



Reasons why now is the time to encourage cereal for breakfast!

WIC kids who eat ready-to-eat cereal compared to non-eaters get:

60% higher whole grain intake

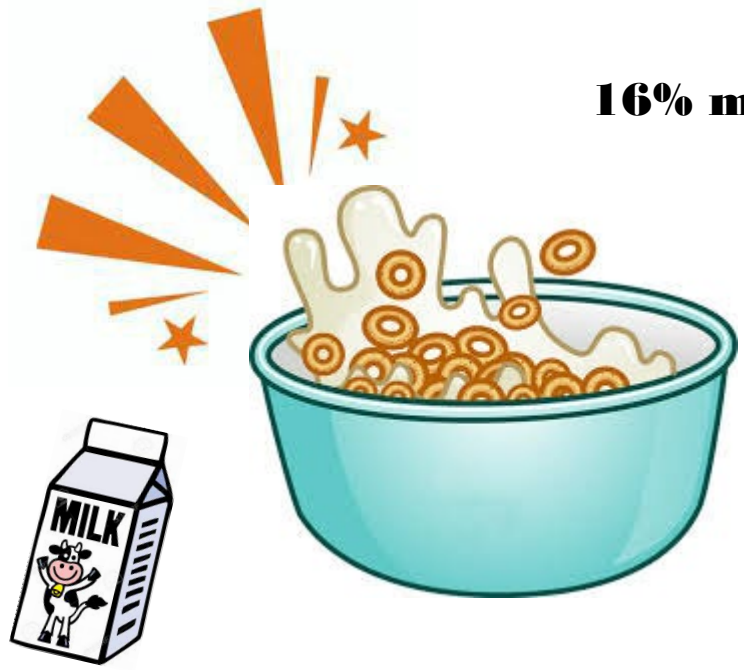
16% more fiber

29% more vitamin D

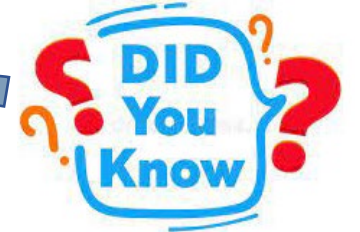
54% more vitamin B12

Cereal is typically eaten with milk, helping boost calcium intake!

48% more vitamin B6



28% more vitamins B1 and B2



Ready-to-eat cereal accounts for almost half of whole grain intake among WIC kids

30% more niacin

46% more iron

24% more vitamin A