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Today Tonight **6.30pm weekdays**

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Cereal Survey

Reporter: Susan Couhbor

Broadcast Date: 15 Jun 2006

Breakfast ... we already know it's the most important meal of the day, but how many of us are really getting the healthy, nutritious start we need?

"Often we hear people say to us that they're better off eating the packet, than eating the box of cereal and in some cases, that's not too far from the truth," said Adelaide dietitian Caron Milham.

Like many parents Adelaide mum Kerryn Johnson buys cereal for her kids, but says with so many new products now on the market, figuring out what's healthy and what's not, is getting harder.

"Some ... claim to have less sugar but then they're high in salt, or high in salt but then less sugar ... which is better?" she asked.

Well, dietitian Caron Milham has taken it upon herself to do the homework for you.

"Our exercise was to go into the supermarket, analyse as many cereal products as we could to work out the healthiest choices," she said.

Caron assessed each of the cereals on the basis of fat, sugar content, salt and fibre, as well as overall nutrients, and was amazed by what she found.

"What surprised me was the amount of sugar in some cereal products that are being promoted as really healthy," she said.

Caron says of the 200 or so cereals on the market, many contain 30, 40 even up to 50 percent sugar, while others don't include enough fibre ... some have none at all. However she says there are lots of healthy options to suit the whole family.

"We put our cereals into two categories; we've called them the 'gold' and the 'silver' group," she said.

The cereals that made it into Caron's 'gold' group all have less than five percent added sugar and more than 8 grams of fibre per 100 grams ... they're all low in fat ... have at least 90% wholegrain, and if you're worried about salt, they all have less than 400 milligrams of sodium per 100 grams.

Gold category

UNCLE TOBY'S SHREDDED WHEAT

SANITARIUM WEETBIX - ORIGINAL, KIDS, ORGANIC, HI BRAN, LITE BIX

OT'S MINI WHEATS - WHOLE WHEAT

UNCLE TOBY'S VITABRITS- ORIGINAL, ORGANIC

UNCLE TOBY'S VITAWHEETIES - ORIGINAL

HOME BRAND WHEAT BISCUITS

BILO WHEAT FLAKES

Lates

- Prese kids
- The c State
- Light
- Murdi
- Retire
- Addis
- Cave:
- 15 Mi
- SAFF
- Camt
- Borde
- Omeq
- McLe
- Irish
- Stree
- Nursi
- Herba
- Cross
- Tram
- Car R

Favo

- Fluori
- Murdi
- Liddy
- Herm
- Diet f
- Luncl
- Detox
- Dumj
- Laser
- Realit
- Diet s
- Tama
- Sleep
- Welfa
- Hypn
- Battk
- Trapp
- Hot w

BILO WHEAT BISCUITS

Ring

KELLOGG'S SULTANA BRAN

Sleep

FREEDOM FOODS - RICE FLAKES WITH PSYLLIUM HUSKS

Batte

VITAWEEETIES - FRUIT AND NUT

Anno

WEIGHT WATCHERS TROPICANA

Easy

Digge

Work

But if nothing in the gold group takes your fancy, cereals in the 'silver' group all have less than 10 percent added sugar, contain a good dose of fibre and have less than 7 percent fat. They also contain less than 600 milligrams of sodium per 100 grams.

Meat

Rock

Pharr

Best

Silver category

Snori

Reno

UNCLE TOBY'S NATURAL SWISS MUESLI

Young

BURGEN FRUIT AND MUESLI

Flabb

LOWAN MULTI FLAKES WITH TROPICAL FRUIT

Meat

BILO - APRICOT AND ALMOND MUESLI

Pizza

BILO - SULTANA CRUNCH

Mech

opera

WEIGHT WATCHERS - FRUIT AND FIBRE

Fuel I

COLES FARMLAND SULTANA CRUNCH

Shavi

KELLOGG'S SUSTAIN - SELECTION

Hi Ris

SANITARIUM WEETBIX - WHOLEGRAIN

Sunli

KELLOGG'S BODY SMART - FRUIT 'N' OATS

Casar

"Those that made it into the silver group were still very good choices," Caron said.

Shark

IR La

Toy T

Chris

surve

BBQ

For more information on:

Callou

· [Understanding food labels, including nutrition claims on labels, and ingredients lists](#)

CSIRI

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Breas

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Cruel

Visit Caron Milham and Associates Website: www.milhamdietitians.com.au or call (08) 8377 2298

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