

Adding iron to baby's diet

As your baby grows he will need plenty of iron rich foods. Include HEINZ* Iron Enriched Cereals every day as a good source of iron (see 'What parents need to know about Iron' for more ideas on iron rich foods).

As well as cereal for breakfast, include other HEINZ* varieties at other feeding times by stirring in the dry cereal to fruit, vegetables and yoghurt for extra taste, texture – AND extra IRON.

Mum can benefit too by mixing some of baby's cereal with her own adult variety. This is particularly useful for mothers who are pregnant or breast feeding when the requirement for iron is increased.



For personal advice on feeding baby, talk to your child health nurse. General information on baby feeding is available on www.heinzforbaby.com.au

For information on HEINZ* Baby Foods call the HEINZ* Baby Product Info-line 1800 633 333

This information has been written and produced by the Infant Feeding Advisory Service for H.J. Heinz Company Australia Limited. Locked Bag 57, Hawthorn 3122, Australia.



1. Boy or Girl? For simplicity 'he' and 'him' is used in reference to the baby and 'she' and 'her' for the mother
2. Ref. NH & MRC. Recommended Dietary intake of iron for babies 0-6 months: Breastfed = 0.5mg of iron per day. Bottlefed = 3.0 mg of iron per day, 7-12 months = 9mg per day
3. Oti-Boateng et al. Iron status and dietary iron intake of 6-24 month old children in Adelaide. Journal Pediatrics and Child Health June 1998: 252

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What parents need to know about Cereals for Babies

Cereals are an essential food group and include grains such as rice, barley, wheat, oats and rye. As adults we eat cereals as bread, breakfast cereals, pasta, rice and other products made from grains.

Cereals are rich in complex carbohydrates (starches and fibre), protein, vitamins and minerals, which are all necessary nutrients for energy and growth.

Why infant cereals are important

Iron enriched

Baby cereals are enriched with essential iron. Just one serve of HEINZ* Iron Enriched High Protein Multigrain Cereal, for example, provides your 6 month old baby with 1/3 of his⁽¹⁾ daily iron needs.⁽²⁾ As many Australian babies over 6 months are iron deficient,⁽³⁾ this is a very important reason to give your baby HEINZ* Iron Enriched Cereals.



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Gluten free

Gluten is a protein found in wheat, oats, barley and rye. Some babies have an intolerance to gluten which is called coeliac disease, so these foods are delayed until 6 months of age when baby's digestive system is more mature or the baby is a little older. (Ask your child health nurse if you need to know more about coeliac disease).

HEINZ* has a number of gluten free cereals including HEINZ* Iron Enriched Rice Cereal which is an ideal first cereal and mixes easily with baby's regular milk (breast milk or formula).

As your baby grows and enjoys more tastes and textures, try all the other HEINZ* Cereal varieties to suit your baby's development and age.

If your baby does require a gluten free cereal, check the tick list on the side of HEINZ* Cereal packs.

Nutritionally developed for babies under 12 months

HEINZ* Infant Cereals are carefully made from natural grains such as rice, oats, wheat and maize.

They are:

- highly refined to suit a baby's developing digestive system
- made with added iron which is essential to the health of a growing baby
- made according to strict government food standards
- produced without added salt, sugar, preservatives, nuts or honey.

The Dietary Guidelines for children and adolescents (NH&MRC) recommend that iron fortified infant cereals be one of the first solid foods to be introduced.

Are adult cereals suitable?

Adult cereals are developed to suit **adult** requirements and tastes and may not suit the nutritional needs of your young baby (less than 12 months).

Compared with HEINZ* baby cereals, adult cereals have:

- **less iron** - iron is essential for a baby's normal growth and development
- **more sodium** - too much sodium can cause extra strain on baby's developing kidneys
- **more fibre**, because they are less processed.

Fibre is important for adults, however, babies get sufficient fibre from fruits, vegetables, breads and infant cereals. Too much fibre can cause diarrhoea and is very filling and may prevent your baby from eating enough food to meet his energy and nutritional needs.

How to use HEINZ* cereals

When your baby is ready to start solids (ask your child health nurse for advice), mix a small amount of HEINZ* Iron Enriched Rice Cereal – about 1 teaspoon with your baby's regular milk (breast milk or formula) or a little cool boiled water. Mix to a runny consistency.

Offer your baby about ½ to 1 teaspoon only on the first day then gradually increase the amount over the next few days until your baby eats 1-2 tablespoons.

Offer rice cereal **AFTER** baby's breast feed or formula.

Breast milk or formula is your baby's main source of nutrition.

Breakfast for your baby

Once your baby is regularly enjoying HEINZ* Iron Enriched Rice Cereal, establish a time in the morning to have a HEINZ* Cereal to start the breakfast habit. Add some fruit for a different taste and variety.

Continue to give your baby HEINZ* Cereals for at least the first 12 months.

Are all baby cereals the same?

All HEINZ* Cereals are enriched with iron but this is not the case with all brands so always check the information on the packaging before you buy.

You want your baby to have the best start in life.