

Charter Member Organizations Media Contacts

American Council for Fitness and Nutrition
Susan Finn
312-233-1211
sfinn@acfn.org

American Egg Board & Egg Nutrition Center
Kate Byers
312-233-1211
kate.byers@edelman.com

American Systems
Mike Dolton
703-968-5287
mike.dolton@americansystems.com

Animal Agriculture Alliance
Kay Johnson Smith
703-562-1412
kjohnson@animalagalliance.org

Bimbo Bakeries USA, Inc.
Arturo Chavez
817-864-2753
achavez@mailbbu.com

Burger King Corporation
Jessica Braun
312-240-2771
jessica.braun@edelman.com

California Wild Rice Advisory Board
Dawn Klose
916-863-0312
dawn@cawildrice.com

Campbell Soup Company
Juli Mandel Sloves
856-342-3717
juli_mandel_sloves@campbellsoup.com

CCVillage, Inc.
Ruth Breslin
631-473-6443
contact@ccvillage.com

Compass Group, North America
Sarah Hada
703-328-1365
Sarah.hada@compass-usa.com

ConAgra Foods, Inc.
Stephanie Childs
402-595-6258
stephanie.childs@conagrafoods.com

Connections
Ken Jones
801-415-1896
connections@connectadventures.org

Dairy Council of California
Sara E. Miller
916-263-3560
saram@dairycouncilofca.org

Del Monte Foods, Inc.
Bryson Thornton
412-222-8661
brysonwthornton@delmonte.com

Distilled Spirits Council of the United States, Inc.
Lisa Hawkins
202-682-8840
lhawkins@discus.org

Film Ideas, Inc.
Bob Norris
847-419-0255
bobn@filmideas.com

Food Marketing Institute
Dagmar Farr
202-220-2610
dfarr@fmi.org

Fruitology, Inc.
Margaret Adkins
888-934-3788
margaret@fruitology4life.com

Full Tank Foods
Noelle Bortfeld
1-800-556-8445, ext. 5
noelle@fulltankfoods.com

General Mills
Heidi Geller
763-764-5836
heidi.geller@genmills.com

Grain Foods Foundation
Kristin Patterson
978-468-8924
kristin.patterson@mullen.com

Grocery Manufacturers Association
Scott Openshaw
202-295-3957
sopenshaw@gmaonline.org

IGA USA
Ashley Page
773-772-5724
apage@igainc.com

Kellogg Company
Noelle Perillo
202-835-7289
noelle.perillo@ketchum.com

Kraft Foods Global, Inc.
Bridget MacConnell
Susan Davison
847-646-4538
bmacconnell@kraft.com
susan.davison@kraft.com

Laura's Lean Beef Compny, LLC
Chris Anderson
859-299-7707
canderson@llbcorp.com

LunchByte Systems, Inc.
Colin Sheridan
800-724-9853, ext. 3056
colin@nutrikids.com

Masters in Dietetics, LLC
Tabitha Mays
939-556-0799
tab@mytabolism.biz

MatchPoint Marketing
TakeAPeak@matchpointmarketing.com
1-877-5PYRAMID

Mead Johnson Nutritionals
Gail Wood
812-429-7800
gail.wood@bms.com

MilkPEP
Victor Zaborsky
202-220-3515
vzaborsky@MilkPep.org

MYTRAK Health System, Inc.
Phil Trotter
317-710-5031
phil@mytrakhealth.com

National Cattlemen's Beef Association
Julie Sodano
720-987-4781
jsodano@beef.org

National Dairy Council
Erin Coffield
617-269-9070
ecoffield@NewEnglandDairy.com

Nestlé USA
Laurie MacDonald
818-549-6235
laurie.macdonald@us.nestle.com

Nourish Interactive, Inc.
Maggie LaBarbera
650-245-2435
maggie@nourishinteractive.com

The Peanut Institute
Pat Kearney
703-841-1600
pmk@pmkassociates.com

Really Cool Foods
Michelle Sanders
212-938-5200
msanders@reallycoolfoods.com

RJE Games, Inc.
Richard Edelman
516-647-9995
RJEgames@optonline.net

Save Mart Supermarkets
Sharon Blakely
209-548-6512
sblakely@savemart.com

Sodexo
Greg Yost
301-987-4214
greg.yost@sodexo.com

**Stop & Shop Supermarkets/
Giant Food, LLC**
Jamie Miller
301-341-8776
jmillier@giantofmaryland.com

Subway
Lanette Kovachi
203-877-4281
Kovachi_L@subway.com

Tools for Healthy Choices
Debbie Griffin
708-825-4133
dgriffin@toolsforhealthychoices.com

US Potato Board
Linda McCashion
303-873-2326
lindam@uspotatoes.com

Wheat Foods Council
Maria Scheideman
303-840-8787
mscheideman@wheatfoods.org

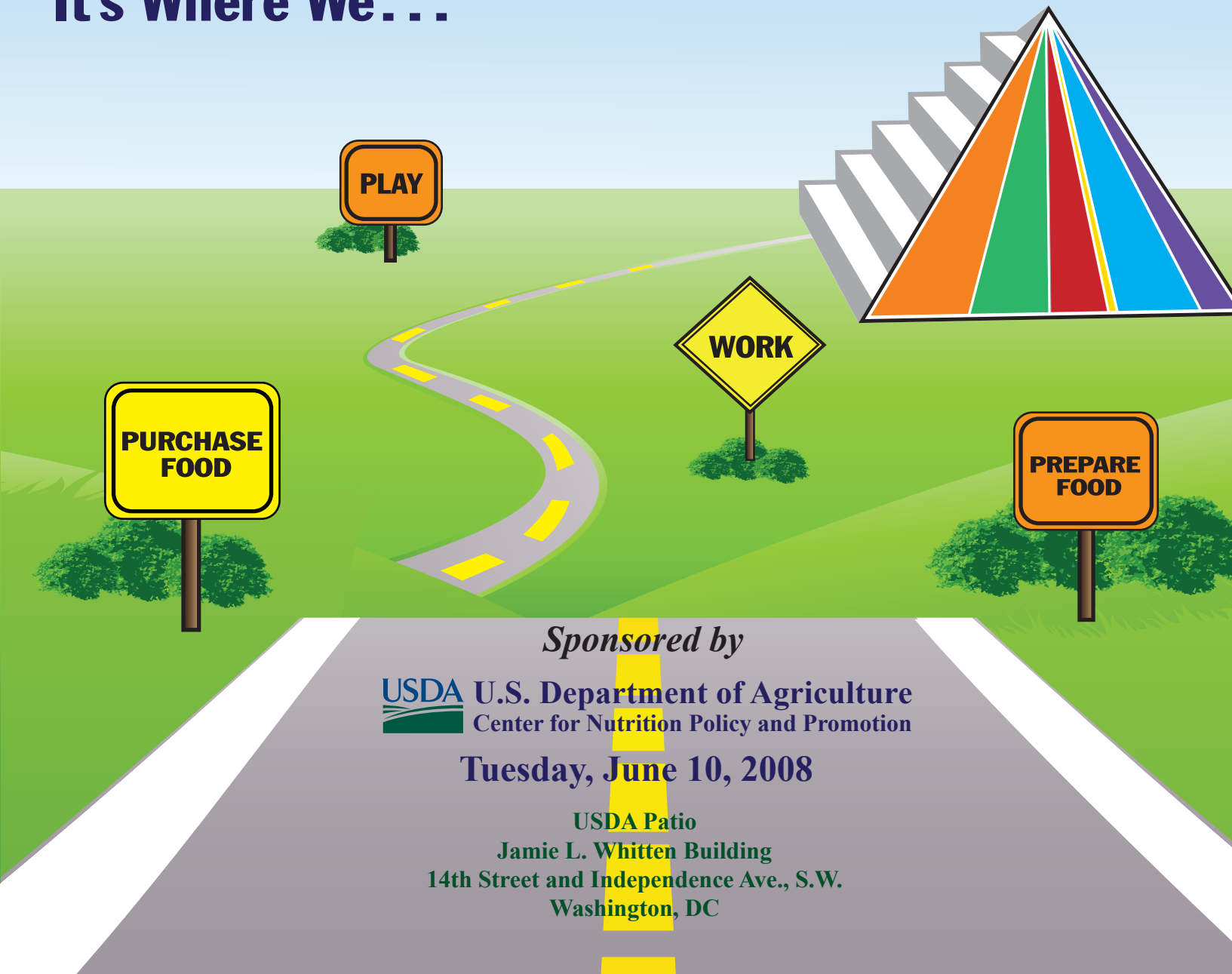
Yum! Brands, Inc.
502-874-8200

USDA Center for Nutrition Policy
and Promotion
John Webster
Jackie Haven
703-305-7600
john.webster@cnpp.usda.gov
jackie.haven@cnpp.usda.gov

THE ROAD TO HEALTHVILLE *Formula for Our Families' Future*

Partnering with MyPyramid: CORPORATE CHALLENGE

It's Where We...



MyPyramid.gov



United States
Department of
Agriculture

June 10, 2008

Center for
Nutrition Policy
& Promotion

3101 Park
Center Drive

Alexandria, VA
22302-1500

Dear Partners:

If we could create a perfect future where we all ate nutritious meals, what would it look like?

Imagine quickly selecting foods in the grocery store with key nutrition information on the front of the package. Imagine where it's easier to prepare dinner than ordering out. Imagine that every day at 11:44 you get a lunch tip on your cell phone. Or even imagine having an avatar on your computer who helps you choose a better diet. All of these and more will be happening thanks to these Charter Member companies that have accepted the USDA Corporate Challenge.

This morning I applaud you and your company for your vision in helping to create a brighter future for America where people – like the nutritional gatekeeper of the family – get better nutrition information and have access to better, more wholesome products.

Welcome to our first Corporate Challenge Press Event and Expo, **The Road to Healthville**, to celebrate and recognize those corporations that have and are taking a stand to help stem the tide of overweight and obesity. These businesses you see represented here today are Charter Members of an explosively growing number of companies that have joined with the Department of Agriculture to help people make easier, healthier decisions by connecting with them where they purchase and prepare food and where they work and play.

Our approach to improving dietary habits is unique. Most of us know what combination of foods contribute to a healthy diet. The problem is that our dietary habits don't always reflect what we know. Over the years we have relied almost exclusively on nutrition education in the classroom and clinic. However, recent research shows that we are also influenced to eat as we do by environmental factors. Our approach focuses on providing subtle, unobtrusive reminders or prompts throughout the day that will help keep us on track.

Let's think of each day as a highway or **The Road to Healthville**. Along the road are four areas where we come in contact with food – **Where We Purchase Food, Where We Prepare Food, Where We Work, and Where We Play**. If we were to get these little reminders along the road each day – in the grocery store, on the food label, a message on our cell phone, a reminder in the kitchen, or a beep on our computer, television, video game, etc., I am confident that our eating habits would improve substantially.

It is our hope that the messages and products developed by these corporations now and in the future will have the cumulative effect of providing those small cues or prompts that will lead us to consuming a healthy and nutritious diet – thus reducing the incidence of overweight and obesity.

This is just the first step. More companies are partnering with MyPyramid every week and will be acknowledged by us in the future. We look forward to announcing these new partnerships as we continue on **The Road to Healthville**. Thank you for joining us today.

Best regards,

Brian Wansink, Ph.D.
Executive Director



AGENDA

10:30 a.m. - 10:45 a.m.

OPENING REMARKS

Nancy Montanez Johner, Under Secretary for Food, Nutrition, and Consumer Services
Chuck Connor, Deputy Secretary of Agriculture
Brian Wansink, Executive Director, Center for Nutrition Policy and Promotion

10:45 a.m. - 11:00 a.m.

MULTI-MEDIA PRESENTATION: THE ROAD TO HEALTHVILLE

Brian Wansink, Executive Director, Center for Nutrition Policy and Promotion

11:00 a.m.

CLOSING COMMENTS

Brian Wansink, Executive Director, Center for Nutrition Policy and Promotion

11:05 a.m.

PRESENTATION OF CERTIFICATES TO CHARTER MEMBERS

11:05 a.m. - 1:00 p.m.

EXPO ON PATIO



CHUCK CONNOR
Deputy Secretary of Agriculture



NANCY MONTANEZ JOHNER
Under Secretary for Food,
Nutrition, and Consumer Services



BRIAN WANSINK
Executive Director
Center for Nutrition Policy and Promotion

Center for Nutrition Policy and Promotion

The Center for Nutrition Policy and Promotion — an organization within the U.S. Department of Agriculture that reports to the Under Secretary of Food, Nutrition, and Consumer Services — is uniquely positioned to facilitate the analysis, understanding, and development of nutrition policy and nutrition promotion and education.

As the lead Federal department in human nutrition, USDA is charged with the goal of promoting a healthy and well-nourished population through research and nutrition education. The Center, established in 1994, serves as the focal point within USDA to improve the health of Americans by developing and promoting dietary guidance that links scientific research to the nutritional needs of the consumer.