

Consumer Behavior & Ready-to-Eat Breakfast Cereal



- It's important to educate WIC participants about the nutrient density of cereal, made even greater when consumed with milk!
- Encourage your participants to use their full monthly WIC benefit to buy 2-3 boxes of cereal and reinforce that it's one of the most nutrient-dense ways to start the day! They can feel great about eating and serving cereal to their family!

- **77% of cereal is consumed at breakfast, with another 15% eaten around traditional mealtimes (e.g., between breakfast and lunch; before dinner)**

- Only **4% of cereal is consumed with fruit**

➤ *Fun Fact: This behavior is the same regardless of income or cultural background*

- Overall, total cold cereal is used as an **ingredient or an addition in only 2% of occasions** (such as using as an ingredient in a base dish or adding to a snack & trail mix)

