

Good Morning!

how crazv 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 cereals to help you start your day right-including many delicious "Big G" whole arain varieties. If you participate in the Women, Infants, and Children (WIC) program, we know vou'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, and fun recipes the whole family will love. Enjoy!

-Your friends at General Mills, maker of Cheerios™, Chex™, and KIX™ cereals

GREAT REASONS Eat Cereal



FACT:

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

more iron.

more vitamin D, and

more fiber.



FACT:

Breakfast cereal is the

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.

of their milk consumption is with cereal.



FACT:

At under



serving,

cereal with milk delivers kev vitamins and minerals that can be difficult to find in other breakfast choices.

*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



Cheerios[™] Easy Cinnamon Snack Mix

This make-ahead mix is **perfect for breakfast to go** on busy mornings or for an easy after-school snack.

STEP 1

Line large rimmed baking pan with waxed paper. In large microwayable bowl. mix 4 cups Cheerios™ cereal, 4 cups Cinnamon Chex™ cereal, and 1 cup Annie's™ Organic **Honey Bunny Grahams** baked graham snacks.

♦ STEP 2

In small microwavable bowl. microwave 1/4 cup butter uncovered on High 30 to 60 seconds, until melted. Stir in **3 tablespoons sugar**; microwave uncovered on High 30 to 60 seconds, or until sugar is starting to dissolve. Stir in **1 teaspoon** around cinnamon. Pour

over cereal mixture, stirring until evenly coated.

STEP 3

Microwave bowl with cereal mixture uncovered on High 2 to 3 minutes, stirring after every minute, until lightly glazed. Spread cereal mixture on baking pan, and cool completely. 15 to 20 minutes.

STEP 4

Place in serving bowl; stir in 1 cup raisins. Store in airtiaht container for up to 1 week.



■ ★ ■ Scan this code for more versions of the recipe.

SNACK TIME!

Little kids snack a lot, so it's a great chance to offer nutritious foods like whole grain cereals, fruits, and veggies. Snacks can also help pregnant and breastfeeding women meet their calorie and nutrient needs.

Try cereal as a snack! Enjoy it with milk, on its own, in a snack mix (like the one at *left*), or on top of vogurt and fruit.

All General Mills WICeligible cereals, like the ones shown below, are made with whole grain and are a good source of at least 11 vitamins and minerals. So they're a great choice for a snack or 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 nutritious breakfast when your child is ready for school!



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

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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

Cheerios™ cereal, small

pieces of ripe banana

or avocado, and small pieces

of well-cooked veggies like

FINGER FOODS?

♦ 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!

Our Tor

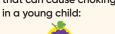
*Check with your child's doctor before starting finger foods.

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

ANYTHING ELSE I SHOULD KNOW ABOUT FINGER FOODS?

AVOID Stay away from foods that can cause chokina

FOODS TO







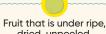


Potato chips, popcorn



Nuts









Raw or undercooked vegetables



Hot dogs or luncheon meats



Chunks of peanut butter



Marshmallows. candy, or gum

DID YOU KNOW?

squash or peas.

Cheerios™ cereal is part of a healthy breakfast and a great habit to instill as your child gets ready to enter school

What to Know About

Grains

Here's why whole grains are so important-and how to be sure the cereal you choose is made with them!



many essential nutrients like fiber. iron. B vitamins. potassium, and magnesium. Higher intakes of whole grain foods have also been

Whole grains provide

shown to help lower

the risk of diabetes heart disease, and

other conditions.

Cereal is a great way to get whole grains-but NOT all cereals are made with whole grains. To be sure, look at the label on the side of the box. If the first ingredient includes the word "whole." you're good! But if the first ingredient does not include the word "whole," then your cereal may have little-to-no whole grains.

Cheerios

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



Want another easy way to make sure your cereal is made with whole grains? Choose any "Bia G" cereal from General Mills! Every Bia G cereal is made with whole grains-just look for the "G" . in the corner!



What About Gluten Free?

Yes! There are gluten free cereals that are whole grain. 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, General Mills

has a variety of cereals labeled "gluten free" which have a

whole grain as the first ingredient, including some of our favorites below!

Gluten Free



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.







Cereal is a great choice to start the day. It's nutritious, easy, and affordable. Every "Big G" cereal has whole grain as the primary ingredient - just look for the

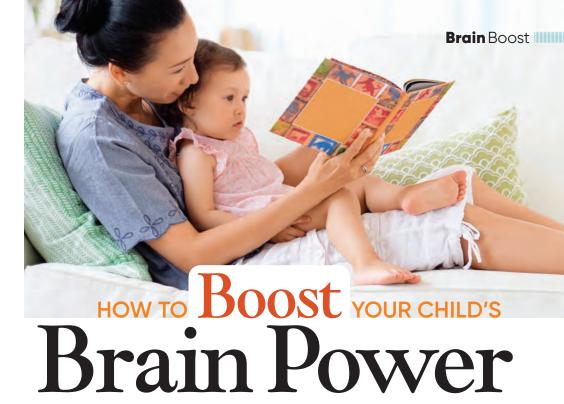


*Provides at least 13g of whole grain per serving. At least 48 grams of whole grain recommended daily. Please check with your local WIC agency for WIC-eligible foods available in your state,

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Good news: Almost everything you do for your childcaring 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.



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. thev'll LOVE the one-on-one time with you.

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 12.



FEED YOUR CHILD'S

BRAIN. Kids under age 2 need fat for brain development. Avocado, salmon, and dairy foods (like full-fat milk and vogurt) are foods that contain fat.

The brain also needs carbohydrates

for fuel. Healthier carbohydrates (called "complex carbohvdrates") 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



SPOTLIGHT ON

Calcium and Vitamin D

Is your family getting enough of these important nutrients? Discover simple ways to get more.

of Americans don't get enough

calcium

from food each day.

Dairy foods like milk, yogurt, and cheese, plus some green vegetables and fish naturally contain calcium.

of Americans don't get enough

vitamin D.

Fatty fish (like trout. salmon, tuna, and mackerel) and eggs are some natural food sources of vitamin D.

Why is this a problem?

• Calcium helps to build strong bones and teeth. It also helps the heart, muscles, and nerves to work properly. Your body doesn't make calcium on its own so you must get it from other sources. • Vitamin D helps the body absorb calcium and aids muscles and nerves Few foods naturally contain vitamin D, so fortified foods like milk. OJ. and cereals are important to help you meet recommendations.



What can you do?

Great news! There's an easy solution: You can get both calcium and vitamin D at the same time by eating the following:

• FORTIFIED YOGURT. But not all yogurts contain vitamin D. so check the label. Look for a Daily Value of at least 10% to be sure you're getting a good source of the nutrient.

 FORTIFIED BREAKFAST CEREAL WITH MILK. Many cereals are fortified with calcium and vitamin D. Check the label to make sure. You'll also get an extra boost of these two nutrients from the milk to start your day!









Gluten Free Cheerios™ Honey-Peanut Cereal Bars

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



RecipesKids Love

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

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!





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.