

Brought to you by **Cheerios** and **Koipait**

Eat Better

EARLY

RECIPES YOUR FAMILY **WILL LOVE**

(SEE PAGE 14)

WHOLE GRAINS

Kid-friendly
ways to
get more

See
Coupons
INSIDE

FINGER FOODS

Your guide to safe
feeding

4 GREAT REASONS TO EAT CEREAL

EXCLUSIVE!

Dr. Jamila Taylor,
President & CEO of
the National WIC
Association, shares
her story.



Good Morning!

We 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,

50% of their milk consumption is with cereal.



FACT:

It's hard to beat all the nutrition packed into a bowl of cereal for about **50¢** on average, with milk.

*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! In fact, cereal is the #1



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.

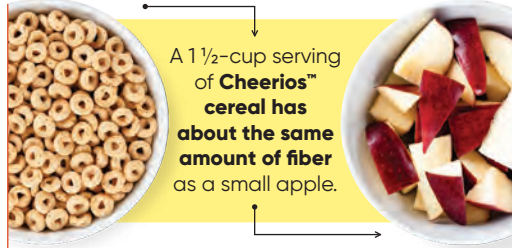
➔ **Put dry cereal** in a baggie for a healthy grab-and-go snack.

➔ **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.

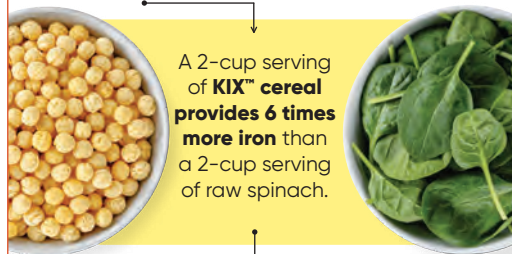


A 1½-cup serving of **Cheerios™** cereal has about the same amount of fiber as a small apple.

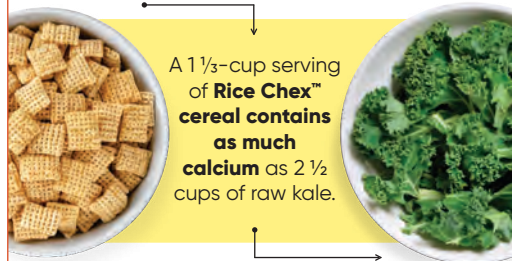
SUPER CEREAL

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.



Made for Little Fingers

Cheerios™ are easy for your little one to grab and they dissolve easily in the mouth.



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 FIRST 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.

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

DID YOU KNOW? Cheerios™ cereal is an ideal finger food because the O shape may reduce choking, and it dissolves easily in your child's mouth.

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 GRAINS CAN ALSO 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 be sure to check the label.



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 MORE CALCIUM!



DELICIOUS 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 



*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.

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.

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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.

A Special Message from WIC



Dr. Jamila Taylor,
President & CEO of the
National WIC Association

This past Mother's Day was especially memorable because it was also my son's 18th birthday. As I prepared breakfast that morning, I thought back on my efforts to raise him with healthy eating habits. It wasn't until I was pregnant that I learned the importance of nutrition. Like many women of color, I was concerned about my pregnancy—there is a large racial gap in health outcomes for moms-to-be. But I was fortunate to have a wonderful OB/GYN. My doctor emphasized eating fruits, vegetables, whole grain foods, and lean protein. This changed how I felt during my pregnancy. I was less tired, had clearer skin, and felt energized enough for daily walks.


After giving birth, I couldn't produce much breast milk, so I supplemented with formula. But I also kept eating healthy foods, and fresh produce was key. Soon, my supply increased, and I was able to breastfeed exclusively. When my son started

solid foods, I was excited to introduce fruits and vegetables as well as whole grain cereals, soy milk, yogurt, brown rice, tofu, and more. I felt fortunate to be able to provide these foods for my child.

In my current role as the National WIC Association's President & CEO, I see how important it is for all families to have access to nutritious foods. For nearly 50 years, WIC has provided pregnant women, moms, babies, and young children in need with healthy foods, including fresh produce, whole grains (like cereal and bread), milk, yogurt, eggs, and more! WIC also supports moms with infant feeding goals, lactation counseling, breast pumps, and nutrition education.

Learning about healthy eating while I was pregnant helped set me and my son on the path to a brighter future. My son is at college now, and he's still a healthy eater. I realize that there are moms struggling to find the path to nutritious eating. And for families of color, this can be especially hard due to language





barriers, lack of well-stocked local grocery stores, transportation issues, and systemic barriers in access to health care services and social supports. Rest assured that the WIC program is here to support you, and our staff stands ready to serve you. You've already signed up for WIC, which is a great first step. Now it's important to stay with the program until your child is 5. I promise, it will be one of the best decisions you ever make for yourself and your child. Here's to yummy, healthy eating.

Dr. Jamila Taylor

President & CEO of the
National WIC Association

“Too many families wake up each morning without the fresh and healthy foods they deserve. **But there is hope, and that hope lies in WIC!**”

**LEARN MORE
ABOUT HEALTH
EQUITY**



At WIC, we're committed to promoting **health equity** for all families and pregnant women. To learn more about this important topic, scan the code with your phone.



Cheerios™ Banana- Raisin Muffins

Perfect for breakfast on the go! The cereal is baked right into these make-ahead muffins.



Recipes Kids 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.

