

# NOW! These WIC-Eligible Cereals Provide an Excellent Source of Vitamin D



We are excited to share the great news that the Vitamin D fortification level in these General Mills "Big G" WIC Cereals will now provide 2x their current amount! These reformulated cereals have already begun shipping to retailers so look for them on shelf soon!

Vitamin D is essential for building and maintaining strong bones, but is often under-consumed, with 96 percent (NHANES 2017-March 2020) of all Americans ages 2 years and older falling short on this key nutrient.

This change follows approval from the U.S. Food and Drug Administration (FDA) earlier this year to increase levels of Vitamin D fortification in ready-to-eat cereal. Beloved brands like Cheerios, Kix, Chex and Wheaties (and many other "Big G" cereals that do not meet the federal requirements for the WIC program) will also now feature this increase in Vitamin D.

General Mills "Big G" Cereals have long been a leader in delivering good nutrition. In 2005, General Mills reformulated over 30 "Big G" Cereals to ensure that every "Big G" cereal has whole grain as the first ingredient, which remains true to this day. With increased Vitamin D fortification of family-favorite cereals, General Mills continues to prioritize the nutritional needs of families everywhere.