

# Parents find morning meals tough

While teary bedtimes or family dinners can make afternoons and evenings taxing for parents, it's mornings that Canadian parents have declared the hardest.

Six out of 10 Canadian moms and dads say morning is the most stressful period of the day, according to the results of a new poll conducted by Ipsos Reid on behalf of Breakfast Cereals Canada.

"As a mom and a dietitian, I know how crazy and chaotic the morning can be," says Andrea Holwegner, a registered dietitian and mother of one. "It's important not to skip breakfast. Eating well in the morning is easier- and faster- than many parents think."

A breakfast that's high in nutrition doesn't need to be high in stress. "Many breakfast cereals are an important source of whole grains and help kids meet their daily fibre recommendations- which otherwise isn't so easy to do," says Holwegner.

Not taking enough time to take care of their own needs also ups the stress factor for many parents.

Among those who reported spending lower amounts of their time on themselves, 71 per cent say it's the most stressful part of the day "Breakfast cereal is a delicious, convenient, nutritious and economical option for busy Canadian families," says Kathryn Fitzwilliam, Executive Director at Breakfast Cereals Canada. "It's our hope that by understanding what's causing parents stress in the morning and by providing some simple solutions to get the family in-

involved in preparing a healthy breakfast, we can help them smooth out crunch time."

If you are looking for a change from cereal with milk, try one of these equally quick morning options, as featured in the Morning Crunch Time Thrival Guide at [morningcrunchtime.ca](http://morningcrunchtime.ca):

- Combine fruit, yogurt and cereal in a parfait glass. Spread nut butter on a banana and roll it in your favourite cereal
- Add bran cereal to a fruit smoothie to boost fibre content
- Freeze a batch of muffins or cereal bars using bran or whole grain cereal
- Sprinkle high fibre cereal and fruit atop frozen pancakes or waffles
- Make trail mix by combining cereal, nuts and dried fruit in a portable container
- If you do need to dash and dine, bring a bag of cereal and a portable cup of milk.

### Cereal Facts

**An important source of whole grains.** For many breakfast cereals, a 30 gram portion counts as one serving of Grain Products from Canada's Food Guide.

**An important source of fibre.** Breakfast cereal is an easy way to meet daily recommended intakes for fibre.

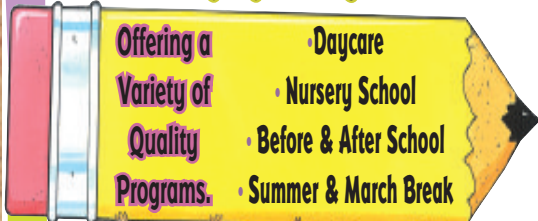
**Sugar in perspective.** Breakfast cereals, including pre-sweetened varieties, contribute only five per cent of the added sugar in children's diets.

**A modest amount of sodium.** Breakfast cereals account for just three per cent of the average Canadian daily sodium intake.



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