

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 website for moms with great ideas for healthy snacking based on MyPyramid and links to 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.

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., kids, pregnancy, or preschoolers) and send to professionals who work with this audience.