



Contact:  
Office of Communications (202) 720-4623

## USDA's *SuperTracker* Diet Planning and Tracking Tool Reaches One Million Registered Users

WASHINGTON, September 6, 2012 – Agriculture Secretary Tom Vilsack today announced that USDA's *SuperTracker* diet planning and tracking tool has reached one million registered users. *SuperTracker* is a resource to help individuals make healthy lifestyle choices to improve their dietary pattern, maintain a healthy weight, track their level of physical activity, and reduce their risk of chronic disease.

"*SuperTracker* allows Americans to build a healthier diet based on individual needs and personal preferences," said Vilsack. "Overcoming the health and nutrition challenges we face as a nation is critical. I am thrilled that so many people, particularly young people, are taking advantage of this resource to improve their overall health and well-being."

Built and maintained by USDA's Center for Nutrition Policy and Promotion (CNPP), *SuperTracker* is free to use and available at [ChooseMyPlate.gov](http://ChooseMyPlate.gov). CNPP continues to update *SuperTracker's* features based on user feedback, including:

- Updated food and physical activity databases that allow users to track foods and activities as accurately as possible;
- An enhancement to allow users to set a personal calorie goal using the [My Top 5 Goals](#) feature; and
- Additional capabilities planned for release in 2013.

The *SuperTracker's* million-user milestone comes as USDA highlights the fourth in a series of quarterly [consumer messages](#) supporting the MyPlate icon – *Make at Least Half Your Grains Whole Grains*– that USDA is promoting in conjunction with more than 6,000 organizations participating in the MyPlate [Nutrition Communicators Network](#). Consumers can use *SuperTracker* to monitor their whole grain intake and receive tips and support to optimize their choices.

*SuperTracker* was unveiled in December 2011 as a complement to the new [MyPlate](#) icon and First Lady Michelle Obama's [Let's Move!](#) initiative. *SuperTracker* incorporates both the 2010 [Dietary Guidelines for Americans](#) and the 2008 [Physical Activity Guidelines](#) and helps Americans put them into practice in their day to day activities.

As Americans experience epidemic rates of overweight and obesity, the online resources and tools available at [ChooseMyPlate.gov](http://ChooseMyPlate.gov), including *SuperTracker*, can empower people to make healthier food and physical activity choices for themselves, their families, and their children.

#

USDA is an equal opportunity provider and employer. To file a complaint of discrimination, write: USDA, Office of the Assistant Secretary for Civil Rights, Office of Adjudication, 1400 Independence Ave., SW, Washington, DC 20250-9410 or call (866) 632-9992 (Toll-free Customer Service), (800) 877-8339 (Local or Federal relay), (866) 377-8642 (Relay voice users).