



5 KEY BENEFITS OF CEREAL CONSUMPTION



A NUTRITIOUS START FOR STUDENTS!

1 HIGHER WHOLE GRAIN INTAKE

Kids who eat cereal have over 60% higher intakes of whole grain compared to kids who don't eat cereal. In fact, cereal is a top source of whole grain in kids' diets.

2 MORE DAIRY INTAKE

Because cereal is so frequently eaten with milk, kids who eat cereal have 44% higher total dairy intake and are more likely to meet the recommended 3 servings of dairy per day compared to kids who don't eat cereal.



THE USDA'S SCHOOL NUTRITION AND MEAL COST STUDY FOUND HIGH PLATE WASTE FOR MILK AT BREAKFAST AND LUNCH. SERVING CEREAL CAN HELP ENCOURAGE MILK CONSUMPTION!

3 HIGHER INTAKES OF KEY NUTRIENTS

Kids who eat cereal get significantly more vitamins and minerals in their diet compared to kids who don't including 70% more iron, over 60% more vitamin D, 52% more vitamin A and over 40% more B-vitamins. They are also more likely to meet nutrient recommendations for day!

4 BETTER DIET QUALITY

Kids who eat cereal have been shown to have a higher intake of recommended food groups and a lower intake of less healthful foods and nutrients like refined grains, sodium and saturated fat. Research has also shown kids who eat cereal - including sweetened cereals - do not have higher intakes of added sugar compared to kids who don't eat cereal.

5 LESS LIKELY TO SKIP BREAKFAST

Kids who eat cereal are less likely to skip breakfast. This is important because breakfast sets students up to be ready to learn and kids who skip breakfast miss out on key nutrients that aren't made up for the rest of the day.

GENERAL MILLS CEREALS FOR K12

GREAT TASTING, NUTRITIOUS OPTIONS FOR STUDENTS!

- ✓ Whole Grain Rich
- ✓ Good source or more of 12 vitamins and minerals
- ✓ 25% less sugar options in brands kids love
- ✓ 16 CACFP eligible cereal SKU's with no more than 6 grams sugar per 1 ounce
- ✓ 12 gluten free flavor variations
- ✓ 2 Grain cups designed to hold 1 cup of milk (great way to encourage milk consumption!)

References
 1. NHANES 2017 - 2018
 2. Smith, J.D., et al. Association between Ready-to-Eat Cereal Consumption and Nutrient Intake, Nutritional Adequacy, and Diet Quality among Infants, Toddlers, and Children in the National Health and Nutrition Examination Survey 2015-2016. *Nutrients* 2019, 11, 1989. <https://doi.org/10.3390/nu11091989>
 3. USDA School Nutrition and Meal Cost Study Volume 4: Student Participation, Satisfaction and Dietary Intakes: Summary

