

# Appendix 7

## Frequently Asked Questions

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### 1) What exactly is Partnering with MyPyramid?

Partnering with MyPyramid is a program initiated by USDA to encourage organizations to use MyPyramid messages in promoting healthy food and lifestyle choices.

### 2) How do organizations sign on?

First, they develop the concept and how they will be promoting MyPyramid messages. Then, they fill out a short application form and a 1-2 page description of their proposed project. Application forms and submission information can be found at [MyPyramid.gov/Challenge](http://MyPyramid.gov/Challenge).

### 3) What kinds of projects are acceptable?

A wide variety of projects may be acceptable. For example a project could:

- Promote MyPyramid and develop a complimentary product, program, or campaign for consumers, and/or
- Develop a new packaging initiative that assists consumers in following MyPyramid recommendations and monitoring portion sizes, and/or
- Encourage physical activity through a product promotion or consumer education campaign.

### 4) Will all submissions be approved?

In order for USDA to sign a Partnering with MyPyramid Memorandum of Intent (MOI), the proposal must be consistent with the *2005 Dietary Guidelines for Americans*. The criteria for consumer communications and content in a project are as follows:

- Consumer communications, content, and initiatives must be consistent with MyPyramid's overarching themes and key messages and with the *2005 Dietary Guidelines for Americans*.
- No consumer communications or content used as part of the project may be in conflict with any recommendations from the *2005 Dietary Guidelines for Americans*.
- All project messaging must be consistent with prevailing USDA and FDA regulatory requirements.

In determining whether project messaging is consistent with MyPyramid and the Dietary Guidelines, an organization should consider the placement of messages and any graphic images on specific products in addition to the content of messages. Additionally, projects must be consistent with prevailing USDA and FDA regulatory requirements.

## Frequently Asked Questions (continued)

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### **5) How will we know if our program has been approved?**

Proposals that are consistent with the criteria will be signed, dated, and returned.

### **6) Is Partnering with MyPyramid limited to the food industry?**

No. Any organization is eligible to sign on to Partnering with MyPyramid. Our initial recruitment targeted the food and consumer electronics industries; however, we plan to broaden this effort to additional industry sectors in the near future.

### **7) Is the project limited to product labeling?**

No. We strongly encourage organizations to be creative in how they might reach consumers with MyPyramid messages. For example, messages might be incorporated into employee wellness programs, informational materials for health fairs, educational games, and informative websites.

### **8) Can any food product use MyPyramid information on its packaging?**

We encourage organizations to use the MyPyramid logo and messaging on products that contribute towards daily needs for one or more food groups. Organizations with products that are largely discretionary calories may want to consider strategies other than information on food product labels for promoting MyPyramid since MyPyramid and the Dietary Guidelines focus on limiting discretionary calories.

### **9) Many organizations have already been doing things to improve their products and messaging employing MyPyramid. Can initiatives begun prior to the announcement be considered?**

Yes. As long as the initiative meets the criteria, these initiatives will be considered.

### **10) Why is signing an MOI necessary?**

Signing an MOI is necessary if the organization wants to be recognized as part of Partnering with MyPyramid and listed on the MyPyramid.gov website.