

Intro to for Parents

In 2009, the Rudd Center for Food Policy & Obesity at Yale University released a report entitled Cereal FACTS to document the nutritional quality and marketing of cereals to children. Cereal Facts 2012 is a follow-up to that report, measuring the changes in nutritional quality and marketing of cereals to children. Since the original report, cereal companies have made a number of changes – some are improvements, others are not.

BETTER

Overall nutritional quality improved for 13 of 16 child-targeted brands

Milsberry.com and Postopia.com, two popular advergame sites, were discontinued



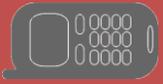

WORSE

The number of child visitors in 2011 increased for eight of 10 child-targeted websites existing in 2008

Kellogg introduced the first food company child-targeted advergame app for mobile phones

Total media spending to promote child-targeted cereals increased by 34% from 2008 to 2011





Best and Worst Nutrition Ratings

Best 5

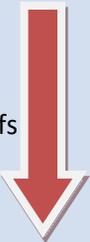
1. Kellogg Mini-Wheats
2. Kashi Golden Goodness
3. General Mills Cheerios (regular)
4. Cascadian Farm Purely O's
5. Barbara's Bakery Puffins

Worst 5

1. Quaker Cap'n Crunch
2. Post Pebbles
3. General Mills Reese's Puffs
4. Post Honeycomb
5. Kellogg Smorz

Most frequently advertised to children

1. Cinnamon Toast Crunch
2. Lucky Charms
3. Honey Nut Cheerios
4. Froot Loops
5. Reese's Puffs

What can you do?

Consider your options. There are many low-sugar cereals that kids will eat. Add some fresh fruit and even a small amount of table sugar for a more nutritious breakfast option. Check out the [cereal spectrum](#) to help guide you.

Mix it up. If your child is used to eating high sugar children's cereals, try a lightly sweetened option made with whole grains instead. Or mix your child's regular cereal with a low-sugar cereal. Gradually add less sugared-cereal into the mix. See the [tips section](#) for more.

Take a stand. Write a letter to a cereal company demanding that they stop marketing their high-sugar cereals to kids.

Learn more. Explore the website to learn more about reading [cereal nutrition labels](#).

- Bottom Line:** cereal companies continue to **aggressively market their least nutritious** products directly to children.
- Cereals advertised to children contain **56% more sugar** compared with adult-targeted cereals.
 - In 2011, the average 6- to 11-year old saw more than **700 TV ads for cereals**, and the average 2- to 5-year old saw 595 ads.
 - The majority of cereal ads that children see on TV promote products that are one-third or more sugar -- one 30 gram serving of these cereals contains **as much sugar as three Chips Ahoy cookies** (30 gram serving).

The Yale Rudd Center for Food Policy and Obesity has other resources about marketing cereals to children.

For more information go to: www.cerealfacts.org