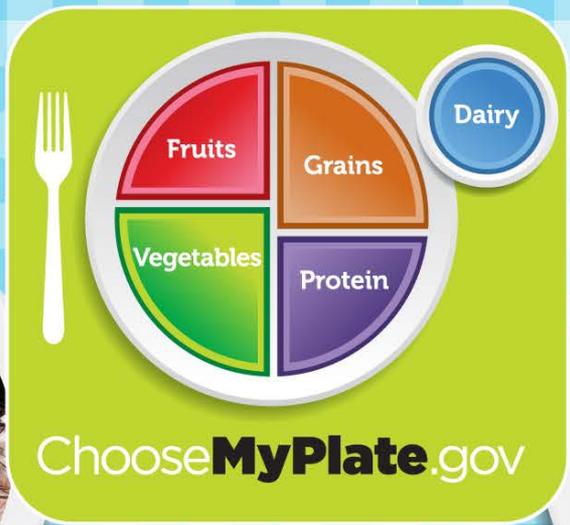


Center for Nutrition Policy and Promotion

**Office of Nutrition Marketing and
Communications**

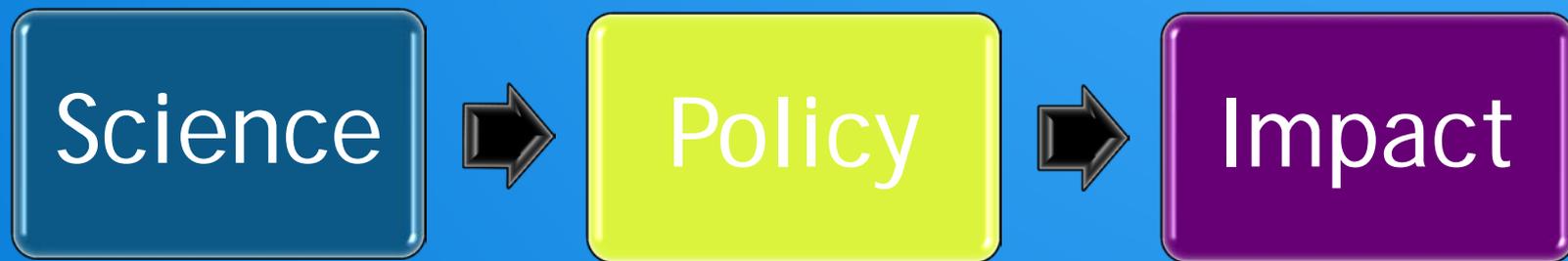
Barbara Jirka, Nutritionist
September 15, 2015

Helping Americans “Build A Healthy Plate”



CNPP Core Functions

The mission of CNPP is to improve the health of Americans by developing and promoting dietary guidance that links scientific research to the nutrition needs of consumers



CNPP Initiatives

Science



Policy



Impact

Nutrition Evidence Library



Healthy Eating Index



Birth to 24 Months and Pregnant Women



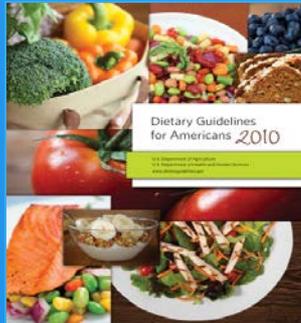
Nutrient Content of the U.S. Food Supply



USDA Food Plans: Cost of Food



Expenditures on Children by Families



Dietary Guidelines for Americans 2010



Overview of MyPlate



MyPlate illustrates the five food groups. Encourage consumers to think about what goes on their plate or in their cup or bowl before consuming a meal. ,

ChooseMyPlate.gov contains recommendations for each food group, resources and tools to help consumer make wise food choices: 10 Tips Nutrition Education Series, SuperTracker – online tool to build and track healthy eating and activity.

Choose My Plate Nutrition Communicators Network



- CNPP believes that everyone has a role in changing to food environment to help consumers implement the Dietary Guidelines.
- Organizations including food manufacturing companies Impact consumers in all the places food decisions are made:
- Home, work, school , community- super markets, restaurants, in transit, or at play, CNPP believes. The habits you promote have a major impact on individuals to raise healthier families, make beneficial food decisions, and live healthier lives.

Nutrition Communicator's Network – National and Local impact

National Strategic partners



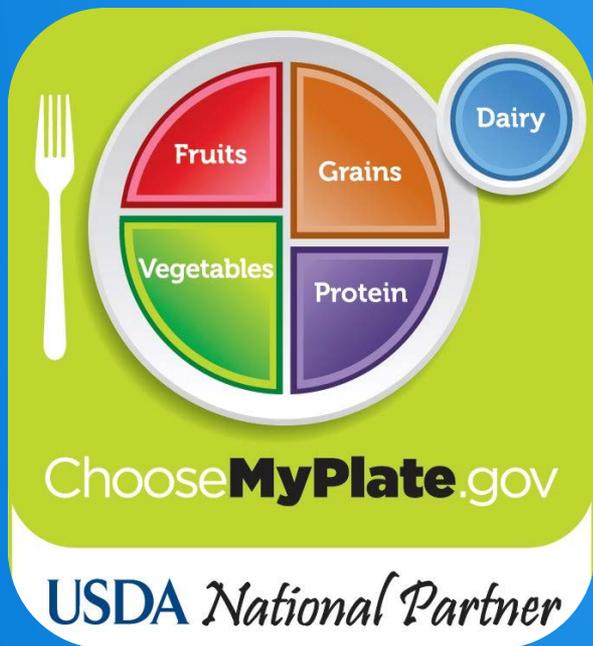
Community Partners



Campus Ambassadors



MyPlate Partnerships



The Nutrition Communicators Network is a robust partnership network of National and Community organizations that communicate MyPlate and the DGAs. It consists of:

120+
National Strategic
Partners

7,600+
Community Partners

3,450+
MyPlate On Campus
Ambassadors
representing all 50
states

National Strategic Partnership Program



MyPlate National Strategic Partners play a vital role in communicating the MyPlate messages based on the Dietary Guidelines

National in scope and reach and fulfill the following requirements

- Have a health mandate consistent with the Dietary Guidelines for Americans and mission of USDA's CNPP
- Promote nutrition content in the context of the entirety of the Dietary Guidelines for Americans
- Specifically disseminate CNPP's Dietary Guideline messages
- Participate in CNPP sessions to develop and execute a joint strategic nutrition promotion plan annually

The Benefits

- Networking---work collectively to create strong, hard-hitting initiatives that reach a broader audience
- Resources
- Science-based data- Dietary Guidelines for Americans

The National Strategic Partnership is a non-financial commitment with CNPP to promote MyPlate.

Nutrition Communicator's Network – Example of diverse range of organizations

Health & Professional Organizations



Entertainment & Media



Nutrition Education



Food Industry



Food Retail



MyPlate National Strategic Partners*



*These are the logos of the active MyPlate National Strategic Partners who have provided their logos as of February 25, 2015.

MyPlate on Package

GOYA
Black Beans
Frijoles Negros

NET WT./PESO NETO 15.5 OZ./428g

PREMIUM

MyPlate
ChooseMyPlate.gov

Nutrition Facts/Datos De Nutrición
Per 1/2 Cup (120g) Serving, about 1/2 cup (120g) beans, plus liquid.
Amount Per Serving/Cantidad Por Ración

Total Fat/Grasa Total	0g	% Daily Value*	0%
Saturated Fat/Grasa Saturada	0g	% Daily Value*	0%
Trans Fat/Grasa Trans	0g	% Daily Value*	0%
Cholesterol/Colesterol	0mg	% Daily Value*	0%
Sodium/Sodio	166mg	% Daily Value*	3%
Total Carb./Carbohidratos Totales	34g	% Daily Value*	6%
Dietary Fiber/Fibra Dietaria	7g	% Daily Value*	14%
Sugars/Azúcares	0g	% Daily Value*	0%
Total Protein/Proteína Total	6g	% Daily Value*	12%

GOYA
Black Beans
Frijoles Negros
Rich and elegant...for classic black bean soup, refried, beans and rice and more.

Classic Black Beans and Rice

- 1 Tbsp. Goya Olive Oil
- 1/2 cup onion, finely chopped
- 1/4 cup green pepper, chopped
- 2 cloves garlic, minced
- 1 1/2 cups 2-oz. Goya Black Beans, undrained
- 1/4 cup water
- 1/2 cup organic
- 1 packet Sazon Goya, Organic Ajonjolí
- 1 Tbsp. Goya White Cooking Rice or white vinegar

Heat oil in a medium saucepan over medium heat. Add onion, pepper and garlic; cook until tender, about 5-10 minutes. Stir in remaining ingredients. Bring to a boil. Reduce heat and simmer 10 minutes. Serve over hot white rice. Serves 4.

FOR ADDITIONAL RECIPES VISIT US AT: www.goya.com

Del Monte Quality
Fresh Hass
Avocado
100% Fresh
Hass Avocado Singles

Del Monte Quality

MyPlate
ChooseMyPlate.gov

New

BIRDS EYE
Recipe Ready

PRE-SLICED TIME SAVING

GREAT FOR BEEF STEW
Also Try in Pot Roast or Fricassee

STEW BLEND - MEZCLA PARA CUSAR
Carrots, Onions, Potatoes & Celery
Zanahorias, Cebollas, Papas y Apio

**ALL NATURAL
NO PRESERVATIVES**

NET WT./PESO NETO
16 OZ (1 LB) 454g

MyPlate
ChooseMyPlate.gov

Del Monte Quality
Cherry Tomatoes
TOMATES CERISES

MyPlate
ChooseMyPlate.gov

Nutrition Facts / Datos de Nutrición
Serving Size 1/2 cup (120g) (1/2 cup (120g) beans, plus liquid)
Amount Per Serving / Cantidad Por Ración

Total Fat / Grasa Total	0g	% Daily Value*	0%
Saturated Fat / Grasa Saturada	0g	% Daily Value*	0%
Trans Fat / Grasa Trans	0g	% Daily Value*	0%
Cholesterol / Colesterol	0mg	% Daily Value*	0%
Sodium / Sodio	166mg	% Daily Value*	3%
Total Carb. / Carbohidratos Totales	34g	% Daily Value*	6%
Dietary Fiber / Fibra Dietaria	7g	% Daily Value*	14%
Sugars / Azúcares	0g	% Daily Value*	0%
Total Protein / Proteína Total	6g	% Daily Value*	12%

*Percent Daily Values are based on a diet of other people's secrets.

Vitamin / Vitamina A 15% • Vitamin / Vitamina C 70% • Calcium / Calcio 0% • Iron / Hierro 0%

BIRDSEYE CHICKEN W/ PEPPERS, ONIONS, RED BELL PEPPERS, YELLOW BELL PEPPERS / **BIRDSEYE**: PAVITOS VERDES, CEBOLLAS, PAVITOS ROJOS, PAVITOS AMARILLOS.

PIRELLA GÖTTSCHE LOWE LLC CHERRY HILL, NJ 08066-4800 USA
Distribuidor en Colombia: 800-830-1788 P.A. SODIMEX - SODIMEX S.A. www.ahijapapaya.com

FOR FOOD SAFETY & QUALITY FOLLOW THESE INSTRUCTIONS CAREFULLY: KEEP FROZEN • DO NOT THAW COOK THOROUGHLY TO A TEMPERATURE OF 160° F AS MEASURED BY A FOOD THERMOMETER TAKEN IN SEVERAL SPOTS. PROMPTLY REFRIGERATE ANY LEFTOVERS, REFRIGERATE BEFORE SERVING.

PARA SEGURIDAD Y CALIDAD DE LOS ALIMENTOS SIGA ESTAS INSTRUCCIONES CUIDADAMENTE: MANTÉNLA CONGELADO • NO DESCONGÉLE • COCINE COMPLETAMENTE A UNA TEMPERATURA DE 160° F (71° C) MEDIANTE LA TEMPERATURA CALU UN TERMÓMETRO PARA COMIDA EN VARIOS PUNTOS DE LOS PRODUCTOS. REFRIGERE PROMPTAMENTE CUALQUIER SOBRA, CALIENTE DE NUEVO ANTES DE SERVIR.



Educational Materials for Kids and Adults

Name: _____

Chew on This!

Read the riddles. Match each vegetable. Write the letter for it.

THINK! Why is it important to eat a variety of foods from different food groups? Give examples.

Snapshot

Are you ready to make healthy food choices? The U.S. Department of Agriculture and First Lady Michelle Obama hope MyPlate can help you do that. The colorful circle graph is divided into four sections, or parts. Sections stand for fruits, vegetables, protein and grains. The circle on the side stands for dairy products. The picture shows how much of each type of food you should have. "This is a quick, simple reminder for all of us to be more mindful of the foods we're eating," says Obama.

A Carrot
B Lettuce
C Papaya
D Broccoli
E Banana

So Much You Can Do... To Take Care of YOU!

name _____

Make Your Match!

So Much You Can Do... To Take Care of YOU!

Eat Good Food!
Your brain, eyes, heart, and skin will thank you!

Checklist:

- Wash Your Hands
- Drink Your Water
- Get Rest
- Move Your Body
- Eat Good Food
- Brush Your Teeth

Activity 1

What's on Your Plate?

The GOVAs All Stars know that taking care of your body with the right food is important. The nutrients in food help you grow, keep you healthy, and give you the energy to do things like play outside.

MyPlate can help you make healthy food choices. There are five food groups. Each food group has recommended amounts to eat each day for kids ages 9 to 18.

Here's how to ensure good health by eating foods from each group.

Fruits
Daily amounts: 1 1/2 to 2 cups a day
Fruits that are 1 cup = 1 small apple = 1 large orange

Vegetables
Daily amounts: 2 1/2 to 3 cups a day
Vegetables that are 1 cup = 1 large tomato

Protein Foods
Daily amounts: 1/2 to 6 ounces a day
Protein foods that are 1 ounce = 1 small fish fillet of cod fish
= 1/4 cup cooked beans, like black, white, and kidney beans and pinto beans, or chick peas
= 1 egg

Dairy
Daily amounts: 3 cups a day
= 1 cup of yogurt or milk (low-fat or fat-free)
= 1/2 cup shredded cheese

Grains
Daily amounts: 3 to 5 ounces a day
Grains that are 1 ounce = 1/2 small whole wheat bread
= 1/4 cup cooked rice or pasta

Choose MyPlate.gov

Get in the Match!

Parents: Help Your Kids Become All-Stars! Help your family get the nutrients they need from the five food groups that make up the USDA's MyPlate. Offer your kids a healthy variety of balanced meals and snacks. Show them how you work the shopping and cooking to get them involved in meal preparation. For more information, visit www.choosemyplate.gov.

Disney Placemat

Goya Activities

TIME for Kids

Whole Grain Videos

Typical Breakfast at Home
500 Calories

- 2 Waffles
- 1/4 cup Pancake Syrup
- 1 tablespoon Butter
- 12 oz. Coffee

Calories = 500
Saturated Fat = 9 grams
Sodium = 580 milligrams
Dietary Fiber = 1 gram
Potassium = 240 milligrams

Sunkist MyPlate Makeover Breakfast
370 Calories

Orange Waffle with Sunkist Citrus Syrup

- 8 oz. Lowfat (1%) Milk
- 1/2 Sunkist Grapefruit
- 12 oz. Coffee

Calories = 370
Saturated Fat = 3 grams
Sodium = 320 milligrams

Sunkist MyPlate Makeover Meals



Recipes & Cooking

Flavor MyPlate 

Add flavor, not salt and fat, to your plate.

Easy recipes and tips inside!




McCormick
Recipe Booklet

BALANCE YOUR PLATE 

#1 Daily Meal Plan
Use this meal plan as a reference to help you meet the Dietary Guidelines.

Daily Nutrition Summary

1,970 Total Calories

Breakfast

- 1 cup oatmeal
- 1/2 cup whole milk yogurt with fruit
- 1 slice whole wheat toast
- 1/2 cup fruit (apple, banana, orange)

Lunch

- 1/2 cup whole wheat pasta
- 1/2 cup lean ground beef
- 1/2 cup tomato sauce
- 1/2 cup cheddar cheese
- 1/2 cup green beans

Dinner

- 1/2 cup whole wheat pasta
- 1/2 cup lean ground beef
- 1/2 cup tomato sauce
- 1/2 cup cheddar cheese
- 1/2 cup green beans

Snack

- 1/2 cup whole wheat pasta
- 1/2 cup lean ground beef
- 1/2 cup tomato sauce
- 1/2 cup cheddar cheese
- 1/2 cup green beans

Nestle Balance Your Plate

Curried Chicken
Preparation Time: 30 minutes



Nutrition Info

1.79 Cup Equivalent

Calories 440

Total Fat 6g

Saturated Fat 3g

% of Calories from Fat 12%

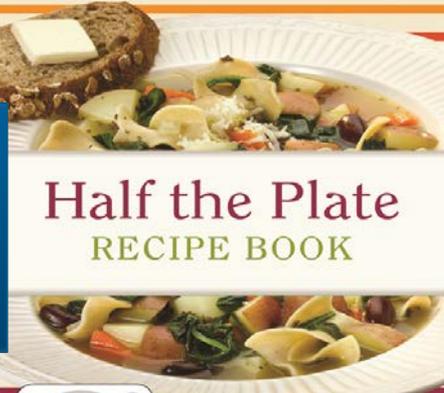
Sodium 410mg

An excellent source of protein, fiber, vitamin E, riboflavin, niacin, B6, pantothenic acid, potassium, phosphorus, magnesium, and copper, and a good source of vitamin A, thiamin, iron, and zinc.

More great tasting recipes at www.FruitsAndVeggiesMoreMatters.org

Produce for
Better Health
Foundation Recipe
Book

Half the Plate
RECIPE BOOK



Nutrition Info

1.79 Cup Equivalent

Calories 440

Total Fat 6g

Saturated Fat 3g

% of Calories from Fat 12%

Sodium 410mg

An excellent source of protein, fiber, vitamin E, riboflavin, niacin, B6, pantothenic acid, potassium, phosphorus, magnesium, and copper, and a good source of vitamin A, thiamin, iron, and zinc.

More great tasting recipes at www.FruitsAndVeggiesMoreMatters.org

Social Media

Feeding America #BetterHealth Twitter Chat

AHO FITK COAL! OKFitKids @OKFitKids 21 Mar
The @USDA is now aiming to shape up college students with #MyPlate On Campus to encourage #BetterHealth: [ow.ly/jrdF](#)
Expand

FEEDING AMERICA Feeding America @FeedingAmerica 21 Mar
RT @MyPlate: #MyPlate is here for you during Ntl Nutrition Month & all year long Check out our newest 10 Tips We now have 43! #BetterHealth
Expand

ChooseMyPlate.gov @MyPlate 21 Mar
#MyPlate is here for you during Ntl Nutrition Month & all year long Check out our newest 10 Tips We now have 43! #BetterHealth
Expand

foodbankccs @foodbankccs 21 Mar
MT @MyPlate: A10 USDA progs lead the way in getting nutritious foods to Americans; #MyPlate helps ppl make better food choices #BetterHealth
View conversation

Feeding America @FeedingAmerica 21 Mar
RT @MyPlate: A10 USDA programs lead the way in getting nutritious foods & #MyPlate helps individuals make food choices #BetterHealth
Expand

ChooseMyPlate.gov @MyPlate 21 Mar
A10 #MyPlate is here for you during Ntl Nutrition Month & all year long Check out our newest 10 Tips We now have 43! #BetterHealth
Expand

The image shows a Pinterest board titled "MyPlate Recipes" from the organization "Choose MyPlate.gov". The board features a grid of recipe pins, each with a photo of a dish and a "Follow" button. The pins are categorized into "Food Group: Fruits", "Food Group: Protein Foods", "Food Group: Veggies", and "MyPlate: For the Grill". A central blue box with white text reads "PHA MyPlate Recipes".

The image shows a Facebook post from "Fruits & Veggies—More Matters" about the "MyPlate Makeover Challenge". The post includes a "Plate of the Week" image, a "MyPlate Makeover Challenge" graphic, and text encouraging users to "Upload Your Image" to win a \$100 grocery gift card. A central blue box with white text reads "Produce for Better Health Foundation MyPlate Makeover Challenge".

General Mills LinkedIn Chat

The image shows a LinkedIn post from the "Professional Colleagues of the General Mills Bell Institute of...". The post is titled "Join Us Today for Live Chat with Dr. Robert Post from CNPP" and includes a photo of Dr. Robert Post. The text says: "Don't forget to join us today for our live chat with CNPP's Dr. Robert Post. From 11:30 am to 12:30 pm CDT, he'll be taking your questions here on our page. Submit them now! 12 days ago". A central blue box with white text reads "Gen Mills Bell Inst @GenMillsBellInst Health professionals - have questions? Now's your chance to chat real-time with CNPP's Dr. Robert Post. [linkd.in/y59VGz](#)".

Events & Campaigns



Hydration Movement

"Like" us to get started!
Pledge to swap one sugared beverage per day with water for a year to live healthier lifestyle!

And enter our sweepstakes for a chance to WIN a one year's supply of free Nestlé® Pure Life® Purified Water AND enjoy a \$1 off coupon!*

*Link one coupon per pledge.
*Coupons available only while supplies last.

Nestlé Hydration Movement



Healthy. Tasty. Affordable.
Saludable. Rico. Económico.



Goya MiPlato Campaign



Birds Eye & Share Our Strength farmers market event Union Square, NY

In the Community

Arlington County Fair

Build a Better Plate...In a Flash!

Want to make your dinner plate look like the USDA MyPlate, but don't have a lot of time to spend in the kitchen? Turn to the frozen food aisles at Bi-Lo! That's right, there are many options to choose from that don't have anything to do with pizza or ice cream. Check out the foods below - you might be surprised at how quick you can build a better plate at home with the right choices.



Add a scoop of berries, thawed or frozen, to your strawberry Greek yogurt. This will add more fiber, more vitamins, and more volume to fill you up for very few additional calories!



This is the perfect side dish! to keep in stock in your freezer for those busy nights when you need dinner to be ready in a hurry. It's easy to make, gluten-free and helps you fulfill your whole grain needs.

Visit birds-eye.com for more veggie-powered ideas and recipes



These vegetables require NO washing or chopping! Just microwave in the bag - your veggies will steam perfectly in minutes. Besides being a good source

Mrs. Paul's has four delicious parchment bake varieties! Learn more and find coupons at MrsPauls.com



Greek yogurt makes a great dessert due to it's thick and creamy texture. And besides being delicious, it is also a good source of calcium, lowfat, and contains double the protein of regular yogurt.

Aldi Circular

MyPlate. Your Savings.
Visit www.aldi.us for more tips on how to fill your plate. And remember you're always given more at ALDI.

ALDI is a proud partner of the USDA. Visit www.aldi.us for more tips on how to fill your plate. And remember you're always given more at ALDI.

produce gives more **september 7 - 13** produce picks at



MyPlate

Eat right. Have fun.

ChooseMyPlate.gov

Vegetables
Fill up your veggie cup.

Make half your plate fruits and veggies.

Color your plate! Fill it with dark green (like broccoli) or orange (like carrots).

Fruits
Focus on fruits.

Make half your plate fruits and veggies.

Color your plate! Fill it with red (like apples, strawberries, blueberries, and raspberries), orange (like oranges, peaches, and apricots), and yellow (like lemons and limes).

Grains
Make at least half your plate whole grains.

Start your meal with brown rice. Look for whole grains on the label.

Just because bread is brown doesn't mean it's whole grain. Check the label for the word "whole" and the percent of whole grain.

Protein
Go lean with protein.

Eat lean or low-fat meat, chicken, turkey, and fish. Avoid fat, sodium, and added sugars.

Go green with beans, lentils, seeds, and eggs. Use plant-based protein, too.

Dairy
Get your calcium.

Look at the nutrition facts to make sure you're getting enough calcium. If you can't have milk products, choose other calcium sources like fortified soy milk.

MyPlate Eating Plan

Visit www.choosemyplate.gov to learn more about your energy needs.

Use MyPlate to find your plan.
Energy needs vary by sex, age, activity level, height, and weight.

Age	Activity Level			
	Sedentary	Moderately Active	Active	Very Active
Females:				
19-30	1,800-2,000	2,000-2,200	2,400	2,400
31-50	1,800	2,000	2,200	2,200
51+	1,600	1,800	2,000-2,200	2,000
Males:				
19-30	2,400-2,600	2,600-2,800	3,000	3,000
31-50	2,200-2,400	2,400-2,600	2,800-3,000	2,800
51+	2,000-2,200	2,200-2,400	2,400-2,800	2,400

My estimated daily energy needs are _____.

Eat from every food group, every day.
Eating from every food group helps you get all the vitamins and nutrients you need. How much you need from each group depends on your daily energy needs.

Energy Needs	1,600	1,800	2,000	2,200	2,400	2,600	2,800	3,000	3,200
Fruits	1 1/2 cups	1 1/2 cups	2 cups	2 cups	2 cups	2 1/2 cups	2 1/2 cups	2 1/2 cups	2 1/2 cups
Vegetables	2 cups	2 1/2 cups	2 1/2 cups	3 cups	3 cups	3 1/2 cups	3 1/2 cups	4 cups	4 cups
Grains	5 oz eq	6 oz eq	6 oz eq	7 oz eq	8 oz eq	9 oz eq	10 oz eq	10 oz eq	10 oz eq
Protein	5 oz	5 oz	5 1/2 oz	6 oz	6 1/2 oz	6 1/2 oz	7 oz	7 oz	7 oz
Dairy	3 cups	3 cups	3 cups	3 cups	3 cups	3 cups	3 cups	3 cups	3 cups
Oils	5 tsp	5 tsp	6 tsp	6 tsp	7 tsp	8 tsp	8 tsp	10 tsp	11 tsp

Circle the column with the amounts you need.

Birds Eye/BiLo In-Store Collaboration

Share Our Strength Curriculum





MyPlate On Campus

- Promotes healthier lifestyles among college students.
- Offers an opportunity to become a MyPlate On Campus Ambassador.
- Builds leadership skills & helps others to adopt or maintain healthier habits.
- 3,360+ Campus Ambassadors & 2.1 million toolkit downloads.



How to Join

- Choose MyPlate.gov
- Audience/Professionals/Partnerships/National Strategic Partners



It's QUESTION TIME !!

Thank You!

