

General Mills WIC-Eligible Cereals

The USDA has published a proposed rule that updates the WIC Food Packages to promote maternal and child health, and nutrition security. One revision relates to Breakfast Cereals and whole grain. The USDA proposes 1) to update the existing WIC whole grain criteria, and 2) that all breakfast cereals meet this whole grain criteria. Specifically, the Department proposes to require that WIC-eligible whole grain breakfast cereals contain “a whole grain as the first ingredient”.

General Mills is in strong support of this recommendation and is proud that all our current WIC-eligible cereals meet the proposed whole grain criteria. Among our WIC-eligible whole grain cereals are options across a variety of grain types, cereals that are labeled gluten free (including corn, rice, oat, and multigrain cereals), and cereals that provide an excellent source of folate.

	Meets Proposed Whole Grain Criteria	First Ingredient Listed on Package	Meets Iron and Sugar Criteria	Labeled Gluten Free	Folate Level
Cheerios™ Original	Yes	Whole Grain Oats	Yes	Yes	Excellent Source
Cheerios™ Oat Crunch Berry	Yes	Whole Grain Oats	Yes	No	Excellent Source
Cheerios™ Vanilla Spice	Yes	Whole Grain Oats	Yes	Yes	Excellent Source
Multi Grain Cheerios™	Yes	Whole Grain Oats	Yes	Yes	Excellent Source
Kix™ Original	Yes	Whole Grain Corn	Yes	No	Excellent Source
Berry Berry Kix™	Yes	Whole Grain Corn	Yes	No	Excellent Source
Honey Kix™	Yes	Whole Grain Corn	Yes	No	Excellent Source
Blueberry Chex™	Yes	Whole Grain Rice	Yes	Yes	Excellent Source
Cinnamon Chex™	Yes	Whole Grain Rice	Yes	Yes	Excellent Source
Corn Chex™	Yes	Whole Grain Corn	Yes	Yes	Excellent Source
Rice Chex™	Yes	Whole Grain Rice	Yes	Yes	Excellent Source
Wheat Chex™	Yes	Whole Grain Wheat	Yes	No	Excellent Source
Total Whole Grain™	Yes	Whole Grain Wheat	Yes	No	Excellent Source
Fiber One™ Honey Clusters	Yes	Whole Grain Wheat	Yes	No	Excellent Source
Wheaties™	Yes	Whole Grain Wheat	Yes	No	Excellent Source

Please contact General Mills at Judy.Jost@genmills.com or wic@genmills.com with any questions.

