

**MEMORANDUM OF INTENT  
BETWEEN THE  
UNITED STATES DEPARTMENT OF AGRICULTURE  
AND**

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Whereas, the United States Department of Agriculture (USDA), pursuant to its authority to disseminate information regarding good nutrition has developed, in cooperation with the United States Department of Health and Human Services (HHS), the *Dietary Guidelines for Americans*.

Whereas, \_\_\_\_\_, meets the following criteria:

- Is national in scope and reach; and
- Has a mission consistent with the Dietary Guidelines for Americans; and
- Has a health mandate consistent with USDA Food, Nutrition, and Consumer Services.

Whereas, \_\_\_\_\_, intends to engage in one or more of the following:

- Promote USDA Center for Nutrition Policy and Promotion's messages, graphic, tools, or materials and/or develop a complimentary material, program, or campaign for consumers, and/or
- Develop a new initiative that assists consumers in following Dietary Guidelines recommendations and monitoring portion sizes, and/or
- Encourage physical activity through a promotion or consumer education campaign.

; and

Whereas, USDA and \_\_\_\_\_ have common goals of ensuring the completeness and accuracy of all information on nutrition disseminated to the public, particularly such information directed at school-age children and their parents:

Therefore, USDA and \_\_\_\_\_ agree to the following:

1. USDA will, if requested:

0.1 Make available directly to \_\_\_\_\_ Web site graphics, educational materials and other publicly available nutrition information developed by USDA; and

0.2 Provide technical assistance on messaging to assure accuracy of nutrition information to be disseminated by \_\_\_\_\_ to the public.

1. \_\_\_\_\_ agrees:

0.1 To make every reasonable effort to ensure the completeness and accuracy of the nutrition information that it incorporates into the \_\_\_\_\_ Dietary Guidelines advertising, marketing program, or initiative; and

0.2 To cite USDA as the source of the Dietary Guidelines messages and graphic whenever \_\_\_\_\_ uses it.

3. USDA and \_\_\_\_\_ mutually agree as follows:

1. It is the policy of USDA not to endorse any commercial enterprise or product; therefore, \_\_\_\_\_ may not cite USDA in any way so as to suggest USDA endorsement of \_\_\_\_\_ or a \_\_\_\_\_ product, program, and/or initiative.
1. This memorandum of intent (MOI) is not a contractually binding agreement between the parties, nor is it a funds obligating document.
1. This MOI will become effective upon the signature of both parties and shall remain in effect for five years from the date of execution.
1. This MOI may be modified or extended by mutual written agreement, and may be terminated at any time by either party upon written notice to the other party.

Executed in duplicate on the dates indicated below:

_____	_____
USDA	Date
_____	_____
	Date