



# MyPyramid e-Post

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

July 2008

## From the Top with Dr. Brian Wansink



Welcome to the first edition of *MyPyramid e-Post*, a newsletter written especially for you, the folks who accepted the *Corporate Challenge: Partnering with MyPyramid*.

When you and 45 other organizations accepted the Challenge to abide by MyPyramid recommendations, you sent a loud and clear signal to your patrons, your stockholders, and the general public that nutrition and healthful lifestyles are important components of your business. You took a huge leap of faith and you are to be congratulated.

We here at the USDA Center for Nutrition Policy and Promotion look forward to working with you now and in the future. Thank you for your participation. And, to those of you who are considering the Corporate Challenge, we say, "Come on in, the water's fine."

Brian Wansink, Ph.D.  
Executive Director  
Center for Nutrition Policy and Promotion

## Partner Spotlight

**ConAgra's** new packaging initiative was highlighted during the inaugural Corporate Challenge event, held June 10 at the U.S. Department of Agriculture, Washington, DC.

ConAgra reports that its MyPyramid-based graphics are attracting attention for their clear and concise format. Each ConAgra package uses new MyPyramid icons to highlight specific food groups. The different food group icons stand out by varying the use of their colored pyramids.



The MyPyramid food group icons show the relative percentage of a food group consumed from one serving (based on a 2,000-calorie diet). The new icons aid consumers in making fast, easy, and healthy choices while shopping. The icons also compliment the Nutrition Facts panel, making it easier for consumers to choose with confidence those foods that will give them what they need.

## MyPyramid



**Be Part of the Launch...**

**October 26, 2008**

American Dietetic Association  
Food & Nutrition  
Conference & Expo  
Chicago, IL

At the launch of *MyPyramid for Preschoolers*, we will highlight major projects from our Partners that call attention to this new section of MyPyramid.gov.

*MyPyramid for Preschoolers* will offer advice to parents and caregivers on helping their children develop healthy eating habits. Many common concerns, from picky eating to growth and development patterns to food safety, are covered.

For more information, contact Jackie Haven at [jackie.haven@cnpp.usda.gov](mailto:jackie.haven@cnpp.usda.gov).

## Fresh from CNPP

### MyPyramid for Moms Poster

This bright, colorful poster provides nutritional information for pregnant moms. For single copies or professional print files, contact [jane.fleming@cnpp.usda.gov](mailto:jane.fleming@cnpp.usda.gov)



### Watch Dr. Brian Wansink educate Pizza Man with the help of MyPyramid

[Mypyramid.gov/podcasts](http://Mypyramid.gov/podcasts)

### CNPP promotes Corporate Challenge at IFT Conference in New Orleans

Convention goes at the recent annual meeting of the Institute of Food Technologists stopped by the bustling CNPP booth to pick up materials on the Corporate Challenge, as well as MyPyramid and other nutrition-related information. This meeting was an excellent venue for CNPP to extend its message to the corporate world to join the Corporate Challenge: Partnering with MyPyramid.



CNPP looks forward to seeing you at the Society of Nutrition Education annual conference in Atlanta, GA, July 19-22, Booth #26.

## Dietary Guidelines Corner

In 2010, the U.S. Department of Agriculture and the U.S. Department of Health and Human Services will release the updated edition of the Dietary Guidelines for Americans.

To view an approximate [Timeline](#) of the process and the [Federal Register Notice](#) announcing the Intent to Establish the Dietary Guidelines Advisory Committee, please visit:

[www.dietaryguidelines.gov](http://www.dietaryguidelines.gov)

## New Members



**Rainbow Pediatrics**  
2041 Route 9  
Cape May Court House, NJ 08210  
Contact: *Thomas Dierkes/Cathy Calice*  
609-624-9003  
[tdierkes@pol.net](mailto:tdierkes@pol.net)



**HealthCastle Nutrition, Inc.**  
PMB 493  
1225 E. Sunset Drive  
Bellingham, WA 98226  
Contact: *Ian Lee/Gloria Tsang*  
800-941-8852, ext. 708/709  
[media@healthcastle.com](mailto:media@healthcastle.com)

## Partner Feedback



**What do you want to see?  
What do you want to know?**

**Tell us about how you are using MyPyramid...  
You could be the next Partner Spotlight!**

(Please e-mail comments and suggestions to [jackie.haven@cnpp.usda.gov](mailto:jackie.haven@cnpp.usda.gov))

## Customer Support

### Got a Question?



If your customers have questions about MyPyramid, you can direct them to

**E-mail:** [support@cnpp.usda.gov](mailto:support@cnpp.usda.gov)

**Info Line:** 888-7-PYRAMID

## CNPP Contacts

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