



CEREAL EDUCATION GROUP



# THE CEREAL ADVANTAGE: A Science-Backed Foundation for Healthy Dietary Patterns



## EATING **READY-TO-EAT CEREAL** IS ASSOCIATED WITH:



LOWER RISK of ALL CAUSE MORTALITY, CARDIOVASCULAR DISEASE and TYPE 2 DIABETES



LOWER RISK of OVERWEIGHT and OBESITY across ALL AGE GROUPS



HIGHER DIET QUALITY

### WHY?

## CEREAL-EATERS GET MORE WHOLE GRAINS, DAIRY AND FRUIT



ALMOST  $\frac{2}{3}$  of the **TOP 50 CEREALS** LIST WHOLE GRAIN AS THE 1<sup>ST</sup> INGREDIENT



$\frac{2}{3}$  of TOTAL DAILY MILK INTAKE is consumed **WITH CEREAL**



NEARLY  $\frac{1}{3}$  of FRUIT IS EATEN AT BREAKFAST, and **CEREALS** are among the TOP FOODS PAIRED WITH FRUIT

## AND THEREFORE, **CEREAL-EATERS** HAVE HIGHER NUTRIENT INTAKES AND BETTER OVERALL DIET QUALITY



ALL of the **TOP 50 CEREALS** provide two or more of CALCIUM, FIBER, IRON, FOLATE, VITAMIN D and VITAMIN B<sub>12</sub>



**CEREAL** is the TOP SOURCE of WHOLE GRAIN and FIBER for CHILDREN AT BREAKFAST



FORTIFIED **CEREALS** UNIQUELY BOOST PARTICIPANTS' IRON, FOLATE and WHOLE GRAIN INTAKES

## **CEREAL-EATERS** GET NO MORE ADDED SUGAR THAN **NON-CEREAL-EATERS**



**CEREAL** CONTRIBUTES LESS THAN 4% of daily ADDED SUGAR intake



**CEREAL** DRIVES intake of KEY NUTRIENTS and FOOD GROUPS, UNLIKE the TOP SOURCES of ADDED SUGAR



HALF of the **TOP 50 CEREALS** have  $\leq 10g$  of ADDED SUGAR - that's  $\leq 40$  CALORIES from added sugar<sup>†</sup>

<sup>†</sup> Per labelled serving

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