Study population
Women aged 18-44 years

Screen 500 women for low iron stores (SF≤25μg/L, Hb≥115g/L)

Identify 100 volunteers (assuming prevalence ±20%)

Part 1: Screening of women for iron deficiency

Stratified randomisation

Baseline: Iron, ascorbic acid and carotenoid status, dietary intake, blood loss, anthropometry, physical activity, demographic data

Iron fortified breakfast cereal with banana (n=50) 16 weeks
Iron fortified breakfast cereal with kiwifruit (n=50) 16 weeks

End: Iron, ascorbic acid and carotenoid status, dietary intake, blood loss, anthropometry, physical activity, evaluation of the study breakfast