



Have You Heard?

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Help Your Children Wake Up To Good Nutrition

Making sure your children get a healthy start — is it breakfast or battle?

If your answer is the latter, here is some practical advice for encouraging your youngsters to eat a breakfast that will provide the energy they need to take them through a busy morning. Keep a variety of healthy foods available and within easy reach of the young ones. If nutritious choices are handy, children are more likely to eat a good breakfast — even when you are not around. Include cereals, low-fat milk, fresh fruit, bagels and frozen waffles among the available foods in your pantry. Busy parents do not need to spend

a great deal of time preparing breakfast for their children. A nourishing, low-fat meal can be pulled together in a matter of minutes. If "morning rush" is common in your home, just set the table the night before. This will help eliminate the "I don't have time, I'm going to miss the bus" comments. Ready-to-eat cereal, when served with low-fat milk, fruit or juice, toast or a muffin is a nutrient-packed meal that can be ready in less than five minutes.

If you are having difficulty cutting back on the amount of fat in your family's diet, read the following tips to help you get into the low-fat breakfast habit:

Choose low-fat and fat-free breakfast cereals. You will find

this information on the label. There are a number of low-fat brands available.

Use skim milk or low-fat milk instead of whole or 2% milk. While 2% milk has had some fat removed, low-fat (1%) or skim milk is a much better choice.

Try one of the new fat and cholesterol free frozen waffles on the market. Top them with lite syrup, fresh fruit, cinnamon, sliced backed apples or fruited non-fat yogurt.

Include seasonal fruits whenever you can to add fiber, vitamins, minerals, great taste and variety to breakfast. Berries, peaches, nectarines, bananas, apples, oranges and grapefruit are just some of the possibilities.

Dried fruit is also a great addition to breakfast and it is available year-round. Try dried pineapple, papaya, apples, raisins, dates and prunes. Eat them alone or add them to your cereal.

Save fat calories by using fruit jams (made without sugar) or fat-free cream cheese on toast, English muffins and bagels instead of butter, margarine and cream cheese.

Bake muffins using the recipes on the side panels of high-fiber

cereal boxes and freeze them. Then take muffins out the night before to thaw, and you will have a great tasting and nutritious muffin the next morning. Use the recipe below to get you started.

Healthy Bran Muffins

- 1-1/4 cups all-purpose flour
- 1 tablespoon baking powder
- 1/2 teaspoon salt
- 2 tablespoon sugar
- 1-1/2 cups all-bran cereal
- 1-1/4 cups skim milk
- 2 egg whites
- 1 tablespoon vegetable oil

Stir together flour, baking powder, salt and sugar. Set aside. Measure cereal and milk into large mixing bowl. Stir to combine. Let stand one to two minutes or until cereal softens. Add egg whites and oil. Beat well. Add flour mixture, stirring only until combined. Portion batter evenly into 12 lightly greased 2-1/2 inch muffin-pan cups. Bake at 400 degrees F about 18 minutes or until lightly browned. Yield: 12 muffins. Per serving, 1 muffin: calories 100; total fat 2 g.; saturated fat 0 g.; Cholesterol 0 mg; dietary fiber 4 g.

Pork Ad Wins Award

CHICAGO, Ill. — The American Dietetic Association presented the pork industry's 31% *Leaner* advertisement its "Advertising Accomplishment Award" for outstanding scores in its latest readership test.

The checkoff-funded ad, developed by the Pork Industry Group for the National Pork Board, scored 65% in the September *Journal of the American Dietetic Association* READEX study, placing it in second place in the foods category. Of all 38 ads in the test, the 31 *Leaner* ad placed third.

The READEX study is conducted by sending out issues of the journal and asking dietitians to score the ads that they found of interest. Scores represent the percentage of readers who found the ad of interest.

"We thought we had a winner when this ad was developed because of its news-worthiness and high relevance to the dietitian. Considering that the ad has been

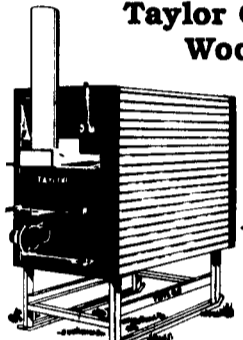
in the journal since April 1991, I am very pleased that it remains a top-read ad," says Sharlet Brown, director of communications for the Pork Industry Group.

Brown attributes the success of the ad to thorough testing prior to development and the knowledge gained by the Meat Board about this audience through years of programs.

The ad focuses on fresh pork's official new nutrient profile, proving that it has 31 percent less fat, 14 percent less calories and 10 percent less cholesterol than in the 1983 official data.

The *Journal of the American Dietetic Association* is the most widely-read professional publication by dietitians, with 91 percent saying they read it regularly.

The Pork Industry Group, a division of the National Livestock and Meat Board, conducts demand-building information and research programs. Funding is from producer checkoffs from the National Pork Board, packers and processors.



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