



CEREAL EDUCATION GROUP

As North America's biggest makers of **ready-to-eat cereal**, we've come together to share how nutritious, affordable, and delicious cereal can be



THERE'S A WORLD OF POTENTIAL WAITING

Impressive nutrition

#1

source of whole grain and fiber for kids at breakfast¹.

Cereal eaters enjoy:

97%

more vitamin D

70%

more iron

29%

more calcium

93%

more folate

And less fat and sodium compared to non-cereal eaters².

Cereal eaters and non-cereal eaters get the same number of calories and added sugar per day².

For everyone

From young to old, across cultures and dietary needs, there's a cereal for everyone.

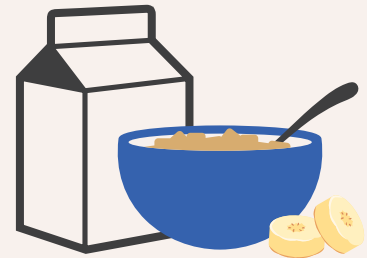


Within everyone's reach

- Cereal and milk is one of the most affordable breakfast options for many families.
- Cereal is found nearly everywhere, from convenience stores to supermarkets.



In good company



- About 9 out of 10 bowls of cereal are eaten with milk.
- Cereal is one of the top foods paired with fruit³.

An effective part of USDA child nutrition programs

Cereal drives participation in School Breakfast⁴ and delivers iron and folate to those in WIC*, two programs that serve over 20 million people.

* Special Supplemental Nutrition Program for Women, Infants and Children



The Cereal Education Group is a consortium of U.S.-based cereal manufacturers that communicates the benefits of cereal with policy makers and thought leaders. Current participants are General Mills, Kellogg Company, Post Consumer Brands, and The Quaker Oats Company.

References: (1) Centers for Disease Control and Prevention (CDC). National Center for Health Statistics (NCHS). National Health and Nutrition Examination Survey Data. Hyattsville, MD: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, General Population, children ages 2-17 years old, [2017-2018] (2) Centers for Disease Control and Prevention (CDC). National Center for Health Statistics (NCHS). National Health and Nutrition Examination Survey Data. Hyattsville, MD: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, General Population, 2 Years and Older, [2017-2018] (3) 2020 PBH STATE OF THE PLATE: America's Fruit & Vegetable Consumption Trends (4) Fox MK, Gearan E, Cabili C, Dotter D, Niland K, Washburn L, Connor P, et al. School Nutrition and Meal Cost Study, Final Report Volume 4: Student participation, satisfaction, plate waste, and dietary intakes. Alexandria, VA: U.S. Department of Agriculture, Food and Nutrition Service Office of Policy Support (2019). Mathematica Policy Research.