

# Action Kit



Partnering  
with MyPyramid:  
**Corporate  
Challenge**

**MyPyramid.gov**  
STEPS TO A HEALTHIER YOU



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## Section 1

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### Welcome Message from Dr. Brian Wansink



Welcome to the Partnering with MyPyramid: Corporate Challenge Action Kit. The United States Department of Agriculture's (USDA's) Center for Nutrition Policy and Promotion is committed to improving the nutritional well-being of all Americans. We invite you to step up and join us in being part of the solution to end childhood obesity.

This initiative gives you a chance to think and do things differently. The Action Kit will be an easy guide to help you sign on to the Corporate Challenge.

I applaud you and your company for your vision in helping create a win-win opportunity that is bigger than us all. I also applaud you for thinking about how your company can take part in this historic movement.

Best regards,

Brian Wansink

See Appendix 1 for [Dr. Brian Wansink's Biographical Sketch](#).

## Section 2

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### What Is Partnering with MyPyramid: Corporate Challenge?

Partnering with MyPyramid: Corporate Challenge is a program initiated by USDA's Center for Nutrition Policy and Promotion (CNPP) that encourages corporations to use MyPyramid messages in promoting healthy food and lifestyle choices. It focuses on helping a family's nutrition gatekeeper make choices that are consistent with the [2005 Dietary Guidelines for Americans](#) and [MyPyramid](#).

Through signing a simple [Memorandum of Intent](#) and planning an initiative, corporations can join CNPP in the Corporate Challenge. Along with the food industry, this first year CNPP will also reach out to involve the consumer electronics industry (video games, computers, internet, cell phones, etc.).

The Corporate Challenge is a chance to “think differently” about connecting with families and helping them make healthy food and lifestyle choices. For example, a corporation could provide MyPyramid food group information on packaging, develop a new product, create a website that shows easy and fun ways to be more physically active, or give a free [MyPyramid Menu Planner](#) CD to consumers who mail in Proofs-of-Purchases. Perhaps a company could bundle the [MyPyramid Menu Planner](#) software to their video game systems, make it easy for a consumer to download the Planner, or send MyPyramid messages to consumers' cell phones.

All companies that participate in the Corporate Challenge will be identified on the [MyPyramid.gov](#) website. CNPP will also acknowledge these companies at the formal media unveiling of Partnering with MyPyramid: Corporate Challenge, which will be held in Washington, DC, in April 2008. Later this year, we will ask all participating companies how they are progressing on their projects, and a number of the participants with innovative projects will be recognized in the *1st Annual Partnering with MyPyramid Symposium* toward the end of the year.



## Section 3

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### Project Ideas – What Can Your Company Do?

The following ideas are examples only of the types of projects that are envisioned. A company's project could focus on one or more of the following, but are not limited to these ideas:

#### Product formulation and packaging

- Include information about the MyPyramid food group content of a product on front of package labeling.
- Develop a new packaging initiative that assists consumers in following MyPyramid recommendations and monitoring portion sizes.
- Formulate a new food product to be more consistent with *Dietary Guidelines* recommendations. For example, a frozen meal or side dish made with a large percentage of whole grains, or with additional vegetables.

#### Computer applications and Websites

- Develop computer games or other software for kids that include MyPyramid nutrition and physical activity messages for use on the company website.
- Set up a website for moms that gives great ideas for healthy snacking based on MyPyramid and links to [MyPyramid.gov](http://MyPyramid.gov).
- Develop and place MyPyramid pop-ups on corporate web pages and advertising to point moms to the [MyPyramid Menu Planner](#).

#### Promotions and advertisements

- Integrate MyPyramid messaging into product advertising and promotions.
- Encourage physical activity through a product promotion or consumer education campaign.
- Distribute a CD ROM of the [MyPyramid Menu Planner](#) in food products such as cereal boxes. (Example - Buy 3, get a free CD!)
- Include a MyPyramid message and promotion with product ads in the weekend newspaper coupon inserts.
- Run and/or use [MyPyramid PodCasts](#) in promotion activities.

#### Contests/games

- Design a MyPyramid-related contest for consumers to enter.
- Develop computer games or other software for kids that include MyPyramid nutrition and physical activity messages.

## Section 3 (continued)

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### **On-site promotions**

- Develop placemats with MyPyramid messages and information for use in restaurants.

### **Professional outreach**

- Send a targeted mailing to nutrition education professionals (e.g., members of the American Dietetic Association or the Society for Nutrition Education) with the CD ROM of the [MyPyramid Menu Planner](#), to assist them in using the Menu Planner with clients.
- Reprint a MyPyramid poster (e.g., MyPyramid for Kids, MyPyramid Plan for Moms, or MyPyramid for Preschoolers) and send to professionals who work with these audiences.



## Section 4

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### How Do I Sign Up? It's as Easy as 1, 2, 3!

To join the Corporate Challenge, there are three documents you need to complete and return by fax or e-mail to USDA.

The three documents are:

1. [Application Form](#) – see Appendix 2.
2. [Memorandum of Intent](#) – see Appendix 3.
3. [Description of Proposed Project](#) – for an example, see Appendix 4.

The proposed project should include:

- Project goals
- Project synopsis (limited to 100 words)
- Project timeline
- Target audience

Fax the three completed forms to: Corporate Challenge, attention David Herring at 703-305-3300; or send them via e-mail to [david.herring@cnpp.usda.gov](mailto:david.herring@cnpp.usda.gov).

Proposals that are consistent with the Corporate Challenge criteria (see section 7) will be signed, dated, and returned. See Appendix 5 for the [Corporate Challenge Message Guide](#) which includes additional details and examples, and appendix 6 for a list of additional [Tips from MyPyramid.gov](#).

Later in the year, CNPP will contact companies to learn about their progress and successes, and select some projects to be highlighted in the *1st Annual Partnering with MyPyramid Symposium*.

## Section 5

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### Will All Submissions Be Signed?

In order for USDA to sign a [Partnering with MyPyramid Memorandum of Intent \(MOI\)](#), the proposal must be consistent with the *2005 Dietary Guidelines for Americans*, as described in Section 7 and in the [Corporate Challenge Message Guide](#). See Appendix 5 for the complete [Corporate Challenge Message Guide](#) to help you learn about the *Dietary Guidelines* and MyPyramid themes and messages. This information will help your company develop a proposal for an initiative that is consistent with the *2005 Dietary Guidelines for Americans*.



## Section 6

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### **How Will I Know if Our Memorandum of Intent Is Signed?**

Proposals that are consistent with the program criteria will be signed, dated, and returned. At a later date – prior to the annual symposium – USDA will contact companies to learn about their progress and success.

See Appendix 5 for the [Corporate Challenge Message Guide](#).

## Section 7

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### **What are the criteria for a Corporate Challenge project or initiative?**

The criteria for Project M.O.M. Corporate Challenge projects and initiatives are as follows:

- Consumer communications, content, and initiatives must be consistent with MyPyramid's overarching themes and key messages and with the *2005 Dietary Guidelines for Americans*.
- No consumer communications or content used in conjunction with the project may be in conflict with any recommendations from the *2005 Dietary Guidelines for Americans*.
- All project messaging must be consistent with prevailing USDA and FDA regulatory requirements.

In determining whether project messaging is consistent with MyPyramid and the *Dietary Guidelines*, a company should consider the placement of messages and graphic images on specific products in addition to the content of messages.

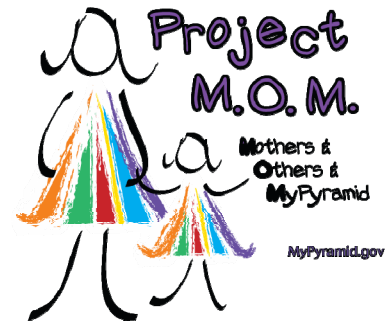
A [Partnering with MyPyramid: Corporate Challenge Message Guide](#) has been developed (see appendix 4) to help corporations identify *Dietary Guidelines* recommendations and MyPyramid themes and messages. This information will help your company develop a proposal for an initiative that is consistent with MyPyramid and the *2005 Dietary Guidelines for Americans*.

## Section 8



### What Is Project M.O.M. and How Does the Corporate Challenge Relate to It?

Project M.O.M. – Mothers & Others & MyPyramid – is a multi-pronged initiative sponsored by USDA's Center for Nutrition Policy and Promotion (CNPP) aimed at transforming the way the American family eats. It involves government, industry, and the media. It addresses concerns with the weight and eating habits of America's children.



While this is undoubtedly a complicated problem, Project M.O.M. focuses on the one place where a deliberate, positive trend toward change could take place tonight – in the family home. If we can collectively connect with a family's "nutrition gatekeeper," in ways that help the family eat more nutritiously and be more physically active, we could make an immediate change, with lasting impact.

To do this, Project M.O.M. strives to connect with these nutrition gatekeepers – moms, dads, grandparents, siblings, or other caregivers – to promote good nutrition wherever they make food decisions. We need to connect where they work and play, and where they purchase and prepare food. This is why CNPP has launched Project M.O.M.

Project M.O.M.'s goals will be accomplished by empowering all nutrition gatekeepers with the skills and information they need to model a healthy lifestyle and make "family-healthy" food choices.

Project M.O.M. is the umbrella for many initiatives that focus on the nutritional gatekeeper and MyPyramid. Partnering with MyPyramid: Corporate Challenge is one of the initiatives. Besides the Corporate Challenge, CNPP has four projects under the Project M.O.M. umbrella. They are:

- **MyPyramid Menu Planner** – launching in March 2008 (a [sample slide](#) and a [full demo slide show](#) are currently available)  
A menu planner that is fast, fun, great for the family, and easy to use, the MyPyramid Menu Planner can help you plan food choices to meet your personal MyPyramid recommendations.

## Section 8 (continued)

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- **MyPyramid for Pregnancy and Breastfeeding** – launching in May 2008  
You can create a personalized MyPyramid for Moms that shows what and how much to eat from each food group during each trimester of pregnancy or breastfeeding stage.
- **MyPyramid for Preschoolers** – launching in September 2008  
Based on advice from leading experts in nutrition for preschoolers and written in parent-friendly terms, MyPyramid for Preschoolers can help sort out what to do when faced with eating jags, picky eaters, and conflicting advice.
- **Cost of Raising a Child Calculator** – launching in January 2009  
This new tool will let parents estimate how much a child will cost them, based on the age of the child, their household income, and the region of the country where they live.

See Appendix 7 for an overview of [Project M.O.M. Initiatives](#).



## Section 9

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### **What Are the Graphic Standards for Using the MyPyramid Symbol?**

The graphic standards have been written to make the correct application of the MyPyramid symbol as easy as possible. Active participation of a “community of users” – the media, educators, government agencies, nongovernmental organizations, health professionals, industry, and others – is important to the program’s success. We appreciate interest in the program and encourage use of the symbol frequently.

**Note: Use of the USDA/CNPP logo is prohibited. Use of the name USDA/CNPP is prohibited if it is used in a manner that could imply materials were reviewed and approved by USDA/CNPP.**

For complete graphic standards information, [click here](#).

## Section 10

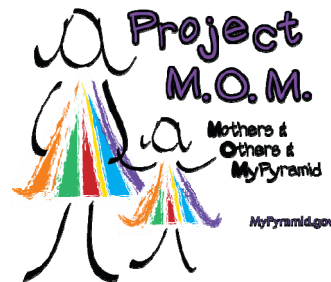
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### How Can I Access High Resolution Graphics of MyPyramid?

High resolution files of MyPyramid and Project M.O.M. graphic images are available to download from the MyPyramid.gov [graphics and resources website](#).

Or, click on the images below to access the page.





## Section 11

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### Calendar of Events — Under Construction

## Section 12

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### Podcast on the Corporate Challenge

Below is the transcript of the MyPyramid Corporate Challenge PodCast. To view the podcast, click [here](#) or visit [www.MPyramid.gov/podcasts](http://www.MPyramid.gov/podcasts).

#### MyPyramid PodCast #5 – MyPyramid Corporate Challenge

Brian Wansink: Hi I'm Dr. Brian Wansink. I'm the Executive Director for USDA's Center for Nutrition Policy and Promotion. We're the people who developed MyPyramid — you know — the food pyramid. But now we want to take things to a whole new level. What we want to do is remind people to eat right and move more everywhere they work and play, and everywhere they purchase and prepare foods.

The pyramid already shows up on a lot of food packaging, but the pyramid also promotes physical activity. What about... the pyramid on running shoes... or on dress shoes... or cell phones, ATMs, water bottles, or even shopping bags, and of course, in stores.

MyPyramid promotes healthy eating and lifestyle choices — but we can't do this by ourselves. We need some help from corporate America to help multiply the message and help nutritional gatekeepers make better choices when they shop and when they prepare food.

That's why we started MyPyramid Corporate Challenge. It's partnering with MyPyramid. Let's see how it works. How can your company be part of the Corporate Challenge? It's as easy as 1, 2, 3. And it's all spelled out in the Action Kit. Here are the three simple documents you need to complete: First, a simple one page Application Form. Second, a Memorandum of Intent. And third, a short description of your Project ideas.

To sign up, go to MyPyramid.gov and click on "Corporate Challenge." There are dozens of ways your company can partner with MyPyramid. And you can also see what other companies have done to get credit for how they are helping America eat better. Your imagination is the limit. So think creatively.

## Section 13

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### Approved Quotes

As partners in the MyPyramid Corporate Challenge, companies may use any of the following approved quotes for their press releases or other materials. Each quote should be attributed to **Dr. Brian Wansink**, Executive Director for USDA’s Center for Nutrition Policy and Promotion, with the exception of the final quote by **Nancy Montanez Johner**, Under Secretary of USDA’s Food, Nutrition, and Consumer Services.

“USDA welcomes [name of company] as a team member of the ‘Partnering with MyPyramid: Corporate Challenge’ to improve family nutrition and end childhood obesity. Working together, we can begin to make immediate changes where family members work, live, and play, which can have lasting impact on child and family health.”

“We’re thrilled that [name of company] has joined the ‘Partnering with MyPyramid: Corporate Challenge,’ becoming part of a 3-pronged movement where government, industry, and education are taking aim at transforming the way America eats.”

“The purpose of the ‘Partnering with MyPyramid: Corporate Challenge’ is to equip consumers with the information that they need to make smart decisions about eating more healthfully and being more physically active, so [name of company] plays an important part in bringing that vision to reality.”

“The increasing problems of obesity and poor eating habits among America’s children are undoubtedly complicated issues, but what is often overlooked is the one place where a deliberate, positive trend toward change could take place tonight – the family home. By connecting with the ‘nutritional gatekeepers’ in families to help them make better food choices and encourage more physical activity, we could make an immediate change with lasting impact.”

“We need to connect with nutritional gatekeepers wherever they make their food decisions – where they work and play, and where they purchase and prepare food.”

“Project M.O.M. – ‘Mothers & Others & MyPyramid’ – is a 3-pronged government/multi-industry/education movement.”

“Shopping and eating nutritiously can be challenging. However, the messages found in the Dietary Guidelines for Americans and USDA’s MyPyramid can help grocery shoppers and food preparers at home make better decisions for their family.”

“Food and consumer electronic companies are stepping up to provide opportunities for families to connect to good nutrition and activity where they work and play, and where they purchase and prepare food.”

“Food and consumer electronic companies can play an important role for the consumer by promoting MyPyramid’s messages for choosing a balanced diet and supporting a healthy lifestyle,” said **Nancy Montanez Johner**, Under Secretary of USDA’s Food, Nutrition, and Consumer Services.

## Section 14

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### Industry Messages – Under Construction



## Section 15

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### Appendices

Appendix 1 – Dr. Wansink’s Biographical Sketch

Appendix 2 – Application Form

Appendix 3 – Memorandum of Intent

Appendix 4 – Example of Project Description

Appendix 5 – Partnering with MyPyramid: Corporate Challenge Message Guide

Appendix 6 – Tips from MyPyramid.gov

Appendix 7 – Project M.O.M Initiatives

Appendix 8 – Press Release on Corporate Challenge

Appendix 9 – MyPyramid Menu Planner – Sample Slide

Appendix 10 – Frequently Asked Questions



## Biographical Sketch

### Dr. Brian Wansink Executive Director

**U.S. Department of Agriculture  
Center for Nutrition Policy and Promotion**

Dr. Brian Wansink was appointed Executive Director of the U.S. Department of Agriculture's Center for Nutrition Policy and Promotion (CNPP) on November 19, 2007.

In this position, Dr. Wansink represents the Department in matters related to nutrition policy and guidance. The two primary objectives of CNPP are to advance and promote dietary guidance for all Americans and conduct applied research and analysis in nutrition and consumer economics. In this position, Dr. Wansink will be responsible for overseeing the planning, development, review, and promotion of the 2010 *Dietary Guidelines for Americans*, the *MyPyramid* food guidance system, and programs including the *Healthy Eating Index*, the *USDA Food Plans*, and the cost of raising a child.

New initiatives include expanding *MyPyramid* for target populations, such as moms and preschool children, and launch new tools including the MyPyramid Menu Planner, the Cost of Raising a Child and Child Cost Calculator, and monthly podcasts (see [MyPyramid.gov](http://MyPyramid.gov)). Further, under *Project M.O.M.* (Mothers & Others & MyPyramid), Dr. Wansink is challenging corporate America to help put an end to childhood obesity by creatively working in win-win ways that promote healthy eating practices and increasing physical activity.

Dr. Wansink joins USDA with over 25 years of experience in nutritional science, food psychology, consumer behavior, food marketing, and grocery shopping behavior. His award-winning academic research on food has been published in leading marketing, medical, and nutrition journals nationally and internationally, and contributed to the development and introduction of "100 calorie" packaging. He is the author of *Mindless Eating: Why We Eat More Than We Think* and *Marketing Nutrition*. He has been recently featured on 20/20, 60 Minutes, The Today Show, and in The Washington Post and New York Times. In January 2008 Dr. Wansink was named *Person of the Week* by ABC News.

Dr. Wansink has taken an academic leave of absence from his professorship at Cornell University where he holds the John S. Dyson Endowed Chair, Professor of Marketing, and Director of the Cornell Food and Brand Lab in the Department of Applied Economics and Management at Cornell University, Ithaca, NY. He has had academic appointments at Dartmouth College, Vrije Universiteit (The Netherlands), the Wharton School at the University of Pennsylvania, the University of Illinois at Urbana-Champaign, INSEAD at Fountainebleau (France), U.S. Army Research Labs, and Cornell University.

He received a Ph.D. at Stanford University, 1990; M.A. at Drake University, 1984; and B.A. at Wayne State College, 1982.

Born in Sioux City, IA, Dr. Wansink resides with his wife Jennifer, and daughters Audrey and Valerie.

He regards himself as a mediocre saxophone player having played with a jazz quartet, a ten-piece rhythm and blues band, and a rock band. He enjoys both French food and French fries in portion sizes commensurate with the *Dietary Guidelines*.





# Application Form

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## Partnering with MyPyramid: Corporate Challenge

**Company Name:**

**Company Address:**

**Contact Person:**

**Phone:**

**Fax:**

**Email:**

**Alternate Contact Person:**

**Phone:**

**Fax:**

**Email:**

**Brief description of company:**

**Title of Partnering with MyPyramid Project:**

**Check yes or no for inclusion of the following information on the MyPyramid.gov website:**

Permission to include your company as Partnering with MyPyramid? Yes\_\_ No\_\_

Permission to include your project title or synopsis? Yes\_\_ No\_\_

**Please attach a 1 to 2 page description of the proposed project including:**

- Project goals
- Project synopsis (limited to 100 words)
- Project timeline
- Target audience

**Fax form and project description to CNPP at 703-305-3300, to the attention of David Herring.**

**Appendix 2**

**MEMORANDUM OF INTENT  
BETWEEN THE  
UNITED STATES DEPARTMENT OF AGRICULTURE  
AND**

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Whereas, the United States Department of Agriculture (USDA), pursuant to its authority to disseminate information regarding good nutrition has developed the MyPyramid Food Guidance System.

Whereas, \_\_\_\_\_, intends to engage in one or more of the following:

- Promote MyPyramid and develop a complimentary product, program, or campaign for consumers, and/or
- Develop a new packaging initiative that assists consumers in following MyPyramid recommendations and monitoring portion sizes, and/or
- Encourage physical activity through a product promotion or consumer education campaign.

; and

Whereas, USDA and \_\_\_\_\_ have common goals of ensuring the completeness and accuracy of all information on nutrition disseminated to the public, particularly such information directed at school-age children and their parents:

Therefore, USDA and \_\_\_\_\_ agree to the following:

1. USDA will, if requested:
  - 0.1 Make available directly to \_\_\_\_\_ MyPyramid.gov graphics, educational materials and other publicly available nutrition information developed by USDA; and
  - 0.2 Provide technical assistance through a MyPyramid message guide to assure accuracy of nutrition information to be disseminated by \_\_\_\_\_ to the public.

**Appendix 3**

2. \_\_\_\_\_ agrees:
  - 0.1 To make every reasonable effort to ensure the completeness and accuracy of the nutrition information that it incorporates into the \_\_\_\_\_ MyPyramid advertising, marketing program, product development, or initiative; and
  - 0.2 To cite USDA as the source of MyPyramid whenever \_\_\_\_\_ uses it.
  
3. USDA and \_\_\_\_\_ mutually agree as follows:
  1. It is the policy of USDA not to endorse any commercial enterprise or product; therefore, \_\_\_\_\_ may not cite USDA in any way so as to suggest USDA endorsement of \_\_\_\_\_ or a \_\_\_\_\_ product, program, and/or initiative.
  2. This memorandum of intent (MOI) is not a contractually binding agreement between the parties, nor is it a funds obligating document.
  3. This MOI will become effective upon the signature of both parties and shall remain in effect for two years from the date of execution.
  4. This MOI may be modified or extended by mutual written agreement, and may be terminated at any time by either party upon written notice to the other party.

Executed in duplicate on the dates indicated below:

\_\_\_\_\_  
USDA

\_\_\_\_\_  
Date

\_\_\_\_\_

\_\_\_\_\_  
Date

# Example of Project Description

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## **Pasta Tonite Corporation, Inc. 4380 The Parkway Springfield, XX**

We are pleased to sign the Memorandum of Intent for Partnering with MyPyramid: The Corporate Challenge to Step Up and End Childhood Obesity. We at Pasta Tonite will launch a series of promotions and outreach efforts aimed at (1) helping our valued customers learn how Pasta Tonite fits in a balanced diet, and (2) helping introduce our product to new customers who might not previously considered our product as a meal solution in a balanced diet.

### **1. MyPyramid and Our Label: A Front-of-pack Presence**

We will put the Pyramid on the front of our frozen food packaging to indicate what serving percentage of the food groups the product satisfies. We will also link to our PastaTonite.com to show how a food gatekeeper can supplement or modify our meals to fit solidly within the Dietary Guidelines. In addition, this will link to MyPyramid Planner and to the MyPyramid Podcasts.

Start Date: 4/08

Release Date: 10/09

### **2. Three UPC Labels; Free MyPyramid Planner**

As an incentive, to any person who sends in three UPC codes from a Pasta Tonite product, we will send them a copy of MyPyramid Planner on CD along with a recipe book that shows how gatekeepers can tailor or modify a Pasta Tonite meal.

Start Date: 6/08

Release Date: 10/08

### **3. Add MyPyramid Posters and Podcast DVD with our *Learn to Cook*<sup>TM</sup> School Program.**

In the material we provide to teachers, we will be including MyPyramid Posters and a DVD of the MyPyramid Podcasts along with a lesson plan of how the 12 segments can be inserted in different parts of the curriculum.

Start Date: 5/08

Release Date: 9/08

### **4. Market Test Two New Products: Whole Grain Pasta Tonite and Double-Veggie Delight.**

Consistent with the Dietary Guidelines, we will concept test, develop, and market test two potentially new products: Whole Grain Pasta Tonite and Double-Veggie Delight.

Start Date: 7/08

Release Date: 1/10

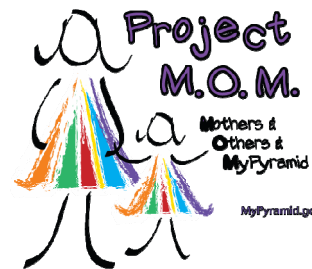
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President and CEO, **Pasta Tonite Corporation, Inc.**

**Appendix 4**

# Project M.O.M.\*

\*Mothers & Others & MyPyramid



## Partnering with MyPyramid: Corporate Challenge Message Guide

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### CRITERIA

In order for CNPP to sign a Partnering with MyPyramid MOI, the proposal must be consistent with the *2005 Dietary Guidelines for Americans*. The criteria for consumer communications and content in a Project M.O.M. Corporate Challenge project are as follows:

- Consumer communications, content, and initiatives must be consistent with MyPyramid’s overarching themes and key messages and with the *2005 Dietary Guidelines for Americans*.
- No consumer communications or content used in conjunction with the project may be in conflict with any recommendations from the *2005 Dietary Guidelines for Americans*.
- All project messaging must be consistent with prevailing USDA and FDA regulatory requirements.

### BACKGROUND and EXPLANATION

The *2005 Dietary Guidelines for Americans* are the basis for Federal nutrition policy. The MyPyramid Food Guidance System provides food-based guidance to help implement the recommendations of the *Guidelines*. MyPyramid translates the *Guidelines* into a **total diet** that meets nutrient needs from food sources and aims to moderate or limit dietary components often consumed in excess.

MyPyramid’s **overarching themes** are:

- **Variety**—Eat foods from all food groups and subgroups.
- **Proportionality**—Eat more of some foods (fruits, vegetables, whole grains, fat-free or low-fat milk products), and less of others (foods high in saturated or *trans* fats, added sugars, cholesterol salt, and alcohol.).
- **Moderation**—Choose forms of foods that limit intake of saturated or *trans* fats, added sugars, cholesterol, salt, and alcohol.
- **Activity**—Be physically active every day.

MyPyramid’s **key messages** and the *2005 Dietary Guidelines for Americans* **recommendations** that form the basis for these messages are listed in the attached table.

MyPyramid’s key messages were designed in language suitable for consumers. One or more of these messages may be used as written for consumer communications in a Corporate Challenge project. Consumer tips from the [MyPyramid.gov](http://MyPyramid.gov) website may also be used for Project messages. These tips are listed in the document “Tips from MyPyramid.gov.”

If new content and/or messages are developed for the Corporate Challenge project, they must be consistent with *2005 Dietary Guidelines for Americans* recommendations. These recommendations are not intended to be used as direct consumer messages, but rather as a framework from which consumer messages and materials can be developed. The full text of the *Dietary Guidelines* can be found at <http://www.health.gov/dietaryguidelines/dga2005/document/default.htm>.

In determining whether project messaging is consistent with MyPyramid and the *Dietary Guidelines*, a company should consider the placement of messages and any graphic images on specific products in addition to the content of messages. Additionally, projects must be consistent with prevailing USDA and FDA regulatory requirements.

Proposals that are consistent with the criteria will be signed, dated, and returned. At a later date—prior to the annual symposium—CNPP will contact companies to learn about their progress and success.

Examples of consumer messaging that meet or do not meet these criteria are:

**Meets Criteria:** Include apple juice in your fruit choices—enjoy a variety of fruits every day.

**Does Not Meet Criteria:** Drink 2 cups of apple juice daily to meet your fruit group needs.

**Meets Criteria:** Bread can be an important part of your diet—be sure to make half your grains whole.

**Does Not Meet Criteria:** Bread can be an important part of your diet—MyPyramid recommends eating more bread.

**Meets Criteria:** The Dietary Guidelines recommends 3 cups of low fat or fat-free milk or equivalent milk products a day.

**Does Not Meet Criteria:** To build strong bodies, the Dietary Guidelines recommends drinking 3 servings of milk a day.

**TABLE**

**MyPyramid Key Messages and 2005 Dietary Guidelines for Americans Recommendations**

All consumer content developed for and used in the Partnering with MyPyramid Corporate Challenge must be consistent with the key messages and recommendations provided on this table.

<p><b>MyPyramid</b></p> <p><b>Key Messages for Consumers</b></p>	<p><i>2005 Dietary Guidelines for Americans Recommendations</i></p> <p><b>Selected recommendations* most closely related to MyPyramid messages</b></p>
<p><b>CALORIES:</b>  <b>Find your balance between food and physical activity.</b></p> <p>Be sure to stay within your daily calorie needs.</p>	<p><b>To maintain body weight in a healthy range, balance calorie intake from foods and beverages with calories expended.</b></p> <p><b>Meet recommended intakes within energy needs by adopting a balanced eating pattern, such as the USDA Food Guide or the DASH Eating Plan.</b></p> <p><b>To prevent gradual weight gain over time, make small decreases in food and beverage calories and increase physical activity.</b></p>
<p><b>PHYSICAL ACTIVITY:</b>  <b>Find your balance between food and physical activity.</b></p> <p><u>Adults</u>            Be physically active for at least 30 minutes most days of the week.</p> <p><u>Children and adolescents</u>            Be physically active for at least 60 minutes every day, or most days.</p>	<p><b>Engage in regular physical activity and reduce sedentary activities to promote health, psychological well-being, and a healthy body weight.</b></p> <p><u>Adults</u>  <b>To reduce the risk of chronic disease in adulthood, engage in at least 30 minutes of moderate-intensity physical activity, above usual activity, at work or home on most days of the week.</b></p> <p><u>Children and adolescents</u>  <b>Engage in at least 60 minutes of physical activity on most, preferably all, days of the week.</b></p>
<p><b>GRAINS:</b>  <b>Make half your grains whole.</b></p> <p>Eat at least 3 ounces of whole-grain cereals, breads, crackers, rice, or pasta every day.</p> <p>1 ounce is about 1 slice of bread, about 1 cup of breakfast cereal, or ½ cup of cooked rice, cereal, or pasta.</p>	<p><b>Consume 3 or more ounce-equivalents of whole-grain products per day, with the rest of the recommended grains coming from enriched or whole-grain products. In general, at least half the grains should come from whole grains.</b></p> <p><b>Choose fiber-rich fruits, vegetables, and whole grains often.</b></p>

<p><b>VEGETABLES: Vary Your Veggies.</b></p> <p>Eat more dark-green veggies like broccoli, spinach, and other dark leafy greens.</p> <p>Eat more orange vegetables like carrots and sweet potatoes.</p> <p>Eat more dry beans and peas like pinto beans, kidney beans, and lentils.</p>	<p><b>Consume a sufficient amount of fruits and vegetables while staying within energy needs. Two cups of fruit and 2½ cups of vegetables per day are recommended for a reference 2,000-calorie intake, with higher or lower amounts depending on the calorie level.</b></p> <p><b>Choose a variety of fruits and vegetables each day. In particular, select from all five vegetables subgroups (dark green, orange, legumes, starchy vegetables, and other vegetables) several times a week.</b></p> <p><b>Choose fiber-rich fruits, vegetables, and whole grains often.</b></p>
<p><b>FRUITS: Focus on Fruits.</b></p> <p>Eat a variety of fruit.</p> <p>Choose fresh, frozen, canned, or dried fruit.</p> <p>Go easy on fruit juices.</p>	<p><b>Consume a sufficient amount of fruits and vegetables while staying within energy needs. Two cups of fruit and 2½ cups of vegetables per day are recommended for a reference 2,000-calorie intake, with higher or lower amounts depending on the calorie level.</b></p> <p><b>Choose a variety of fruits and vegetables each day.</b></p> <p><b>Choose fiber-rich fruits, vegetables, and whole grains often.</b> The majority of servings from the fruit group should come from whole fruit (fresh, frozen, canned, dried) rather than juice.</p>
<p><b>MILK, YOGURT, AND CHEESE: Get your calcium-rich foods.</b></p> <p>Go low-fat or fat-free when you choose milk, yogurt, and other milk products.</p> <p>If you don't or can't consume milk, choose lactose-free products or other calcium sources such as fortified foods and beverages.</p>	<p><b>Consume 3 cups per day of fat-free or low-fat milk, or equivalent milk products.</b></p> <p><b>Children 2 to 8 years old should consume 2 cups per day of fat-free or low-fat milk, or equivalent milk products.</b></p> <p>For individuals who choose to or must avoid all milk products (e.g., individuals with lactose intolerance, vegans), non-dairy calcium containing alternatives may be selected to help meet calcium needs.</p>



<p><b>MEAT, POULTRY, FISH, DRY BEANS, EGGS, AND NUTS: Go lean with protein.</b></p> <p>Choose low-fat or lean meats and poultry.</p> <p>Bake it, broil it, or grill it.</p> <p>Vary your protein routine—choose more fish, beans, peas, nuts, and seeds.</p>	<p><b>When selecting and preparing meat, poultry, dry beans, and milk or milk products, make choices that are lean, low-fat, or fat-free.</b></p> <p>Selecting a variety of foods within the grain, vegetable, fruit, and meat groups may help to ensure that an adequate amount of nutrients and other potentially beneficial substances are consumed.</p> <p>Evidence suggests that consuming approximately two servings of fish per week (approximately 8 ounces total) may reduce the risk of mortality from coronary heart disease.</p>
<p><b>OILS</b></p> <p>Make most of your fat sources from fish, nuts, and vegetable oils.</p>	<p><b>Keep total fat intake between 20 to 35 percent of calories, with most fats coming from sources of polyunsaturated and monounsaturated fatty acids, such as fish, nuts, and vegetable oils.</b></p> <p><b>Limit intake of fats and oils high in saturated and/or <i>trans</i> fatty acids, and choose products low in such fats and oils.</b></p>
<p><b>EXTRAS** and SALT: Know the limits on fats, sugars, and salt (sodium).</b></p> <p>**Solid Fats, Added Sugars, and Alcohol</p> <p>Limit solid fats like butter, stick margarine, shortening, and lard, as well as foods that contain these.</p> <p>Choose foods and beverages low in added sugars. Added sugars contribute calories with few, if any nutrients.</p> <p>Check the Nutrition Facts label to keep saturated fats, <i>trans</i> fats, and sodium low.</p>	<p><b>Consume less than 10 percent of calories from saturated fatty acids and less than 300 mg/day of cholesterol, and keep <i>trans</i> fatty acid consumption as low as possible.</b></p> <p><b>When selecting and preparing meat, poultry, dry beans, and milk or milk products, make choices that are lean, low-fat, or fat-free.</b></p> <p><b>Limit intake of fats and oils high in saturated and/or <i>trans</i> fatty acids, and choose products low in such fats and oils.</b></p> <p><b>Choose and prepare foods and beverages with little added sugars or caloric sweeteners, such as the amounts suggested by the USDA Food Guide and the DASH Eating Plan.</b></p> <p><b>Consume less than 2,300 mg (approximately 1 tsp of salt) of sodium per day.</b></p> <p><b>Choose and prepare foods with little salt. At the same time, consume potassium-rich foods, such as fruits and vegetables.</b></p>

\* Text in bold is key recommendation. Other text is explanatory text from the *2005 Dietary Guidelines for Americans*.



# Tips from MyPyramid.gov

## Tips to help you eat whole grains

### At Meals:

- To eat more whole grains, substitute a whole-grain product for a refined product – such as eating whole-wheat bread instead of white bread or brown rice instead of white rice. It's important to *substitute* the whole-grain product for the refined one, rather than *adding* the whole-grain product.
- For a change, try brown rice or whole-wheat pasta. Try brown rice stuffing in baked green peppers or tomatoes and whole-wheat macaroni in macaroni and cheese.
- Use whole grains in mixed dishes, such as barley in vegetable soup or stews and bulgur wheat in casserole or stir-fries.
- Create a whole grain pilaf with a mixture of barley, wild rice, brown rice, broth and spices. For a special touch, stir in toasted nuts or chopped dried fruit.
- Experiment by substituting whole wheat or oat flour for up to half of the flour in pancake, waffle, muffin or other flour-based recipes. They may need a bit more leavening.
- Use whole-grain bread or cracker crumbs in meatloaf.
- Try rolled oats or a crushed, unsweetened whole grain cereal as breading for baked chicken, fish, veal cutlets, or eggplant parmesan.
- Try an unsweetened, whole grain ready-to-eat cereal as croutons in salad or in place of crackers with soup.
- Freeze leftover cooked brown rice, bulgur, or barley. Heat and serve it later as a quick side dish.

### As Snacks:

- Snack on ready-to-eat, whole grain cereals such as toasted oat cereal.
- Add whole-grain flour or oatmeal when making cookies or other baked treats.
- Try a whole-grain snack chip, such as baked tortilla chips.
- Popcorn, a whole grain, can be a healthy snack with little or no added salt and butter.

### What to Look for on the Food Label:

- Choose foods that name one of the following whole-grain ingredients *first* on the label's ingredient list:

"brown rice"  
 "bulgur"  
 "graham flour"  
 "oatmeal"  
 "whole-grain corn"

"whole oats"  
 "whole rye"  
 "whole wheat"  
 "wild rice"

- Foods labeled with the words "multi-grain," "stone-ground," "100% wheat," "cracked wheat," "seven-grain," or "bran" are usually *not* whole-grain products.

- Color is not an indication of a whole grain. Bread can be brown because of molasses or other added ingredients. Read the ingredient list to see if it is a whole grain.
- Use the Nutrition Facts label and choose products with a higher % Daily Value (%DV) for fiber – the %DV for fiber is a good clue to the amount of whole grain in the product.
- Read the food label's ingredient list. Look for terms that indicate added sugars (sucrose, high-fructose corn syrup, honey, and molasses) and oils (partially hydrogenated vegetable oils) that add extra calories. Choose foods with fewer added sugars, fats, or oils.
- Most sodium in the food supply comes from packaged foods. Similar packaged foods can vary widely in sodium content, including breads. Use the Nutrition Facts label to choose foods with a lower % DV for sodium. Foods with less than 140 mg sodium per serving can be labeled as low sodium foods. Claims such as "low in sodium" or "very low in sodium" on the front of the food label can help you identify foods that contain less salt (or sodium).

## **Whole Grain Tips for Children**

- Set a good example for children by eating whole grains with meals or as snacks.
- Let children select and help prepare a whole grain side dish.
- Teach older children to read the ingredient list on cereals or snack food packages and choose those with whole grains at the top of the list.

## **Tips to help you eat vegetables**

### **In general:**

- Buy fresh vegetables in season. They cost less and are likely to be at their peak flavor.
- Stock up on frozen vegetables for quick and easy cooking in the microwave.
- Buy vegetables that are easy to prepare. Pick up pre-washed bags of salad greens and add baby carrots or grape tomatoes for a salad in minutes. Buy packages of such as baby carrots or celery sticks for quick snacks.
- Use a microwave to quickly "zap" vegetables. White or sweet potatoes can be baked quickly this way.
- Vary your veggie choices to keep meals interesting.
- Try crunchy vegetables, raw or lightly steamed.

### **For the best nutritional value:**

- Select vegetables with more potassium often, such as sweet potatoes, white potatoes, white beans, tomato products (paste, sauce, and juice), beet greens, soybeans, lima beans, winter squash, spinach, lentils, kidney beans, and split peas.
- Sauces or seasonings can add calories, fat, and sodium to vegetables. Use the Nutrition Facts label to compare the calories and % Daily Value for fat and sodium in plain and seasoned vegetables.
- Prepare more foods from fresh ingredients to lower sodium intake. Most sodium in the food supply comes from packaged or processed foods.
- Buy canned vegetables labeled "no salt added." If you want to add a little salt it will likely be less than the amount in the regular canned product.

### **At meals:**

- Plan some meals around a vegetable main dish, such as a vegetable stir-fry or soup. Then add other foods to complement it.
- Try a main dish salad for lunch. Go light on the salad dressing.
- Include a green salad with your dinner every night.
- Shred carrots or zucchini into meatloaf, casseroles, quick breads, and muffins.
- Include chopped vegetables in pasta sauce or lasagna.

- Order a veggie pizza with toppings like mushrooms, green peppers, and onions, and ask for extra veggies.
- Use pureed, cooked vegetables such as potatoes to thicken stews, soups and gravies. These add flavor, nutrients, and texture.
- Grill vegetable kabobs as part of a barbecue meal. Try tomatoes, mushrooms, green peppers, and onions.

### **Make vegetables more appealing:**

- Many vegetables taste great with a dip or dressing. Try a low-fat salad dressing with raw broccoli, red and green peppers, celery sticks or cauliflower.
- Add color to salads by adding baby carrots, shredded red cabbage, or spinach leaves. Include in-season vegetables for variety through the year.
- Include cooked dry beans or peas in flavorful mixed dishes, such as chili or minestrone soup.
- Decorate plates or serving dishes with vegetable slices.
- Keep a bowl of cut-up vegetables in a see-through container in the refrigerator. Carrot and celery sticks are traditional, but consider broccoli florettes, cucumber slices, or red or green pepper strips.

### **Vegetable tips for children:**

- Set a good example for children by eating vegetables with meals and as snacks.
- Let children decide on the dinner vegetables or what goes into salads.
- Depending on their age, children can help shop for, clean, peel, or cut up vegetables.
- Allow children to pick a new vegetable to try while shopping.
- Use cut-up vegetables as part of afternoon snacks.
- Children often prefer foods served separately. So, rather than mixed vegetables try serving two vegetables separately.

### **Keep it safe:**

- Wash vegetables before preparing or eating them. Under clean, running water, rub vegetables briskly with your hands to remove dirt and surface microorganisms. Dry after washing.
- Keep vegetables separate from raw meat, poultry and seafood while shopping, preparing, or storing.

## **Tips to help you eat fruits**

### **In general:**

- Keep a bowl of whole fruit on the table, counter, or in the refrigerator.
- Refrigerate cut-up fruit to store for later.
- Buy fresh fruits in season when they may be less expensive and at their peak flavor.
- Buy fruits that are dried, frozen, and canned (in water or juice) as well as fresh, so that you always have a supply on hand.
- Consider convenience when shopping. Buy pre-cut packages of fruit (such as melon or pineapple chunks) for a healthy snack in seconds. Choose packaged fruits that do not have added sugars.

### **For the best nutritional value:**

- Make most of your choices whole or cut-up fruit rather than juice, for the benefits dietary fiber provides.
- Select fruits with more potassium often, such as bananas, prunes and prune juice, dried peaches and apricots, cantaloupe, honeydew melon, and orange juice.
- When choosing canned fruits, select fruit canned in 100% fruit juice or water rather than syrup.
- Vary your fruit choices. Fruits differ in nutrient content.

## **At meals:**

- At breakfast, top your cereal with bananas or peaches; add blueberries to pancakes; drink 100% orange or grapefruit juice. Or, try a fruit mixed with low-fat or fat-free yogurt.
- At lunch, pack a tangerine, banana, or grapes to eat, or choose fruits from a salad bar. Individual containers of fruits like peaches or applesauce are easy and convenient.
- At dinner, add crushed pineapple to coleslaw, or include mandarin oranges or grapes in a tossed salad.
- Make a Waldorf salad, with apples, celery, walnuts, and dressing.
- Try meat dishes that incorporate fruit, such as chicken with apricots or mango chutney.
- Add fruit like pineapple or peaches to kabobs as part of a barbecue meal.
- For dessert, have baked apples, pears, or a fruit salad.

## **As snacks:**

- Cut-up fruit makes a great snack. Either cut them yourself, or buy pre-cut packages of fruit pieces like pineapples or melons. Or, try whole fresh berries or grapes.
- Dried fruits also make a great snack. They are easy to carry and store well. Because they are dried,  $\frac{1}{4}$  cup is equivalent to  $\frac{1}{2}$  cup of other fruits.
- Keep a package of dried fruit in your desk or bag. Some fruits that are available dried include apricots, apples, pineapple, bananas, cherries, figs, dates, cranberries, blueberries, prunes (dried plums), and raisins (dried grapes).
- As a snack, spread peanut butter on apple slices or top frozen yogurt with berries or slices of kiwi fruit.
- Frozen juice bars (100% juice) make healthy alternatives to high-fat snacks.

## **Make fruit more appealing:**

- Many fruits taste great with a dip or dressing. Try low-fat yogurt or pudding as a dip for fruits like strawberries or melons.
- Make a fruit smoothie by blending fat-free or low-fat milk or yogurt with fresh or frozen fruit. Try bananas, peaches, strawberries, or other berries.
- Try applesauce as a fat-free substitute for some of the oil when baking cakes.
- Try different textures of fruits. For example, apples are crunchy, bananas are smooth and creamy, and oranges are juicy.
- For fresh fruit salads, mix apples, bananas, or pears with acidic fruits like oranges, pineapple, or lemon juice to keep them from turning brown.

## **Fruit tips for children:**

- Set a good example for children by eating fruit everyday with meals or as snacks.
- Offer children a choice of fruits for lunch.
- Depending on their age, children can help shop for, clean, peel, or cut up fruits.
- While shopping, allow children to pick out a new fruit to try later at home.
- Decorate plates or serving dishes with fruit slices.
- Top off a bowl of cereal with some berries. Or, make a smiley face with sliced bananas for eyes, raisins for a nose, and an orange slice for a mouth.
- Offer raisins or other dried fruits instead of candy.
- Make fruit kabobs using pineapple chunks, bananas, grapes, and berries.
- Pack a juice box (100% juice) in children's lunches versus soda or other sugar-sweetened beverages.
- Choose fruit options, such as sliced apples, mixed fruit cup, or 100% fruit juice that are available in some fast food restaurants.
- Offer fruit pieces and 100% fruit juice to children. There is often little fruit in "fruit-flavored" beverages or chewy fruit snacks.

## **Keep it safe:**

- Wash fruits before preparing or eating them. Under clean, running water, rub fruits briskly with your hands to remove dirt and surface microorganisms. Dry after washing.
- Keep fruits separate from raw meat, poultry and seafood while shopping, preparing, or storing.

## Tips for making wise choices — milk group

- Include milk as a beverage at meals. Choose fat-free or low-fat milk.
- If you usually drink whole milk, switch gradually to fat-free milk, to lower saturated fat and calories. Try reduced fat (2%), then low-fat (1%), and finally fat-free (skim).
- If you drink cappuccinos or lattes—ask for them with fat-free (skim) milk.
- Add fat-free or low-fat milk instead of water to oatmeal and hot cereals
- Use fat-free or low-fat milk when making condensed cream soups (such as cream of tomato).
- Have fat-free or low-fat yogurt as a snack.
- Make a dip for fruits or vegetables from yogurt.
- Make fruit-yogurt smoothies in the blender.
- For dessert, make chocolate or butterscotch pudding with fat-free or low-fat milk.
- Top cut-up fruit with flavored yogurt for a quick dessert.
- Top casseroles, soups, stews, or vegetables with shredded low-fat cheese.
- Top a baked potato with fat-free or low-fat yogurt.

## Keep it safe to eat

- Avoid raw (unpasteurized) milk or any products made from unpasteurized milk.
- Chill (refrigerate) perishable food promptly and defrost foods properly. Refrigerate or freeze perishables, prepared food and leftovers as soon as possible. If food has been left at temperatures between 40° and 140° F for more than two hours, discard it, even though it may look and smell good.
- Separate raw, cooked and ready-to-eat foods.

## For those who choose not to consume milk products

- If you avoid milk because of lactose intolerance, the most reliable way to get the health benefits of milk is to choose lactose-free alternatives within the milk group, such as cheese, yogurt, or lactose-free milk, or to consume the enzyme lactase before consuming milk products.
- Calcium choices for those who do not consume milk products include
- Calcium fortified juices, cereals, breads, soy beverages, or rice beverages
- Canned fish (sardines, salmon with bones) soybeans and other soy products (soy-based beverages, soy yogurt, tempeh), some other dried beans, and some leafy greens (collard and turnip greens, kale, bok choy). The amount of calcium that can be absorbed from these foods varies. [Click here for more information about non-dairy calcium sources.](#)

## Tips to help you make wise choices from the meat & beans group

### Go lean with protein:

- Start with a lean choice:
- The leanest beef cuts include round steaks and roasts (round eye, top round, bottom round, round tip), top loin, top sirloin, and chuck shoulder and arm roasts.
- The leanest pork choices include pork loin, tenderloin, center loin, and ham.
- Choose extra lean ground beef. The label should say at least “90% lean”. You may be able to find ground beef that is 93% or 95% lean.
- Buy skinless chicken parts, or take off the skin before cooking.
- Boneless skinless chicken breasts and turkey cutlets are the leanest poultry choices.

- Choose lean turkey, roast beef, ham, or low-fat luncheon meats for sandwiches instead of luncheon meats with more fat, such as regular bologna or salami.
- Keep it lean:
  - Trim away all of the visible fat from meats and poultry before cooking.
  - Broil, grill, roast, poach, or boil meat, poultry, or fish instead of frying.
  - Drain off any fat that appears during cooking.
  - Skip or limit the breading on meat, poultry, or fish. Breading adds fat and calories. It will also cause the food to soak up more fat during frying.
  - Prepare dry beans and peas without added fats.
  - Choose and prepare foods without high fat sauces or gravies.

### **Vary your protein choices:**

- Choose fish more often for lunch or dinner. Look for fish rich in omega-3 fatty acids, such as salmon, trout, and herring. Some ideas are:
  - Salmon steak or filet
  - Salmon loaf
  - Grilled or baked trout
- Choose dry beans or peas as a main dish or part of a meal often. Some choices are:
  - Chili with kidney or pinto beans
  - Stir-fried tofu
  - Split pea, lentil, minestrone, or white bean soups
  - Baked beans
  - Black bean enchiladas
  - Garbanzo or kidney beans on a chef's salad
  - Rice and beans
  - Veggie burgers or garden burgers
  - Hummus (chickpeas) spread on pita bread
- Choose nuts as a snack, on salads, or in main dishes. Use nuts to replace meat or poultry, not in addition to these items:
  - Use pine nuts in pesto sauce for pasta.
  - Add slivered almonds to steamed vegetables.
  - Add toasted peanuts or cashews to a vegetable stir fry instead of meat.
  - Sprinkle a few nuts on top of low-fat ice cream or frozen yogurt.
  - Add walnuts or pecans to a green salad instead of cheese or meat.

### **What to look for on the Food Label:**

- Check the Nutrition Facts label for the saturated fat, *trans* fat, cholesterol, and sodium content of packaged foods.
- Processed meats such as hams, sausages, frankfurters, and luncheon or deli meats have added sodium. Check the ingredient and Nutrition Facts label to help limit sodium intake.
- Fresh chicken, turkey, and pork that have been enhanced with a salt-containing solution also have added sodium. Check the product label for statements such as "self-basting" or "contains up to \_\_\_% of \_\_\_."
- Lower fat versions of many processed meats are available. Look on the Nutrition Facts label to choose products with less fat and saturated fat.

### **Keep it safe to eat:**

- Separate raw, cooked and ready-to-eat foods.
- Do not wash or rinse meat or poultry.
- Wash cutting boards, knives, utensils and counter tops in hot soapy water after preparing each food item and before going on to the next one.
- Store raw meat, poultry and seafood on the bottom shelf of the refrigerator so juices don't drip onto other foods.

- Cook foods to a safe temperature to kill microorganisms. Use a meat thermometer, which measures the internal temperature of cooked meat and poultry, to make sure that the meat is cooked all the way through.
- Chill (refrigerate) perishable food promptly and defrost foods properly. Refrigerate or freeze perishables, prepared food and leftovers within two hours.
- Plan ahead to defrost foods. Never defrost food on the kitchen counter at room temperature. Thaw food by placing it in the refrigerator, submerging air-tight packaged food in cold tap water, or defrosting on a plate in the microwave.
- Avoid raw or partially cooked eggs or foods containing raw eggs and raw or undercooked meat and poultry.
- Women who may become pregnant, pregnant women, nursing mothers, and young children should avoid some types of fish and eat types lower in mercury. See [www.cfsan.fda.gov/~dms/admehg3.html](http://www.cfsan.fda.gov/~dms/admehg3.html) or call 1-888-SAFEFOOD for more information.

## **Tips for increasing physical activity**

### **Make physical activity a regular part of the day**

Choose activities that you enjoy and can do regularly. Fitting activity into a daily routine can be easy—such as taking a brisk 10 minute walk to and from the parking lot, bus stop, or subway station. Or, join an exercise class. Keep it interesting by trying something different on alternate days. What’s important is to be active most days of the week and make it part of daily routine. For example, to reach a 30-minute goal for the day, walk the dog for 10 minutes before and after work, and add a 10 minute walk at lunchtime. Or, swim 3 times a week and take a yoga class on the other days. Make sure to do at least 10 minutes of the activity at a time, shorter bursts of activity will not have the same health benefits. To be ready anytime, keep some comfortable clothes and a pair of walking or running shoes in the car and at the office.

### **More ways to increase physical activity**

#### **At home:**

- Join a walking group in the neighborhood or at the local shopping mall. Recruit a partner for support and encouragement.
- Push the baby in a stroller.
- Get the whole family involved—enjoy an afternoon bike ride with your kids.
- Walk up and down the soccer or softball field sidelines while watching the kids play.
- Walk the dog—don’t just watch the dog walk.
- Clean the house or wash the car.
- Walk, skate, or cycle more, and drive less.
- Do stretches, exercises, or pedal a stationary bike while watching television.
- Mow the lawn with a push mower.
- Plant and care for a vegetable or flower garden
- Play with the kids—tumble in the leaves, build a snowman, splash in a puddle, or dance to favorite music.

#### **At work:**

- Get off the bus or subway one stop early and walk or skate the rest of the way.
- Replace a coffee break with a brisk 10-minute walk. Ask a friend to go with you.
- Take part in an exercise program at work or a nearby gym.
- Join the office softball or bowling team.

#### **At play:**

- Walk, jog, skate, or cycle.
- Swim or do water aerobics.



- Take a class in martial arts, dance, or yoga.
- Golf (pull cart or carry clubs).
- Canoe, row, or kayak.
- Play racket ball, tennis, or squash.
- Ski cross-country or downhill.
- Play basketball, softball, or soccer.
- Hand cycle or play wheelchair sports.
- Take a nature walk.
- Most important – have fun while being active!

## Tips for Eating Healthy When Eating Out

- As a beverage choice, ask for water or order fat-free or low-fat milk, unsweetened tea, or other drinks without added sugars.
- Ask for whole wheat bread for sandwiches.
- In a restaurant, start your meal with a salad packed with veggies, to help control hunger and feel satisfied sooner.
- Ask for salad dressing to be served on the side. Then use only as much as you want.
- Choose main dishes that include vegetables, such as stir fries, kebobs, or pasta with a tomato sauce.
- Order steamed, grilled, or broiled dishes instead of those that are fried or sautéed.
- Choose a “small” or “medium” portion. This includes main dishes, side dishes, and beverages.
- Order an item from the menu instead heading for the “all-you-can-eat” buffet.
- If main portions at a restaurant are larger than you want, try one of these strategies to keep from overeating:
  - Order an appetizer or side dish instead of an entrée.
  - Share a main dish with a friend.
  - If you can chill the extra food right away, take leftovers home in a “doggy bag.”
  - When your food is delivered, set aside or pack half of it to go immediately.
  - Resign from the “clean your plate club” – when you’ve eaten enough, leave the rest.
- To keep your meal moderate in calories, fat, and sugars:
  - Ask for salad dressing to be served “on the side” so you can add only as much as you want.
  - Order foods that do not have creamy sauces or gravies
  - Add little or no butter to your food.
  - Choose fruits for dessert most often.
- On long commutes or shopping trips, pack some fresh fruit, cut-up vegetables, low-fat string cheese sticks, or a handful of unsalted nuts to help you avoid stopping for sweet or fatty snacks.



# Project M.O.M. Initiatives

## Mothers & Others & MyPyramid

MyPyramid.gov

USDA Center for Nutrition Policy and Promotion (CNPP)

### 1 MyPyramid Menu Planner

For release March 11, 2008



Finally, a menu planner that's fast, fun, great for the family, and easy to use! Go to [MyPyramid.gov](http://MyPyramid.gov) and check out the new MyPyramid Menu Planner. It can help you plan food choices to meet your personal MyPyramid recommendations. Using the Menu Planner, you can:

- Make food choices for a day, or up to a week, and get immediate visual feedback that compares these choices to MyPyramid goals and limits.
- Add up to 6 additional family members and create up to 7 days of menus for each person.
- Copy food choices for a meal from day to day or from person to person, to make entry more efficient.
- Select and print daily, weekly, or family reports that summarize how your food choices compare to your goals.
- Use the My Next Steps report to plan and track changes you select to improve your food choices.

"The MyPyramid Menu Planner helps put sensible and realistic nutrition advice into practice," says Dr. Brian Wansink, Executive Director of USDA's Center for Nutrition Policy and Promotion, whose staff designed this new tool.

### 2 MyPyramid for Pregnancy and Breastfeeding

For release May 6, 2008



Baby on board? "Eating well is especially important when you are pregnant or breastfeeding. New interactive tools and information on the [MyPyramid.gov](http://MyPyramid.gov) website can help you choose the right foods and make better decisions for your own health and your baby's," according to Dr. Brian Wansink, Executive Director of USDA's Center for Nutrition Policy and Promotion.

On this website, you can create a personalized "MyPyramid Plan for Moms" that shows what and how much to eat from each food group during each trimester of pregnancy or breastfeeding stage. The personalized plan can be viewed on-screen or downloaded as a full-color printout.

Plans are based on information entered by users, including age, height, pre-pregnancy weight, physical activity level, and due date for pregnant users. A breastfeeding woman enters similar information and the baby's birth date. Breastfeeding women will also select if they are feeding their baby breast milk only or are supplementing with formula. The site also provides additional information on:

- Nutritional needs during pregnancy and breastfeeding
- Weight gain during pregnancy and weight loss during breastfeeding
- Dietary supplements
- Food safety
- Special health needs
- Links to reliable information on HHS and USDA websites



# Project M.O.M. Initiatives

## Mothers & Others & MyPyramid

### 3 MyPyramid for Preschoolers

For release September 23, 2008



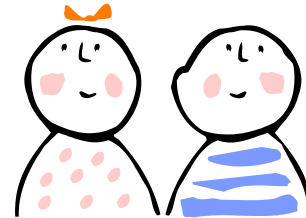
Feeding a preschooler? It's a challenge to know what to do when faced with eating jags, picky eaters, and conflicting advice from well-meaning relatives. Now, a new section of [MyPyramid.gov](http://MyPyramid.gov) can help sort it all out. The information provided is based on advice from leading experts in nutrition for preschoolers, written in parent-friendly terms. Topics covered include:

- MyPyramid food intake patterns for preschool-aged children (ages 2 to 5).
- Growth patterns of preschoolers—normal rates of growth, issues of over- and underweight, and what to do if concerned.
- Setting reasonable expectations for food-related behavior at each age (2 through 5) and behavioral eating issues.
- Food safety concerns for preschoolers.
- Sources for more information on these and related topics.

“With two young children of my own, I know how important this advice can be for parents, and I’m so pleased that USDA has developed this important resource,” said Dr. Brian Wansink, Executive Director of USDA’s Center for Nutrition Policy and Promotion, whose staff designed this new site.

### 4 Cost of Raising a Child Calculator

For release January 13, 2009



Yes, kids can be expensive...but how much does raising a child really cost?

Since 1960, USDA has been providing estimates of how much it costs to raise children from birth through age 17. These estimates include each major part of the budget—housing, food, transportation, clothing, health care, child care/education, and miscellaneous expenses. Now, USDA’s Center for Nutrition Policy and Promotion is developing an interactive tool on its website to bring this information directly to parents.

The new tool, the “Child Cost Calculator,” will let parents estimate how much a child will cost them, based on the age of the child, their household income, and the region of the country where they live. It will also let parents estimate expected college costs. “Using this new tool, parents will be able to plan for their future child-rearing costs, and also see how their expenses compare to the average,” noted Dr. Brian Wansink, Executive Director of USDA’s Center for Nutrition Policy and Promotion, whose staff is designing this new site. Go to [www.cnpp.usda.gov](http://www.cnpp.usda.gov) to check it out.

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# NEWS RELEASE

U.S. Department of Agriculture, Center for Nutrition Policy and Promotion  
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## **PARTNER WITH MYPYRAMID: USDA INVITES INDUSTRY TO STEP UP FOR NUTRITIOUS CHOICES**

WASHINGTON, Feb. 15, 2008 -- The U.S. Department of Agriculture (USDA) is inviting companies in the food and consumer electronic industries to *Partner with MyPyramid* – to step up and help families make nutritious food choices.

Shopping and eating nutritiously can be challenging. However, USDA's *Dietary Guidelines* and MyPyramid can help the grocery shopper and home chef make better decisions for their family with more readily-available information at the time of purchase and in their daily routines.

“Food companies can play an important role for the consumer in promoting MyPyramid's comprehensive, science-based plans of how all foods fit into a well-rounded diet with choices that support a healthy lifestyle,” said Nancy Montanez Johner, Under Secretary of USDA's Food, Nutrition and Consumer Services.

“Food companies and consumer electronic companies will also have the chance to step up to provide opportunities for families to connect to good nutrition and activity where they work, play and where they purchase and prepare food,” said Dr. Brian Wansink, Executive Director of the USDA Center for Nutrition Policy and Promotion (CNPP). “This could involve the creative distribution of nutrition information or development of new products and new ways of encouraging physical activity.”

*Partnering with MyPyramid* recently introduced 25 trade associations to USDA-developed standards for connecting consumers through products, programs and messages. Information about the *Partnering with MyPyramid: Corporate Challenge* program is at [www.mypyramid.gov/Challenge](http://www.mypyramid.gov/Challenge).

Companies with projects that are consistent with the *Dietary Guidelines* will be acknowledged on the CNPP website. Those who make notable progress on their projects during the year will be recognized at the 1<sup>st</sup> Annual Partnering with MyPyramid Symposium planned for January 2009.

# MyPyramid Menu Planner Slide



United States Department of Agriculture

## MyPyramid Menu Planner

Menu Planner

Reports

Tips

Edit Profile

Add Family Member

Register

Help

Site Tour

**Club sandwich (chicken, bacon, tomato)**

Choose an amount:

1 sandwich

- Grains 3 1/2 oz.
- Vegetables 1/4 cup(s)
- Meat & Beans 2 1/2 oz.
- Oils 3 tsp.

**Total Calories** 546  
**Extras\*** 64 Calories  
\* (solid fats, added sugars, and alcohol)

Choose Meal Time

Breakfast

Lunch

Dinner

Snack

Add-ons

Low calorie mayonnaise

Mayonnaise (regular)

Your goals are based on a 2800 calorie pattern.

**Daily Goals:**

100% 10 oz. 3 1/2 cups 2 1/2 cups 3 cups 7 oz.

Click on a food group name for helpful tips. Sound is on

**Daily Limits:**

Total Calories: 2800 (487 current)

Extras\*: 425 calories (108 current)

Oils: 8 tsp. (425 current)

\* solid fats, added sugars, and alcohol. [What about salt? Learn more.](#)

Menu

Brian  Day 1

Breakfast	Lunch	Dinner	Snacks
<ul style="list-style-type: none"> <li>• Scrambled egg (cooked with fat)</li> <li>○ Ketchup (catsup)</li> <li>○ Salsa</li> <li><a href="#">Remove</a>   <a href="#">Edit</a></li> </ul>	empty	empty	empty
<ul style="list-style-type: none"> <li>• Banana</li> </ul>			

Steps to a Healthier You:

**Take a Step:** Make smart choices from every food group.



# Frequently Asked Questions

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## 1) What exactly is the Corporate Challenge?

The Corporate Challenge is a program initiated by USDA to encourage corporations to use MyPyramid messages in promoting healthy food and lifestyle choices.

## 2) How do companies sign on?

First, they develop the concept and how they will be promoting MyPyramid messages. Then, they fill out a short application form and a 1-2 page description of their proposed project. Application forms and submission information can be found at [MyPyramid.gov/Challenge](http://MyPyramid.gov/Challenge).

## 3) What kinds of projects are acceptable?

A wide variety of projects may be acceptable. For example a project could:

- Promote MyPyramid and develop a complimentary product, program, or campaign for consumers, and/or
- Develop a new packaging initiative that assists consumers in following MyPyramid recommendations and monitoring portion sizes, and/or
- Encourage physical activity through a product promotion or consumer education campaign.

## 4) Will all submissions be approved?

In order for USDA to sign a Partnering with MyPyramid Memorandum of Intent (MOI), the proposal must be consistent with the *2005 Dietary Guidelines for Americans*. The criteria for consumer communications and content in a Project M.O.M. Corporate Challenge project are as follows:

- Consumer communications, content, and initiatives must be consistent with MyPyramid's overarching themes and key messages and with the *2005 Dietary Guidelines for Americans*.
- No consumer communications or content used as part of the project may be in conflict with any recommendations from the *2005 Dietary Guidelines for Americans*.
- All project messaging must be consistent with prevailing USDA and FDA regulatory requirements.

In determining whether project messaging is consistent with MyPyramid and the Dietary Guidelines, a company should consider the placement of messages and any graphic images on specific products in addition to the content of messages. Additionally, projects must be consistent with prevailing USDA and FDA regulatory requirements.

## Frequently Asked Questions (continued)

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### **5) How will we know if our program has been approved?**

Proposals that are consistent with the criteria will be signed, dated, and returned. At a later date – prior to the annual symposium – USDA will contact companies to learn about their progress and success.

### **6) Is the Challenge limited to the food industry?**

No. Any company is eligible to sign on to the Challenge. Our initial recruitment targets the food and consumer electronics industries; however, we plan to broaden this effort to additional industry sectors in the near future.

### **7) Is the project limited to product labeling?**

No. We strongly encourage companies to be creative in how they might reach consumers with MyPyramid messages. For example, messages might be incorporated into employee wellness programs, informational materials for health fairs, educational games, and informative websites.

### **8) Can any food product use MyPyramid information on its packaging?**

We encourage companies to use the MyPyramid logo and messaging on products that contribute towards daily needs for one or more food groups. Companies with products that are largely discretionary calories may want to consider strategies other than information on food product labels for promoting MyPyramid since MyPyramid and the Dietary Guidelines focus on limiting discretionary calories.

### **9) What's the connection between Partnering with MyPyramid and Project M.O.M.?**

Project M.O.M. is the umbrella for many initiatives that focus on the nutritional gatekeeper and MyPyramid. Partnering with MyPyramid: Corporate Challenge is one of those initiatives.

### **10) Many companies have already been doing things to improve their products and messaging employing MyPyramid. Can initiatives begun prior to the announcement be considered?**

Yes. As long as the initiative meets the criteria, these initiatives will be considered.

### **11) Why is signing an MOI necessary?**

Signing an MOI is necessary if the company wants to be recognized as part of the Corporate Challenge and listed on the MyPyramid.gov website.



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May 2008

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