



## Section 6

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### What Are the Criteria for a Partnering with MyPyramid Project or Initiative?

The criteria for Partnering with MyPyramid projects and initiatives 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 in conjunction with 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 graphic images on specific products in addition to the content of messages.

A [Partnering with MyPyramid Message Guide](#) has been developed (see Appendix 4) to help organizations identify *Dietary Guidelines* recommendations and MyPyramid themes and messages. This information will help your organization develop a proposal for an initiative that is consistent with MyPyramid and the *2005 Dietary Guidelines for Americans*.