

The Importance of Breakfast Cereal in WIC

Key insights:

- Kids who eat breakfast cereal have higher nutrient intakes¹
- For kids 2-5 years of age who eat cereal, 37% of their milk consumption is with cereal
- Many WIC participants do not redeem their full breakfast cereal benefit
 - Yet, we know that WIC households purchase more than two boxes of cereal each month, indicating that they are eating non-WIC eligible cereals

What WIC health professionals can do:

- Elevate the benefits of breakfast cereal in nutrition education
- Encourage full redemption of the WIC benefit by suggesting two 18.0-ounce boxes or three 12.0-ounce boxes
- Suggest new ways to consume cereal – cereal manufacturers have tons of recipes!

¹ NHANES 2013-14 & 2015-16, WIC Population, 1-5 years old

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