



RESEARCH BRIEF HUMAN NUTRITION

BEEF RESEARCH

Beneficial Effects of a Higher-Protein Breakfast

A checkoff-funded study out of the University of Missouri, led by Dr. Heather Leidy, indicates that the daily consumption of a higher protein breakfast (containing 2 eggs and 1.5 oz of beef) is superior to both a normal protein breakfast such as milk and cereal and skipping breakfast altogether in terms of improving appetite control, curbing food cravings, and reducing unhealthy snacking in overweight or obese teenage girls who routinely skip their breakfast meal. In addition, the girls' consumption of a higher protein breakfast led to beneficial alterations in hormonal and neural signals that control food intake regulation and appetite including: reductions in perceived hunger and increases in perceived fullness throughout the day; reductions in the activation in brain regions that control food cravings and food reward, especially in the evening; and reductions in night-time snacking, particularly of high fat foods.

Beef isn't just for dinner anymore! Lean beef is also a naturally rich source of 10 essential nutrients and is a perfect partner for everyday breakfast favorites like whole grains, fruits, vegetables and low-fat dairy, making it a simple way to start the day in a balanced way.

Source: Leidy HJ, Ortinau LC, Douglas SM, Hoertel HA. Beneficial effects of a higher-protein breakfast on the appetitive, hormonal, and neural signals controlling energy intake regulation in overweight/obese, "breakfast-skipping," late-adolescent girls. *Am J Clin Nutr* 2013;97(4):677-88.

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