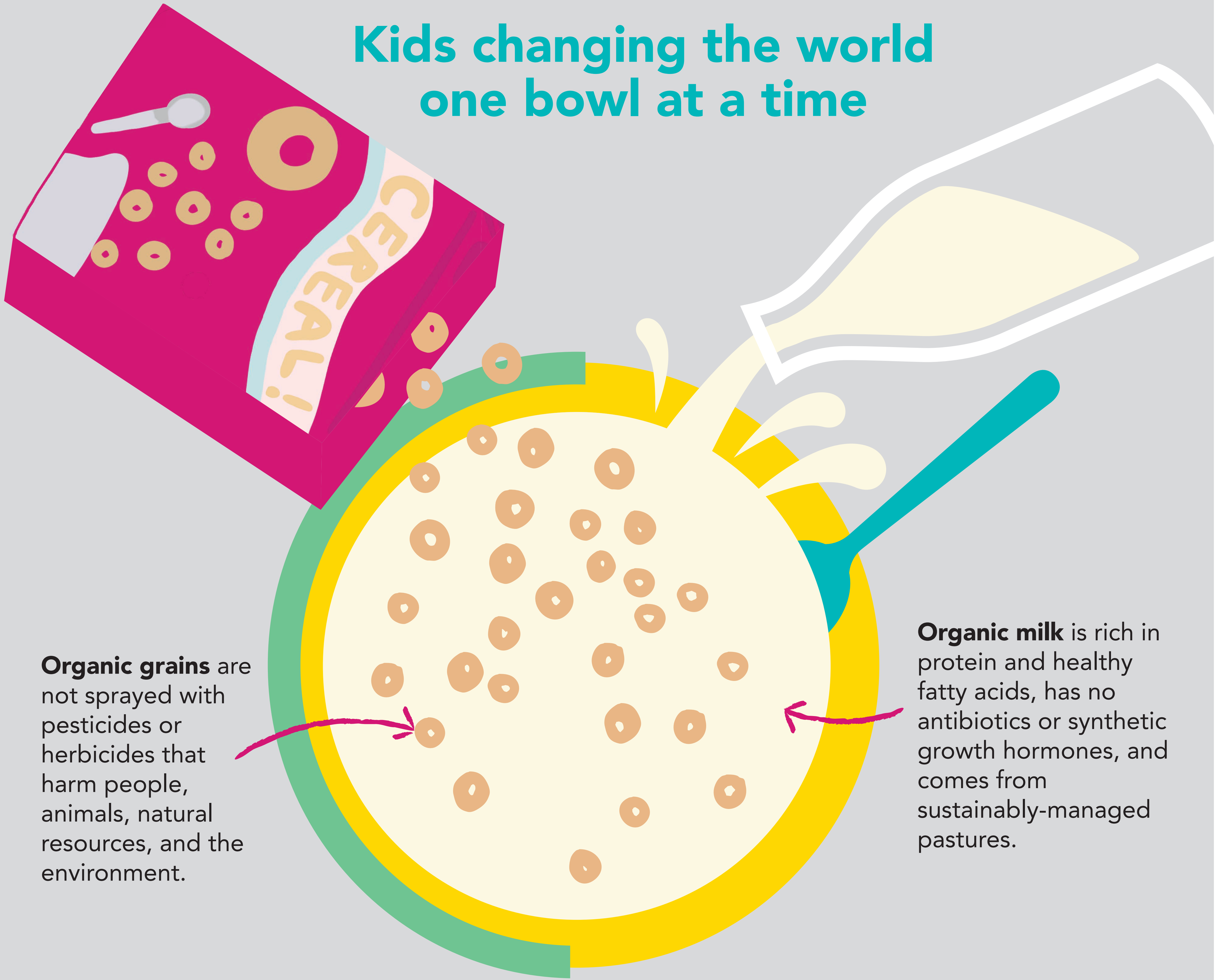


# PROJECT CEREAL

Kids changing the world  
one bowl at a time



**Organic grains** are not sprayed with pesticides or herbicides that harm people, animals, natural resources, and the environment.

**Organic milk** is rich in protein and healthy fatty acids, has no antibiotics or synthetic growth hormones, and comes from sustainably-managed pastures.

**Organic farms** restore soil health, promote biodiversity, and release 30% less greenhouse gas emissions than conventional farms.

We're growing a movement that supports the health and sustainability of our kids, farmers, workers, soil and planet!