

Charter Members


on THE ROAD TO HEALTHVILLE



 **American Council for Fitness and Nutrition**
Encouraging children to choose physical activity for life


 **American Egg Board & Egg Nutrition Center**
Keeping moms informed and their nests happy

 **American Systems**
One-on-one interactions to energize young readers


 **Animal Agriculture Alliance**
Moderation and Balance: MyPyramid as a positive choice

 **Bimbo Bakeries USA, Inc.**
Baking sweet bites of info for healthy families


 **Burger King Corporation**
Kids Meals with MyPyramid — choice is King!


 **California Wild Rice Advisory Board**
The perfect start to make half of your grains whole!

 **Campbell Soup Company**
Making National Nutrition Month a health priority

 **CCVillage, Inc.**
Messages to M.O.M. to impact our children's healthy future

 **Compass Group, North America**
Coloring meals for kids: K-12

 **ConAgra Foods, Inc.**
Simplifying daily food choices in every grocery aisle

 **Connections — An Adventure Learning Center**
Providing nutrition resources to connect MyPyramid with the family

 **Dairy Council of California**
Making meals matter for healthy kids and families


 **Del Monte Foods, Inc.**
Providing convenient meal selections for the entire family


 **Distilled Spirits Council of the United States, Inc.**
Helping adults find balance in a healthy lifestyle

 **Film Ideas, Inc.**
Vitaminix: the insightful DVD introducing your child to the wonders of MyPyramid


 **Food Marketing Institute
Grocery Manufacturers Association
MatchPoint Marketing**
TAP into the tools of MyPyramid for a healthier you

 **Fruitology, Inc.**
Squeezing the knowledge of MyPyramid into one bottle

 **Full Tank Foods**
Meals kids love made even better with MyPyramid

 **General Mills**
Championing youth fitness and nutrition at the breakfast table


 **Grain Foods Foundation**
Field to family: ingraining the grain industry into MyPyramid

 **IGA USA**
With nutritious MyPyramid promotions, IGA is full of Hometown Healthy goodness

 **Kellogg Company**
Launching kids into healthier lifestyles

 **Kraft Foods Global, Inc.**
Building a nutritious foundation early for a healthier family tomorrow


 **Laura's Lean Beef Company, LLC**
Beefing up healthy choices for MyPyramid families


 **LunchByte Systems, Inc.**
The online haven for planning your children's nutritious school meals

 **Masters in Dietetics, LLC**
MyPyramid eating on the go from those who know it best

 **Mead Johnson Nutritionals, Maker of Enfamil Family of Formulas**
Helping pregnant moms make healthier decisions easier in the aisles

 **MilkPEP**
Spreading milk moustaches coast-to-coast to promote healthy choices

 **MYTRAK Health System, Inc.**
Keeping adults on a healthy track at a fitness center near you

 **National Cattlemen's Beef Association**
Providing wholesome choices and essential nutrients for building healthy families

 **National Dairy Council**
MyPyramid: Milk it for all its worth!

 **Nestlé USA**
Offering food choices to facilitate Healthy Steps for Healthy Lives

 **Nourish Interactive, Inc.**
Bringing MyPyramid to life with fun, online games

 **The Peanut Institute**
Educating consumers about NUT-ritious choices

 **Really Cool Foods**
Putting MyPyramid in the hands and homes of consumers


 **RJE Games, Inc.**
The entertaining way to teach little ones about MyPyramid food choices

 **Save Mart Supermarkets**
From MyPyramid lunch sacks to promoting physical activity, Save Mart is your SuperFriend

 **Sodexo, Inc.**
Bringing MyPyramid to our children, one meal at a time

 **Stop & Shop Supermarkets/Giant Food, LLC**
Identifying wholesome meals to enrich your community

 **Subway**
Working with MyPyramid: Subway provides a Fresh Fit

 **Tools for Healthy Choices**
MyPyramid choices tailored for the fitness community

 **US Potato Board**
Unearthing the goodness of potatoes to spread across the nation

 **Wheat Foods Council**
Promoting the whole grain lifestyle

 **Yum! Brands, Inc.**
"Keep It Balanced" with MyPyramid and Yum Brands!

Note: Color coding based on Memoranda of Intent Project(s).

