

Brought to you by **Cheerios** and **Yoplait**

# Eat Better

**EARLY**

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*See*  
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**Whole  
Grains**

Kid-friendly  
ways to  
get more

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**Finger  
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Your guide to  
safe feeding

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Great  
Reasons  
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## Good Morning!

**W**e know how crazy mornings

can be when you're raising young kids.

That's why **at General Mills we're proud to**

offer convenient, affordable, nutritious, and (most important!) delicious foods to

**help you start your day right**—from

"Big G" whole grain cereals to calcium-rich yogurts. If you participate in the Women, Infants and Children program, we know you're also interested in learning more about nutrition and healthy foods to

**help you and your young kids eat better.**

Inside these pages, you'll find info on important nutrients and how to get them, the best finger foods for your little one, creative cereal hacks, and fun recipes. Enjoy!

—Your friends at **General Mills, maker of Cheerios™, Chex™, and KIX™ cereals and Yoplait™ yogurt**

# 4 GREAT REASONS TO Eat Cereal



### FACT:

Kids who participate in WIC\* and eat cereal get more vitamins and minerals, including

**18%** more **calcium,**

**28%** more **vitamin D,** and

**16%** more **fiber.**



### FACT:

Breakfast cereal is the

**#1 source**

**of whole grains**

for 2- to 12-year-olds for the day.



### FACT:

For kids ages **2 to 12 years old** who eat cereal,

**54%**

of their milk consumption is with cereal.



### FACT:

It's hard to beat all the nutrition packed into a bowl of cereal for about

**58¢**

on average, with milk.



## Cereal Hacks

If you don't eat cereal at breakfast—which means you miss out on its vitamins and minerals in the morning—don't worry!

**Cereal can be a nutritious option any time of the day.**

➔ **Put dry cereal** in a baggie for a healthy grab-and-go snack.

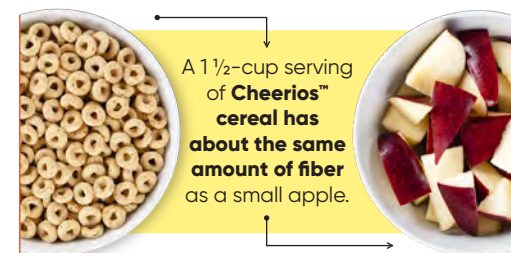
➔ **Layer yogurt** with cereal and fruit to make a nutritious dessert parfait.

➔ **Substitute whole grain corn or rice cereal** for more expensive croutons and nuts on salads.

➔ **Use crushed Corn or Rice Chex™ cereals** as a substitute for breadcrumbs in any recipe or as a crunchy topping on casseroles.

➔ **Toss together cereal** with pretzels and cheese crackers for a yummy snack mix.

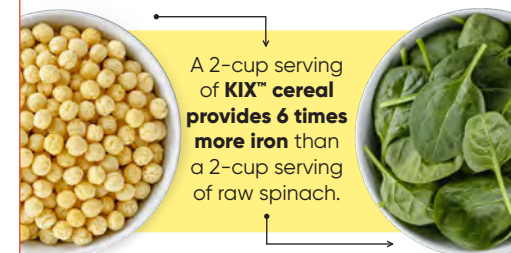
Yay, **Cereal**



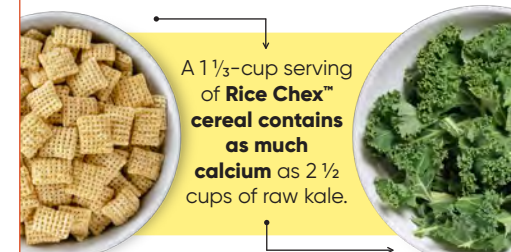
A 1½-cup serving of **Cheerios™** cereal has about the same amount of fiber as a small apple.

## SUPER CEREAL

Fruits and vegetables provide key vitamins and minerals, but sometimes it can be hard to eat the recommended daily amount. Fortunately, you can find some of the same nutrients in many cereals. Take a look.



A 2-cup serving of **KIX™** cereal provides **6 times more iron** than a 2-cup serving of raw spinach.



A 1⅓-cup serving of **Rice Chex™** cereal contains as much **calcium** as 2½ cups of raw kale.

**Enjoy fortified cereal as part of a balanced diet.**

Nutritional information pulled from the USDA Food Composition Database.

\*WIC is a registered service mark of the U.S. Department of Agriculture for USDA's Special Supplemental Nutrition Program for Women, Infants and Children.

**DID YOU KNOW?** Serving cereal may make you a nutrition hero! Cereal is the #1 source of fiber, folate, iron, zinc, vitamin B12, vitamin B6, niacin, and thiamin for all Americans at breakfast.



# Made for Little Fingers

Cheerios™ are easy for your little one to grab, and they dissolve easily in the mouth. Plus, they're part of a healthy breakfast when your child is ready for school!



Scan this code with your phone's camera for more information.

Check with your child's doctor before starting finger foods.

© General Mills



## Hello, Finger Foods

Learning to self-feed is a **BIG deal** for your little one. Here's the scoop on this important milestone.

### ➤ WHAT ARE FINGER FOODS?

Finger foods are **small, safe pieces of food** that your child can pick up and eat on their own.

### ➤ WHAT ARE GOOD FINGER FOODS?

Cheerios™ cereal, small pieces of ripe banana or avocado, and small pieces of well-cooked veggies like squash or peas.



### ➤ WHEN CAN I START GIVING THEM TO MY LITTLE ONE?

**GREAT QUESTION!** Your child is ready for finger foods **when they can pick up small things with their thumb and fingers**. This skill, known as the pincer grasp, usually happens around 9 months. They use their gums to chew so it's okay if they don't have many teeth yet!

### ➤ ANYTHING ELSE I SHOULD KNOW ABOUT FINGER FOODS?

**YES!** For your child's safety, make sure they sit up while eating, and always stay nearby in case they start choking.

Check with your child's doctor before starting finger foods.

**DID YOU KNOW?** Cheerios™ cereal is part of a healthy breakfast and a great habit to instill as your child gets ready to enter school.

## FOODS TO AVOID

Stay away from foods that can cause choking in a young child:



Grapes, berries, or raisins



Potato chips, popcorn



Nuts



Corn



Fruit that is under ripe, dried, unpeeled, or in chunks



Raw or undercooked vegetables



Hot dogs or luncheon meats



Chunks of peanut butter



Marshmallows, candy, or gum

# 4 Things to Know About Whole Grains



Whole grains are loaded with health benefits. Yet **9 out of 10 Americans don't get enough** in their diet. Here's why **whole grains are so important**, where to find them, and how to eat more!

1

**WHOLE GRAINS PROVIDE MANY ESSENTIAL NUTRIENTS.** Whole grains contain fiber, iron, B vitamins, potassium, and magnesium. US Dietary Guidelines recommend that at least half of the grains you eat should be whole grains.



2

**CEREAL IS ONE OF THE ABSOLUTE BEST WAYS TO GET WHOLE GRAINS.** But not all cereals are made with whole grains, so you have to be a label detective. It's easy! Just grab your favorite box of cereal and look at the label. If the first ingredient includes the word **"whole"** (like "whole grain oats"), you're good!

**Ingredients:** Whole Grain Oats, Salt, Tripotassium Phosphate, Vitamin E (mixed tocopherols) Added to Vitamins and Minerals: Calcium Zinc (mineral nutrients), Vitamin A, B Vitamin (niacinamide), Vitamin

3

**YOU HAVE LOTS OF WHOLE GRAIN OPTIONS TO CHOOSE FROM AT EVERY MEAL.**

Besides many cereals, other whole grain foods include brown rice, whole wheat bread and pasta, whole oats, popcorn, and whole grain tortillas.

4

**WHOLE GRAIN CEREALS CAN BE GLUTEN FREE.** Some people can't or choose not to eat foods that contain gluten, like wheat, rye, or barley. These individuals may be sensitive to gluten, or they may suffer from celiac disease. Fortunately, many cereals like those shown above are gluten free (look for the words on the package) and they provide meaningful amounts of whole grains.



**Gluten Free**  
NO ARTIFICIAL FLAVORS  
NO ARTIFICIAL COLORS

## Gluten Free Chex™ Cereal Treat Bars

No gluten? No bake? Yes, please! **Scan this code** with your phone's camera for a great-tasting snack recipe.





# WHAT'S YOUR CALCIUM

# IQ?

How much do you know about this important nutrient? Take our quiz and find out!

1

## WHY IS CALCIUM GOOD FOR YOUR BODY?

- A** It helps to build strong bones and teeth
- B** It helps the heart, muscles, and nerves to work properly
- C** It helps to release hormones and enzymes
- D** All of the above

**ANSWER: D** Calcium is one hard-working mineral! Your body doesn't make calcium on its own, so it's important that you get it from other sources. Unfortunately, **45% of Americans don't get enough calcium** from food each day.



2

## WHAT ARE GOOD SOURCES OF CALCIUM?

- A** Dairy foods like milk, yogurt, and cheese
- B** Calcium-fortified cereals
- C** Some green vegetables like kale and broccoli
- D** All of the above

**ANSWER: D** Dairy foods, some green vegetables, and some fish like salmon and sardines naturally contain calcium. There are also some packaged foods, like cereal, that are fortified with calcium—**check the nutrition label** on the box to make sure!

## 3 WHICH VITAMIN HELPS YOUR BODY ABSORB CALCIUM?

- A** Iron
- B** Vitamin C
- C** Vitamin D
- D** Zinc

**ANSWER: C** Vitamin D is important because it helps your body absorb calcium, which helps to build strong bones. Yet **96% of Americans don't get enough vitamin D**.

One easy solution: Get more milk and fortified yogurt, which are good sources of both calcium and vitamin D. Not all yogurts provide vitamin D so check the label.



Protein 5g	
Vitamin D 2.5mcg	10%
Calcium 160mg	15%
Potassium 240mg	6%
Vitamin A 170mcg	15%
Not a significant source of dietary fiber and iron.	
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used as the benchmark to evaluate.	

Yummy RECIPE



## Tropical Cereal Parfaits

It's the dynamic duo of yogurt and cereal! Scan this code with your phone's camera for the recipe.



# YOPLAIT®

## A CONVENIENT AND DELICIOUS WAY TO GET CALCIUM AND VITAMIN D!




**DID YOU KNOW?** If you don't get enough calcium while pregnant or breastfeeding, your growing baby's calcium needs will come from your bones.



# DELICIOUS WHOLE GRAIN CEREALS

*your family will love*

Cereal is a great choice to start the day. It's nutritious, easy, and affordable. Every "Big G" WIC cereal provides whole grain\* - just look for the  to be sure "whole" is the first ingredient!



\*Provides at least 8g of whole grain per serving. At least 48 grams of whole grain recommended daily.

Please check with your local WIC agency for WIC-eligible foods available in your state.

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HOW TO **Boost** YOUR CHILD'S

# Brain Power

**Good news:** Almost everything you do for your child—caring for them, singing to them, playing with them—can help their development. The great news is that you can nurture their growth even more with these easy moves.

**1**

**READ BOOKS OUT LOUD TO YOUR CHILD.** It's ok if they don't understand what you're saying! **Hearing you read will help build their vocabulary and language skills.** Plus, they'll LOVE the one-on-one time with you.

**2**

**MAKE BREAKFAST A DAILY ROUTINE.** Some research has shown that eating breakfast can improve school performance. It's another great reason to make the morning meal a daily habit early in life. **You'll set the foundation for a healthy routine, as childhood is the best time to teach good habits.** The best part: a nutritious breakfast can be as easy as a bowl of whole grain cereal with milk! Want variety? Try hiding granola under yogurt as a surprise; roll peanut butter and sliced bananas in a whole grain tortilla for a breakfast sandwich; or try one of the delicious recipes on page 14.

**3**

**FEED YOUR CHILD'S BRAIN.** Kids under age 2 need fat for brain development. Avocado, salmon, and dairy foods (like full-fat milk and yogurt) are foods that contain fat. **The brain also needs carbohydrates for fuel.** Healthier carbohydrates (called "complex carbohydrates") include whole grains and beans.

**DID YOU KNOW?** School-age kids who eat breakfast may stay more alert in class and may have fewer discipline problems.

# Get More From **WIC!**

Did you know that your child is **eligible for WIC** until they turn 5? There are **so many great reasons** for them to stay on WIC:



## WIC Kids...

### EAT MORE NUTRITIOUS FOODS

Kids who participate in WIC have **healthier diets and get more nutrients** (like iron, vitamin C, thiamin, and vitamin B6).



### GET MORE HEALTHCARE

Children enrolled in WIC are more likely to get **regular medical care, preventive care,** and up-to-date vaccinations.



### MAY LEARN BETTER

Kids older than 1 who participate in WIC have a **better memory for numbers.**

## Use All of Your Benefits

You made the smart choice to join WIC\*, so be sure to redeem (and eat!) all of your benefits each month. The food provided by **WIC is designed to help your family meet their nutritional needs** and will encourage them to get in the habit of eating healthy meals and snacks. This can help your **child get a great start in life** and help get them **ready for school.**



\*WIC is a registered service mark of the U.S. Department of Agriculture for USDA's Special Supplemental Nutrition Program for Women, Infants, and Children.

## GREAT Kid-Friendly FOOD!

Here are some delicious, easy ways to use your WIC benefits.



👉 Whole-grain cereal with milk and fruit



👉 Whole-grain breakfast burrito with egg and cheese



👉 Whole-wheat spaghetti with tomato sauce



👉 Original Chex™ Party Mix snack



👉 Yogurt parfait with cereal



👉 Whole-wheat peanut-butter-and-banana toast

WIC isn't just for moms and babies. *Half of all people on WIC are 1 to 5 years old.*





## Gluten Free Cheerios™ Honey-Peanut Cereal Bars

Use WIC cereal and peanut butter to make this **yummy snack!**



## Breakfast Kabobs with Yogurt Dip

Begin the day a whole new way with **breakfast on a stick**. Yogurt on the side is perfect for dipping!



Scan the codes with your phone's camera for complete recipes.



## KIX™ Lovely Lion Snack

Five minutes is all you'll need to create this **simple yet adorable snack**. Roar!



## KIX™ Lemon-Blueberry Muffins

Kick-start your day with **these kid-friendly muffins** that have a crunchy cereal topping.

