



United States
Department of
Agriculture

Center for
Nutrition Policy
& Promotion

3101 Park
Center Drive

Alexandria, VA
22302-1500

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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,

A handwritten signature in blue ink that reads "Brian Wansink". The signature is written in a cursive, flowing style.

Brian Wansink, Ph.D.
Executive Director