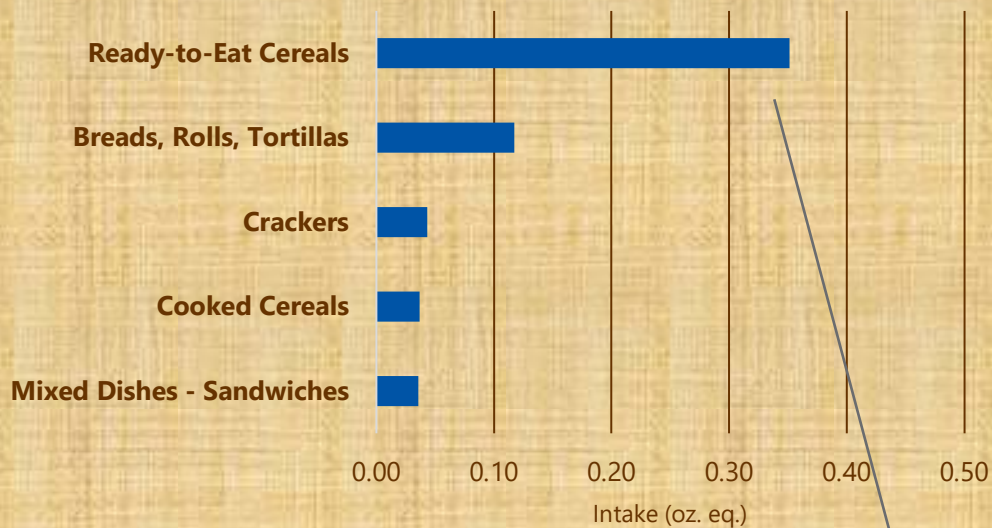


WIC Kid Cereal Eaters Get Twice the Amount of Whole Grain Compared to Non-Cereal Eaters

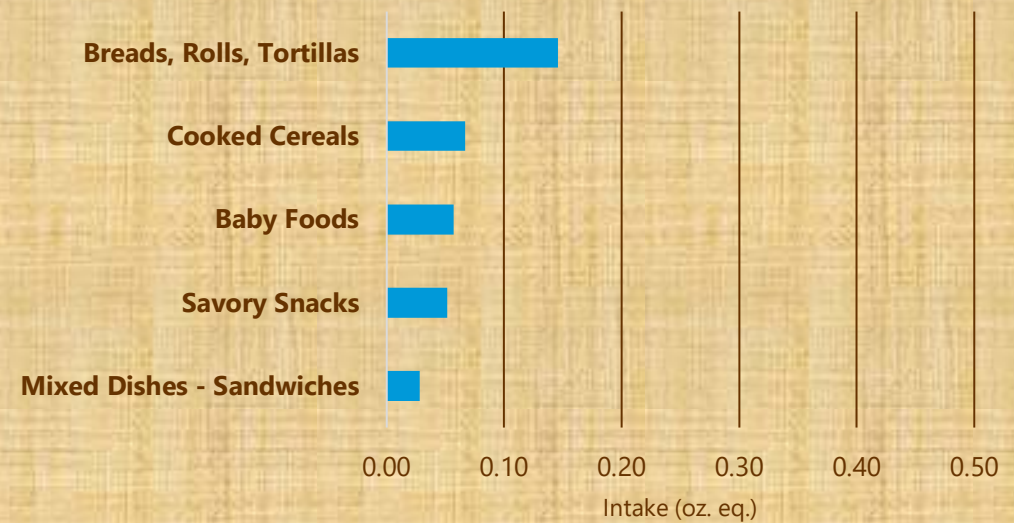


- WIC can make a difference by not only educating participants about the benefits of breakfast cereal, but also by ensuring that every WIC cereal contributes to whole grain intake

Cold Cereal Eaters - Total Day



Non-Cold Cereal Eaters - Total Day



The amount of whole grain from cereal is over 2x the amount provided by breads/rolls/tortillas