



DAVID FAIRLAMB THE FIT FACTOR

IT is a myth that breakfast cereals are a healthy choice for breakfast. Some are, but most are loaded with sugar – unfortunately many families don't realise how much they contain. As a result, many children leave home in the morning already over the recommended daily sugar allowance.

In March officials at Public Health England called on food firms to cut sugar by 20% by 2020.

They said the food industry should try lowering sugar levels, reducing product size or push healthier products. The sugar guidelines form part of the government's plan to curb childhood obesity, set out in August 2016.

Cereals giant Kellogg's have made the decision to cut the amount of sugar in its three top-selling children's cereals – Coco Pops, Rice Krispies, and Rice Krispies Multi-Grain Shapes – by between 20% and 40% by the middle of next year.

It plans to reduce the amount of sugar in Coco Pops from 30g (7.5 teaspoons of sugar) per 100g to

17g (just over 4 teaspoons of sugar). This is following a reduction of 14% earlier this year, meaning that from 2017 to 2018, it will have halved the sugar in Coco Pops.

But unfortunately other sugary cereals like Frosties and Crunchy Nut will not change.

Figures from the government's National Child Measurement Programme showed more than a fifth of reception class pupils in England were classified as overweight or obese in 2015-16, with that figure rising to a third for Year Six children.

Others stats include:
■ 44% of Year Six children in Greenwich are overweight or obese – the

highest in England

■ 31% of reception children in Middlesbrough are overweight or obese – the highest in England.

Here are some popular cereals and their sugar content per 40g serving, please note a 7 to 10-year-olds' recommended maximum daily allowance is six cubes.

High sugar (between 2.4 and 3.7 sugar cubes per 40g serving):

Frosties
Coco Pops
Coco Shreddies,
Cookie Crisp
Krave

Supermarket own brands including Frosted Flakes, Choco Rice and Honey Nut

Medium sugar (between 1 and 2.2 sugar cubes per

40g serving):

Cheerios
Weetos
Shreddies
Rice Krispies
Supermarket own brands including Multigrain Hoops and

NUTRITION CORNER

Replacing a sugary breakfast cereal with a more healthy option could save you 20-25 teaspoons of sugar a week or more than 1000 teaspoons a year!



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Chocopops
Healthier options (less than half a sugar cube per 40g serving):

Shredded Wheat
Wheat Shreds
Ready Brek
Porridge Oats
Weetabix

Alternatives such as a boiled egg, scrambled egg or toast.

It's easy to see how recommended sugar levels are exceeded on a daily basis. This continual excess over time is one of the reasons we are the most obese country in the Western world.

Try to start your family day with a refined, sugar-free breakfast eg eggs not only will it make a difference to your waistline but you will also feel fresher and more alert.



Motivational quote of the day

Eat to fuel your body not to feed your emotions



FITNESS TIP

Take some positive steps towards a fitter and healthier 2018 by adding some fitness gear to your Christmas list, this may help entice you to take action in the New Year.