

MEMO

Consumption of breakfast cereals in the Netherlands

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Colophon

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This investigation has been performed by order and for the account of Ministry of Health, Welfare and Sport, within the framework of 5.4.1 Monitoring Nutrition.

Introduction

As coordinators of the data on food consumption in the Netherlands, we received the following question:

- What is the consumption of breakfast cereals on consumption days in the Netherlands for children (7-18 years) and adults (19-69 years).

To answer this question we performed analyses with data from the Dutch food consumption survey among the general population (DNFCS-2007-2010).¹

Method

For the analyses, we used data from the Food Consumption Survey among children and adults aged from 7 to 69 years. This study was conducted in 2007 to 2010 (DNFCS 2007-2010). The dietary assessment was based on two non-consecutive dietary record assisted 24-hour dietary recalls.

In a previous report we already published the intake of breakfast cereals total or separately for all relevant foodcodes^{2,3}. In this memo, we report the consumption of these breakfast cereals (EPIC-Soft Group 06-04) classified in the following way:

- Ready to eat cereals (Food codes 209, 591, 653, 1999, 2002, 2004, 2005, 2006, 2007, 2081, 2652, 2683, 2684, 2705, 2877)
- Muesli (Food codes 2366, 2676, 2677, 2809)
- Porridge (Food codes 213, 225, 1023, 1338, 1991, 2051, 2361)
 - o For this last group we also defined the group "porridge consumed with dairy". We selected only the porridge consumed with dairy and took the amount of dairy into account.

The food codes in brackets stand for the foods from the Dutch food composition database (NEVO).⁴ Portion sizes of the breakfast cereals were quantified in several ways: by means of quantities as shown on photos in a provided picture booklet, or in household measures, standard units, by weight and/or volume.

The percentage of consumption days of these food groups was calculated as well as the median and the mean consumption on these days. Percentage of consumption days indicates the number of recall days that breakfast cereals were eaten divided by the total number of recall days in the survey. The analyses were performed for children and adults. All statistical analyses were done using SAS and weighted for small deviances in socio-demographic characteristics, day of the week and season in order to give results that are representative for the Dutch population and representative for all days of the week and seasons.

More information about DNFCS 2007-2010 is described before.¹

Results

Table 1 Consumption of 3 types of breakfast cereals (Percentage consumption days, median and mean consumption in g/day on consumption days) of Dutch children and adults (DNFCS 2007-2010), weighted.

| Type | Children 7-18 years (n=1.713) | | | Adults 19-69 years (n=2.106) | | |
|--|----------------------------------|----------------|-----------------|---------------------------------|----------------|-----------------|
| | % con- sumption days | P50 [g/day] | Mean [g/day] | % con- sumption days | P50 [g/day] | Mean [g/day] |
| Breakfast cereals (Epic-soft Group 06-04) | 13.7 | 40.0 | 45.0 | 15.0 | 40.0 | 43.4 |
| - Ready to eat cereals | 7.4 | 40.0 | 45.9 | 3.3 | 40.0 | 38.8 |
| - Muesli | 4.5 | 40.0 | 46.5 | 9.2 | 40.0 | 46.4 |
| - Porridge cereals | 2.2 | 25.9 | 32.1 | 2.8 | 30.0 | 31.4 |
| - Porridge with added dairy products | 2.0 | 264.0 | 304.8 | 2.4 | 274.0 | 292.2 |

The mean consumption of breakfast cereals was 45 gram per day and 43 gram by children and adults, respectively. On average, once a week breakfast cereals were consumed (on 13.7% of the recall days of children, this food was consumed. This percentage was 15% for adults). Among children, the main breakfast cereal was ready to eat cereals, while it was muesli for adults.

References

1. Van Rossum, CTM., et al., Dutch National Food Consumption Survey 2007-2010: Diet of children and adults aged 7 to 69 years. 2011, RIVM: Bilthoven.
2. Dutch National Food Consumption Survey 2007-2010|Part 1 Food groups, based on dataset FCS_2010_core_20111125. Table 2.2A.
http://www.rivm.nl/en/Topics/D/Dutch_National_Food_Consumption_Survey/Detailed_results/Detailed_results_Core_Survey_7_69_years; Foods (Epic-soft groups).
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4. RIVM. NEVO-tabel. Nederlands Voedingsstoffenbestand 2011. Den Haag: Voedingscentrum, 2011.