

Cereal Intake Encourages Milk Consumption

Overall, 88% of people consume cereal with milk, with the percent higher for teens and adults (90%) and slightly less for children (76% for young children and 83% for children 4-12 years old). The chart below shows the percentage of milk consumed with ready-to-eat cereal.²

Table 1: Percentage of ready-to-eat cereal consumed with milk

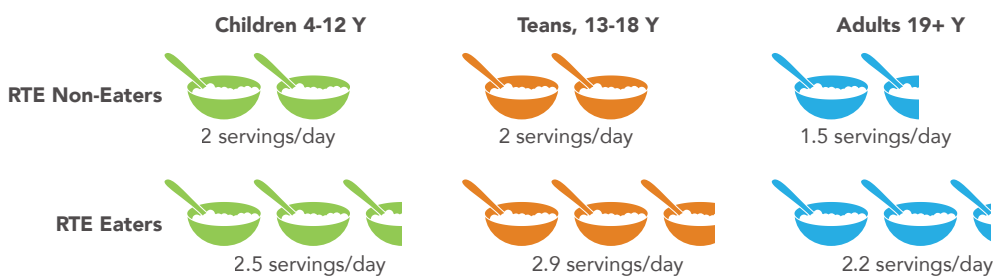
Statistics	2-5 Y	4-12 Y	13-18 Y	19+ Y
n	677	1540	992	5076
Percent	75.6%	82.6%	90.2%	90.2%

Over 75% of children eat cereal with milk on any given day



Ready-To-Eat Cereal Eaters Overall Consume More Dairy Products Than Non-Cereal Eaters

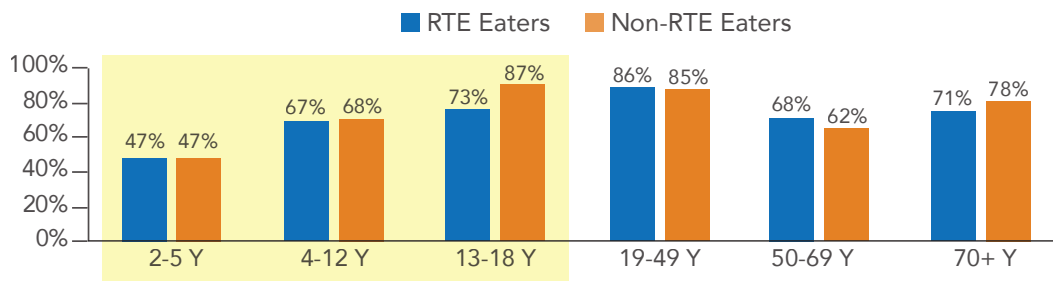
Chart 3: RTE cereal eaters consume at least 25% more dairy products than non-eaters²



Children Who Eat Cereal Do Not Have Higher Added Sugar Intake Than Children Who Do Not Eat Cereal

For children ages 2-5, there is no difference between added sugar intakes of cereal eaters and non-cereal eaters, but as children grow, you begin to see a difference.¹ For children 13-18 years non-cereal eaters have significantly more added sugar intakes than cereal eaters.¹ The chart below shows added sugar intake for cereal eaters and non-cereal eaters.

Chart 4: Added sugar intake between cereal eaters and non-eaters¹



Summary:

- Ready-to-eat cereal eaters are ahead nutritionally. They have...
 - Higher quality diets
 - Eat more vegetables, fruits, whole grains, dairy and good fats
 - Eat less sodium and added sugars
 - Get more nutrients and are more likely to have nutritionally adequate diets

Ready-to-eat cereal encourages milk consumption

Ready-to-eat cereal is a key source of whole grain

Dietary guidelines recognize ready-to-eat cereal as an example of nutrient-dense foods that can fit into healthy eating patterns³

References:

- NHANES 2013-2014
- NHANES 2011-2012
- Dietary Guidelines for Americans 2015-2020