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.

**Impressive nutrition**

Cereal eaters enjoy:

- **97%** more vitamin D
- **70%** more iron
- **29%** more calcium
- **93%** more folate

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

**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.

**For everyone**

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

**An effective part of USDA child nutrition programs**

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

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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.