



NEWS RELEASE

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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.

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 1st Annual Partnering with MyPyramid Symposium planned for January 2009.