

Creating Healthy Choices

Ken Powell
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RTE Cereals: Low in Fat, Low in Calories

Ready-to-eat cereals... including “pre-sweetened cereals” are low in calories

GOODNESS CORNER

FOOD SOURCE WHOLE GRAIN, VITAMIN MINERALS, FOOD SOURCE CALCIUM

Nutrition Facts
Serving Size 1 cup (30g)
Servings Per Container about 16

Amount Per Serving	Trix	skim milk
Calories	120	160
Calories from Fat	10	10
% Daily Value*		
Total Fat 1.5g	2%	2%
Saturated Fat 0g	0%	0%
Trans Fat 0g		
Polyunsaturated Fat 0g		
Monounsaturated Fat 0.5g		
Cholesterol 0mg	0%	1%
Sodium 190mg	8%	10%
Potassium 30mg	1%	6%
Total Carbohydrate 26g	9%	11%
Dietary Fiber 1g	4%	4%
Sugars 13g		
Other Carbohydrate 12g		
Protein 1g		
Vitamin A	10%	15%
Vitamin C	10%	10%
Calcium	10%	25%
Iron	25%	25%
Vitamin D	10%	25%
Thiamin	25%	30%
Riboflavin	25%	35%

GOODNESS CORNER

WHOLE GRAIN, FOOD SOURCE FIBER, 1g SUGAR

Nutrition Facts
Serving Size 1 cup (30g)
Children under 4 - 1/4 cup (20g)
Servings Per Container about 16
Children under 4 - about 16

Amount Per Serving	Cheerios	skim milk	with Cereal for Children Under 4
Calories	110	150	70
Calories from Fat	15	20	10
% Daily Value*			
Total Fat 1.5g	2%	2%	1g
Saturated Fat 0g	0%	0%	0g
Trans Fat 0g			0g
Polyunsaturated Fat 0.5g			0g
Monounsaturated Fat 0.5g			0g
Cholesterol 0mg	0%	1%	0mg
Sodium 210mg	9%	12%	140mg
Potassium 200mg	6%	12%	130mg
Total Carbohydrate 22g	7%	9%	15g
Dietary Fiber 3g	11%	11%	2g
Soluble Fiber 1g			0g
Sugars 1g			1g
Other Carbohydrate 18g			12g
Protein 3g			2g
Protein		9%	
Vitamin A	10%	15%	10%
Vitamin C	10%	10%	10%
Calcium	10%	25%	8%
Iron	45%	45%	50%
Vitamin D	10%	25%	6%
Thiamin	25%	30%	35%
Riboflavin	25%	35%	35%

Nutrition Facts
Serving Size 1 cup (30g)
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Protein 1g		
Vitamin A	10%	15%

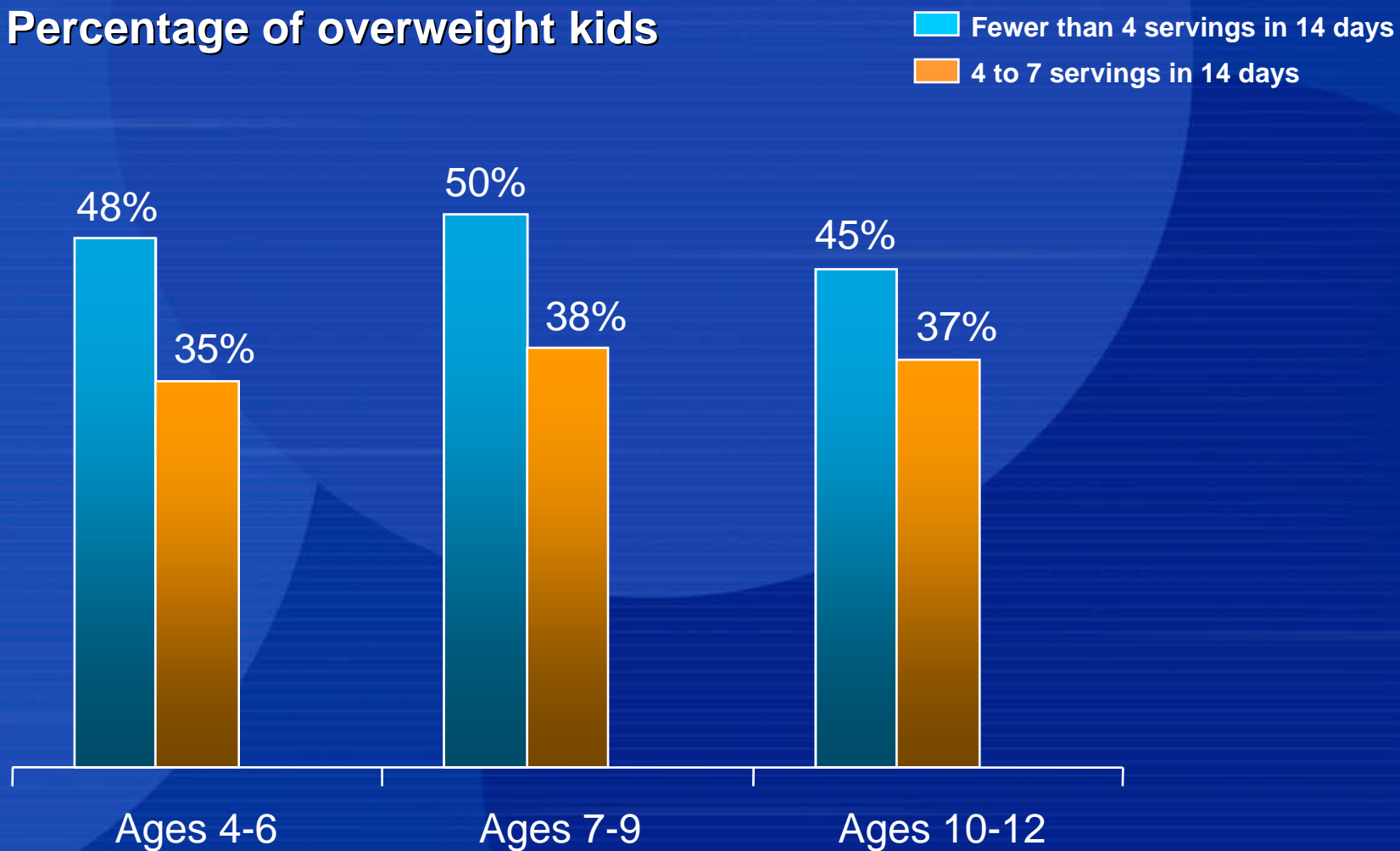
Nutrition Facts
Serving Size 1 cup (30g)
Children under 4 - 3/4 cup (20g)
Servings Per Container about 14
Children under 4 - about 21

Amount Per Serving	Cheerios	skim milk	with Cereal for Children Under 4
Calories	110	150	70
Calories from Fat	15	20	10
% Daily Value*			
Total Fat 2g	3%	3%	1g
Saturated Fat 0g	0%	0%	0g
Trans Fat 0g			0g
Polyunsaturated Fat 0.5g			0g
Monounsaturated Fat 0.5g			0g
Cholesterol 0mg	0%	1%	0mg
Sodium 210mg	9%	12%	140mg
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Soluble Fiber 1g			0g
Sugars 1g			1g
Other Carbohydrate 18g			12g
Protein 3g			2g
% Daily Value			



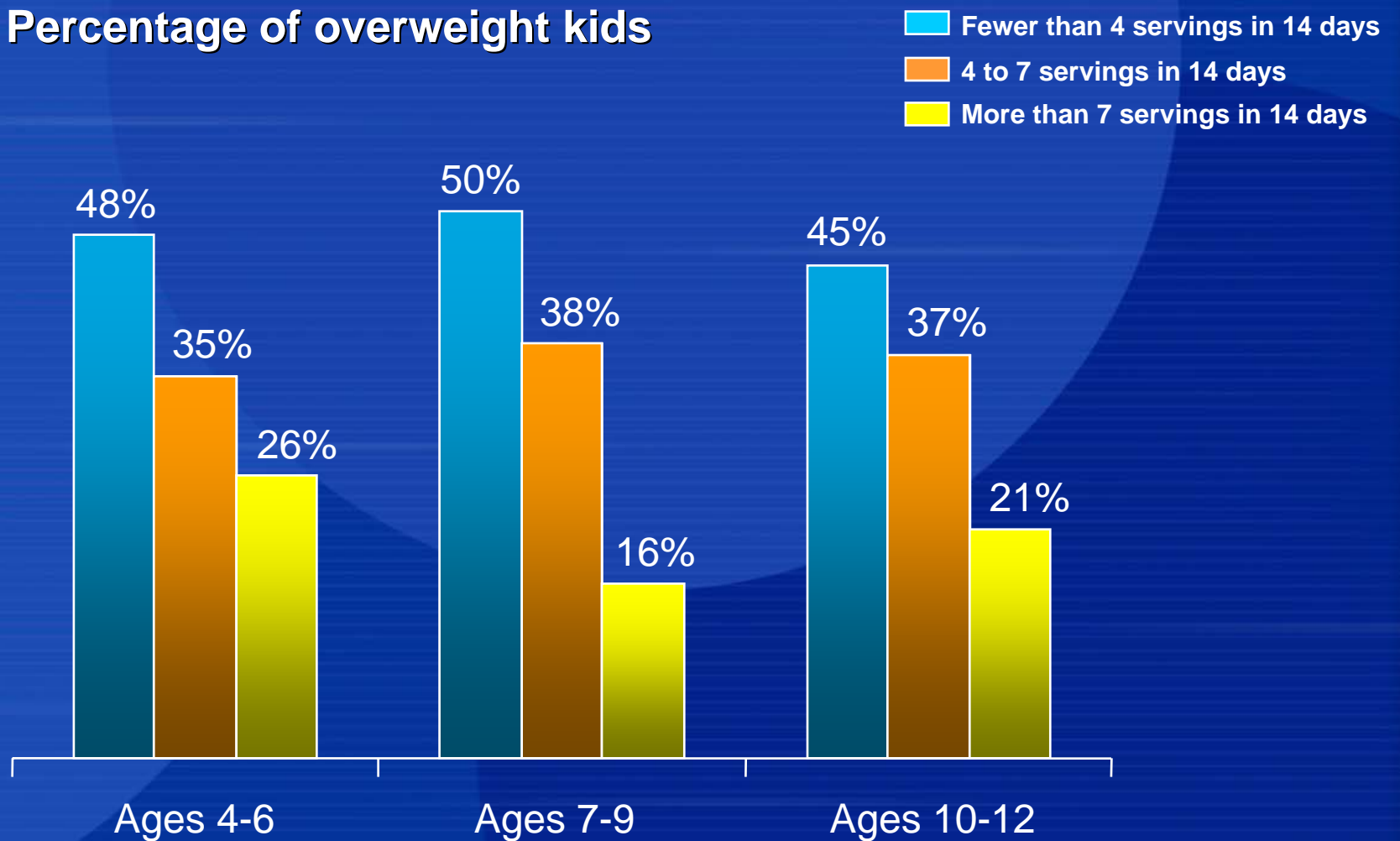
Kids Who Frequently Eat Cereal Have *HEALTHIER* Body Weights

Percentage of overweight kids



Kids Who Frequently Eat Cereal Have *HEALTHIER* Body Weights

Percentage of overweight kids



GENERAL MILLS

Source: JADA, December 2003

3889-4

Cereal-focused Health Improvements



2005 - Whole grain initiative

2004 - Reduced-sugar choices

2002 - Soluble oat fiber added

1999 - Calcium added

1994 - Allergen labeling

1985 - Iron increased to 45% DV

1985 - Folic acid added

1971 - Vitamin fortification



GENERAL MILLS

General Mills' Whole Grain Initiative

General Mills

GOODNESS CORNER

HEALTHY FIBER
LOW SUGAR
1g SALT

110 CALORIES PER SERVING

Cheerios

Toasted Whole Grain Oat Cereal

General Mills

Whole Grain

ALL
General Mills Cereals
Are Made
With **WHOLE GRAIN!**

Look for this seal to ensure whole grain.

Three grams of soluble fiber daily from whole grain cereals like Cheerios, in a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Cheerios has 1 gram per cup.

© NET WT 10 OZ (283g)

All General Mills Cereals Are Whole Grain



**26 Million Servings of
Whole Grain Per Day**

- With no change in consumer behavior
- With no extra calories



GENERAL MILLS

“Portion-ability” and Portion Control



Portion Control



“Portion-ability”

Green Giant Vegetables



Goodness Corner



Clear, science-based nutrition information using FDA criteria



GENERAL MILLS



MyPyramid.gov on 100 Million Boxes of Cereal



- Partnering with HHS & USDA
- Messages whole grain
- Links to MyPyramid.gov

Community Initiatives: Youth Nutrition & Fitness

\$6 million in the last three years



Champions Youth Nutrition & Fitness Grants

- Started 2002 with ADA Foundation
- 50 grants of up to \$10,000 each
- Promotes nutrition, physical activity

Presidential Active Lifestyle Awards

- Up to 50,000 youth / year

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