

The Importance of Vitamin D in Yogurt

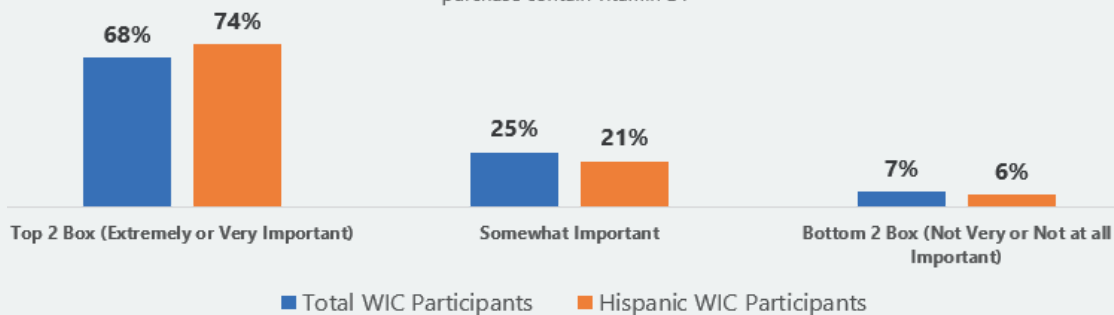
Approving yogurts that provide vitamin D is an important choice!

- Almost three quarters (72%) of tub products analyzed contain vitamin D, including some organic and Greek options.¹
- Vitamin D is a nutrient of public health concern² and very few foods naturally contain vitamin D. In fact, 97% or more of children aged 2-5 and women aged 19-50 are below the recommended intake of vitamin D.³
- Almost 70% of WIC participants that currently buy yogurt with their WIC benefits say that it is “very or extremely” important that the yogurt they purchase contain vitamin D.⁴
- Beyond the important role vitamin D plays in building and maintaining strong bones, emerging science shows that vitamin D may be important to a healthy pregnancy. During pregnancy “vitamin D deficiency has been associated with increased risk for gestational diabetes, preeclampsia, small for gestational age, and preterm birth.”⁵



WIC Participant Response to Survey Question:

"Thinking about the yogurt you buy with your WIC benefit, how important is it to you that the yogurts you purchase contain vitamin D?"



¹ Internal General Mills Analysis of 75 32-ounce tub yogurt products using publicly available information. September 2023.

² U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2020-2025. 9th Edition. December 2020.

³ NHANES 2017-18

⁴ Numerator Omnipanel Analysis, November 2022.

⁵ Scientific Report of the 2020 Dietary Guidelines Advisory Committee. Part D. Chapter 2. Page 65.