KNOW Vitamin D

Vitamin D is the only vitamin generated in our bodies by a kiss from the sun.

Foods that contain Vitamin D

Naturally contain vitamin D:
- Fatty fish, like salmon, sardines and mackerel
- Fish liver oils
- Beef liver
- Egg yolks
- Some mushrooms

Fortified with vitamin D:
- Cow’s milk
- Margarine
- Some soy and rice beverages
- Some yogurts and cheeses are made with fortified milk
- Select Kellogg Cereals

What is Vitamin D?
Vitamin D is a fat-soluble vitamin. People can get vitamin D through food, supplements or sun exposure.

Why do we need Vitamin D?
Vitamin D is best known for its role in building and maintaining strong bones and teeth. Calcium, a key element in bone health, can not be properly absorbed without the presence of vitamin D.¹

Researchers are exploring other potential benefits of vitamin D, such as fighting infections by boosting the immune system and reducing the risk of heart disease, diabetes, multiple sclerosis and some cancers. However, at this point, there is not enough evidence to prove any of these relationships with certainty.²

How much Vitamin D do we need?
For good bone health, Health Canada’s recommended daily intakes for vitamin D are 600 IU (international units) for Canadians aged 1 to 70 years, and 800 IU for adults over age 70.¹ Dietary vitamin D recommendations have been set at levels that ensure vitamin D requirements can be met without sun exposure.

Am I at risk for not getting enough Vitamin D?
Many people do not get enough vitamin D from the food they eat. Results from the Canadian Community Health Survey shows that over 85% of children, 75% of adolescents, and 80% adults are not meeting the estimated average requirements for dietary vitamin D. However, the majority of Canadians have adequate circulating vitamin D levels for healthy bones.³ ⁴ ⁵

Do I need a Vitamin D supplement?
Taking a vitamin D supplement is one way to help meet dietary recommendations. Health Canada recommends that, in addition to following a healthy diet, everyone over the age of 50 should take a daily supplement with 400 IU of vitamin D.¹

For more information:
Health Canada
hc-sc.gc.ca
Dietitians of Canada
dietitians.ca
Kellogg’s Nutrition*
kelloggsnutrition.ca

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Selected Kellogg Cereals Are Now Fortified With Vitamin D

Kellogg Canada has been granted a Temporary Marketing Authorization (TMA) by Health Canada to add vitamin D to selected cereals. Kellogg’s® Special K® and Rice Krispies® cereals are now fortified with vitamin D. Check the Nutrition Facts table on food labels to see if your favourite Kellogg cereal has added vitamin D.

Adding vitamin D to cereal makes sense. Cereal is typically partnered with milk, which is Canadian’s primary source of dietary vitamin D. The combination of a vitamin D-fortified cereal and milk delivers a substantial vitamin D boost to the diet. Moreover, Canadians love cereal. A market survey found that ready-to-eat cereal was in 93% of Canadian households.

The Bottom Line: Vitamin D fortified cereal may improve the dietary vitamin D intakes of Canadians.

Comparison of % Daily Value for Rice Krispies® Brown Rice cereal - Before and After Vitamin D Fortification

Before | After
---|---
**Nutrition Facts**
Serving 1 cup (32 g) | **Nutrition Facts**
Serving 1 cup (32 g)
| **Calories**
Amount per serving | With 1/2 Cup 1% Milk
120 | 180
| **Vitamin D**
0 % | 25 %
0 % | 20 %
20 % | 45 %

The percent Daily Value (% DV) can help Canadians make informed food choices. The % DV is found on the Nutrition Facts table.

Health Canada considers a food to have a lot of a vitamin if it has at least 15% DV per serving.

References
3. Health Canada. 2012. Do Canadian Adults Meet their Nutrient Requirements through Food Intake Alone?
4. Health Canada. 2012. Do Canadian Adolescents Meet their Nutrient Requirements through Food Intake Alone?
5. Health Canada. 2012. Do Canadian Children Meet their Nutrient Requirements through Food Intake Alone?

This information is not medical advice and should not replace consultation with your health care provider before starting a new exercise program or eating plan.

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