








WIC Infant Cereals



Redeem
Your Full
Amount!

BREASTFED
2  or 1  = 7 
two 8 oz or
one 16 oz canister
per month $\frac{1}{4}$ cup servings
per week

FORMULA-FED OR
PARTIALLY BREASTFED

1  = 4 
8 oz canister
per month $\frac{1}{4}$ cup servings
per week

Little Ones Need Baby Cereal

- ✓ Baby cereal is the top food source of iron for babies 6–12 months¹
- ✓ Iron is important for your baby's brain development, learning, and immune function²
- ✓ Baby cereal can help your child get at least ten essential nutrients in their diet



Clean Label Project®



Learn more about our
Clean Label Project® certifications

gerber.com/commitment-to-quality



Our Growing List of Certifications

Use your WIC baby cereal
and baby foods in recipes
for your whole family!

Find recipes like Sweet Potato
Overnight Oats & more at:
www.gerber.com/parenttalk



Oatmeal, 8 oz

Multigrain, 8 oz

Rice, 8 oz



Oatmeal, 16 oz



Multigrain, 16 oz



Organic Oatmeal, 8 oz



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1. Abrams SA, Hampton JC, Finn KL. A substantial proportion of 6- to 12-month-old infants have calculated daily absorbed iron below recommendations, especially those who are breastfed. *J Pediatr.* 2021;231:36-42 e2.
2. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2020–2025. 9th Edition. December 2020. Available at DietaryGuidelines.gov



Use baby cereal to offer your baby a variety of textures

Offering a variety of textures helps baby develop eating skills:

- Baby cereal can be made with breastmilk, infant formula or water
- Always pour cereal amount in bowl first, close canister, and then add your liquid to the bowl
- Use different amounts of liquid to offer a variety of textures



Readiness cues:

- ✓ Good head control
- ✓ Sits independently
- ✓ Brings objects to mouth
- ✓ Seems interested in food



1/4 cup cereal



1 cup breastmilk, formula or water

Thin

Mix to look like tomato soup



1/4 cup cereal



1/2 cup breastmilk, formula or water

Smooth

Mix to look like a smoothie



1/4 cup cereal



6 tablespoons breastmilk, formula or water

Thick

Mix to look like hummus



1/4 cup cereal



1/3 cup breastmilk, formula or water

Lumpy

Mix to look like mashed potatoes

Texture Tip:
Cereal + Purees

Mix a tablespoon of baby cereal into baby food fruit and veggies purees to add a new texture to your baby's diet. Stir well!

