



NEWS RELEASE

Center for Nutrition Policy and Promotion
An agency of the U.S. Department of Agriculture

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USDA RECOGNIZES CORPORATIONS TO PROMOTE NUTRITION AND FIGHT OBESITY

WASHINGTON, June 10, 2008 -- The U.S. Department of Agriculture today recognized 46 corporations for efforts to promote improved nutrition and fight obesity. Responding to a Corporate Challenge issued by the USDA Center for Nutrition Policy and Promotion (CNPP), food and electronic companies have signed a Memorandum of Intent with USDA.

“Teenagers and adults get a lot of signals from the consumer marketplace about what they buy and how they consume. Corporations today agree that MyPyramid’s steps for healthier eating and activity present the opportunity for a message of solid, science-based nutrition advice and guidance,” said Deputy Secretary of Agriculture Chuck Connor.

Nancy Johner, Agriculture Under Secretary for Food, Nutrition and Consumer Services said getting the healthy message to consumers is often a challenge. “Reaching the American public with healthy nutrition messages while they are food shopping, cooking or at work or at play is the smart time to offer these suggestions.”

Dr. Brian Wansink, Executive Director of the USDA Center for Nutrition Policy and Promotion said most Americans know what combination of foods contribute to a healthy diet, and when reminded, they can make better choices themselves.

“The problem is that our dietary habits don’t necessarily reflect what we know,” said Wansink. “The greatest motivators toward a healthy diet are environmental cues. It’s like a highway – one I would call, ‘The Road to Healthville.’ If we were to get reminders along the road to improve our dietary habits, to keep us on track, I am confident that our eating habits would improve substantially.”

More information about the MyPyramid Corporate Challenge is online at www.MyPyramid.gov

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