



CEEREAL Statement on Vitamin and Mineral Fortification

September 2013

CEEREAL members are committed to offering consumers a range of great tasting and nutritious breakfast cereals. Breakfast cereals are generally nutrient dense (in vitamins and minerals) and lower fat options than other types of breakfast. Independent studies from around the world tell us that breakfast cereals make a positive contribution to a healthy balanced diet. Regular consumption of all breakfast cereals has been shown to have numerous positive health effects, such as better micronutrient status and a healthier weight.

Manufacturers offer a wide variety of fortified and non-fortified breakfast cereals. Nutritionists usually recommend that breakfast should contribute 20-25% of daily nutritional requirements and CEEREAL members who fortify their cereals take this recommendation into account. Breakfast cereals are most commonly fortified with B vitamins and Iron, sometimes calcium and vitamin D.

Studies show that fortified cereals provide a valuable contribution to consumers' daily diets. Strong positive associations between an adequate intake of vitamins and minerals and cereal consumption were shown. In France, the INCA2 study (Source: French National Survey INCA II 2008) showed breakfast cereals contribute >15% of daily iron intake, and 17 to 25% of vitamins B1, B2, B6, B9 intake among adults who consume them. Furthermore breakfast cereals are the 1st (or 2nd) source of vitamins B1, B2, B3, B5, B6, B9, iron and complex carbohydrates (starch) among consumers on average. This is especially important among groups who are not achieving their recommended daily intake of many vitamins and minerals and particularly for those susceptible to micronutrient deficiencies, such as young children, women of childbearing age and the elderly.

CEEREAL therefore believes that breakfast cereals fortified with selected vitamins and minerals at appropriate levels make an important contribution to consumers' micronutrient intake. Non-fortified breakfast cereals are also available for those consumers that prefer this option.

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