

MRC HNR Responds to Which? Survey on Breakfast Cereals

Breakfast cereals are an important part of the UK diet. Typically 4% of the energy intake for adults and 6% energy intake for boys and girls is from breakfast cereals. Breakfast cereals which are often fortified, can make a significant contribution to children's micronutrient intake. Daily consumption of breakfast cereals is associated with lower dietary fat intakes and a reduced risk of obesity.

While it is clear that many breakfast cereals are high in fat, sugar and salt, many alternative breakfast options contain similar levels of these nutrients and compare favourably with less healthy choices which may be purchased on route to school.

	Calories	Saturated Fat (g)	Sugar (g)	Salt (g)	Iron (mg)	Calcium (mg)
2 Slices of Toast with Jam and Butter	414	10.2	21.7	1.21	1.1	144.2
2 Slices of Toast with Peanut Butter	409	4.0	4.6	1.32	1.9	152.4
Fizzy drink and Packet of Crisps	322	0.9	35.2	0.5	0.51	10.0
Weetabix oatibix bites with semi-skimmed milk	194	1.7	11.4	0.45	4.4	152.5
Kelloggs Fruit and Fibre with semi-skimmed milk	204	2.7	15.9	0.73	3.6	152.5
Nestle Oats and More Raisin with semi-skimmed milk	173	1.6	16.0	0.36	3.7	452.5

It is important that consumers have clear information on the nutrient content of breakfast cereals and other foods to make informed choices, especially given the diversity of fat, sugar and salt contents of leading breakfast cereals. We are currently working with the European Food Safety Authority and the Food Standards Agency in this area and support the FSA's review of front of pack labelling schemes.