

Why Cereal is NOT Your Best Breakfast Bet

by Donna Gates for BodyEcology.com

A recent study, sponsored by General Mills, a leader in the US ready-made cereal industry, found that (surprise!) “*Eating cereal at breakfast time can help people manage their weight and eat more healthily throughout the rest of the day.*”[1]

The study further suggested that eating cereal at breakfast increased the consumption of fiber and milk, while reducing the consumption of meat, eggs, bread and fatty foods.

What’s so interesting about this study is the company who sponsored it: General Mills.

Scientific studies have been scrutinized for many years for conflicts of interest from companies that sponsor the studies. In 2003, the Journal of the American Medical Association (JAMA) scrutinized the field of biomedical research, finding “*a statistically significant association between industry sponsorship and pro-industry conclusions.*”[2]

In a 2004 review The Canadian Medical association also found that industry-sponsored studies swayed study results.[3]

And the debate continues today...

The thing is, that headlines often make people believe what the study is saying. In this particular case, I definitely don’t agree that refined, extruded cereal is the key to optimal weight and health. Here’s why...

Why Breakfast Cereal is NOT the Key to Optimal Weight and Health

Before deciding whether to eat breakfast cereal or not, it’s import to know some key cereal nutrition facts that most companies won’t tell you:

1. **Breakfast cereals go through an *extrusion* process.** This manufacturing procedure that makes all the o’s, flakes, biscuits, and other shapes of cold cereals actually destroys the fatty acids and vitamins in grains. Extrusion also alters the structure of amino acids, making them toxic.
2. **Most breakfast cereal grains are genetically modified (GM).** Most conventional cereals will have GM components that can harm your health. Read more about [the risks of genetically modified foods](#).
3. **Breakfast cereal grains are Improperly prepared and contain *phytic acid*.** Ancient cultures have fermented, soaked and sprouted grains before consumption because these natural methods for processing food make the grains easier to digest. These processes also eliminates *phytic acid*, a substance in grains that binds up nutrients, preventing your body from absorbing them and making grains difficult to digest.

4. **Breakfast cereals contain stripped and refortified grains.** Some cereal products contain highly processed flours that have been stripped of most nutrients. Manufacturers then add back low-quality chemical versions of vitamins and minerals that can cause nutritional deficiencies and imbalances.
5. **Breakfast cereals contain more sugar than some donuts.** A global Consumer Reports study conducted across 32 nations found that eleven popular cereal brands contain as much sugar as a glazed doughnut.[4] This study also found that the same brand cereals in the US have as much as 15% more sugar than in other countries.

Sugar is acidic and robs your body of important minerals that you need to stay healthy and energized. To learn more, read: [The 25 Key Reasons You Want to Dramatically Reduce or Avoid Sugar in Your Diet.](#)

6. **Most breakfast cereals contain wheat and gluten.** 1 in 133 people suffer from [Celiac Disease](#) (also known as gluten sensitivity enteropathy, gluten intolerance, or celiac sprue), a chronic, genetic disorder, affecting both children and adults. People with Celiac Disease are not able to eat foods that contain gluten, which is found primarily in wheat, spelt, kamut, rye and barley, as well as other grains.

Walk through the breakfast cereal aisle and you will be hard-pressed to find any cereals that do not contain gluten.

More and more people are suffering from some kind of food allergy or “gluten intolerance” because their inner ecosystems are damaged and they are missing “grain-loving good bacteria” that help us digest gluten. These folks may crave gluten-containing foods and not even realize that gluten is the culprit for a wide variety of health issues.