, research shows that individuals who consume a high fiber cereal consume fewer calories at lunch. Furthermore, in one study, subjects classified as dissatisfied with their weight and who dieted reported skipping breakfast more frequently than non-dieters.

**6. Breakfast can enhance the overall quality of your diet.**

Breakfast can set you on the right path for the day. Research shows that individuals who ate a ready-to-eat cereal at breakfast between 4 and 7 times during the week consumed significantly less fat and cholesterol and significantly more fiber, carbohydrate, protein, thiamin, niacin, riboflavin, vitamins B6, B12, and A, iron, calcium, phosphorus, potassium, magnesium, copper, and zinc than those who had no cereal at breakfast.