



MyPlate Promotion Campaign Leverages Key Messages from the 2015 Dietary Guidelines for Americans

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CENTER FOR NUTRITION POLICY & PROMOTION



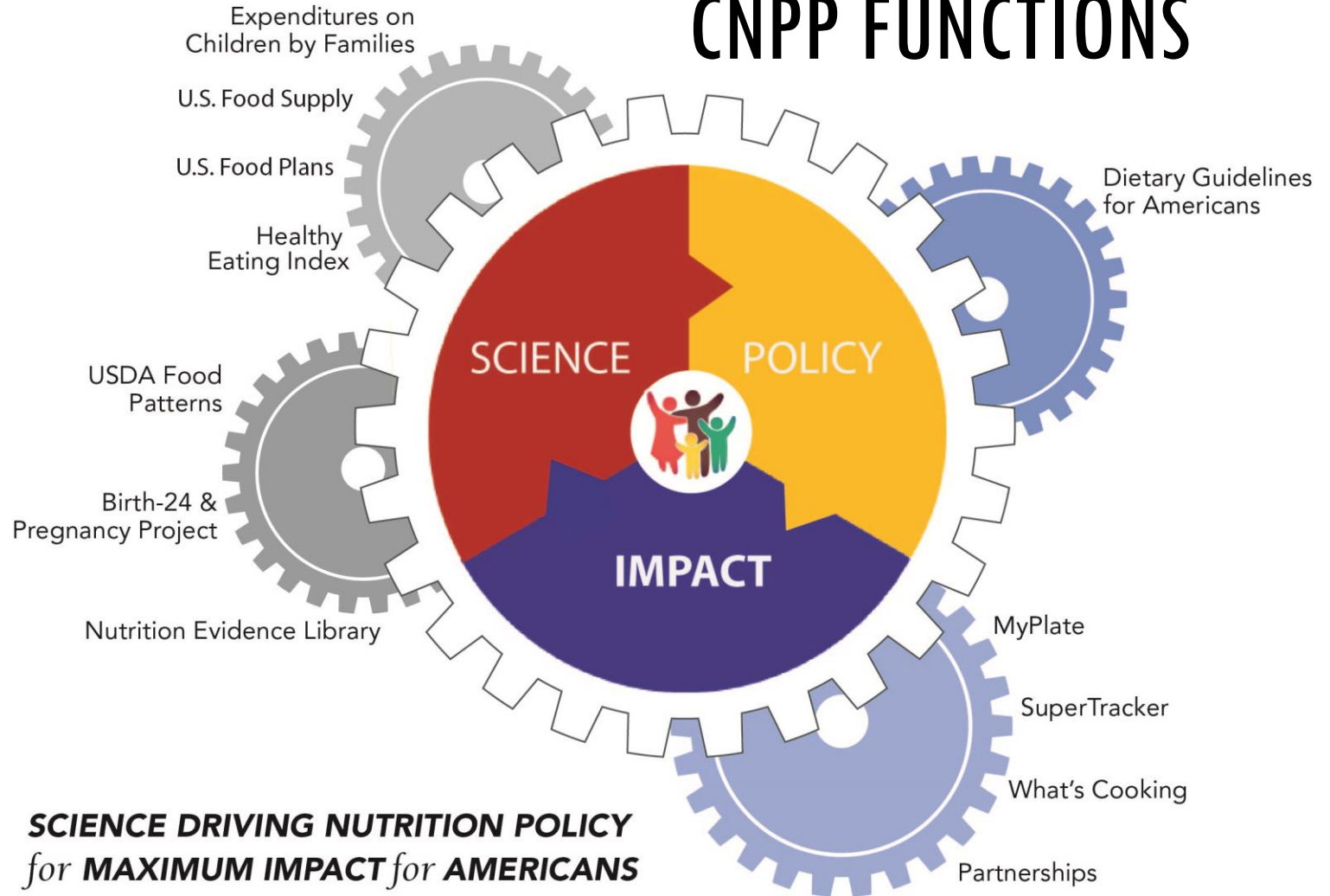
United States
Department
of Agriculture

USDA CENTER FOR NUTRITION POLICY & PROMOTION

To improve the health of Americans by developing and promoting
dietary guidance that links **scientific research** to the nutrition
needs of **consumers**



CNPP FUNCTIONS



SCIENCE DRIVING NUTRITION POLICY
for MAXIMUM IMPACT for AMERICANS

2015-2020 DIETARY GUIDELINES FOR AMERICANS

Guidelines & Key Recommendations



2015-2020 DIETARY GUIDELINES FOR AMERICANS

Guidelines

1

Follow a healthy eating pattern across the lifespan

2

Focus on variety, nutrient density, and amount

3

Limit calories from added sugars and saturated fats and reduce sodium intake

4

Shift to healthier food and beverage choices

5

Support healthy eating patterns for all

KEY RECOMMENDATIONS

A Healthy Eating Pattern

Consume a healthy eating pattern that accounts for all food and beverages within an appropriate calorie level.

- *A healthy eating pattern includes:*
 - A variety of **VEGETABLES** from all of the subgroups— dark green, red and orange, legumes (beans and peas), starchy, and other
 - **FRUITS**, especially whole fruits
 - **GRAINS**, at least half of which are whole grains
 - **Fat-free or low-fat DAIRY**, including milk, yogurt, cheese, and/or fortified soy beverages
 - A **variety of PROTEIN** foods, including seafood, lean meats and poultry, eggs, legumes (beans and peas), and nuts, seeds, and soy products
 - **OILS**
- *A healthy eating pattern limits:*
 - Saturated and *trans* fats, added sugars, and sodium

KEY RECOMMENDATIONS

Quantitative Limits

Quantitative recommendations are provided for components of the diet that should be limited. These components are of particular public health concern, and the specified limits can help individuals achieve healthy eating patterns within calorie limits:

- Consume less than **10%** of calories per day from **ADDED SUGARS**
- Consume less than **10%** of calories per day from **SATURATED FATS**
- Consume less than **2,300 mg** per day of **SODIUM**
- If alcohol is consumed, it should be consumed in moderation — up to one drink per day for women and up to two drinks per day for men — and only by adults of legal drinking age

KEY RECOMMENDATIONS

Physical Activity

In addition to diet, physical activity is important to promote health and reduce the risk of chronic disease. **Diet and physical activity are the two parts of the calorie balance equation to help manage body weight.**

To help individuals maintain and achieve a healthy body weight, the *Dietary Guidelines* includes a key recommendation to:

MEET THE *PHYSICAL ACTIVITY GUIDELINES FOR AMERICANS*

FROM THE DIETARY GUIDELINES TO MYPLATE

Reaching Consumers



A photograph of a young man and woman sitting at an outdoor table, smiling and eating. The man is on the right, wearing a dark t-shirt and sunglasses on his head. The woman is on the left, wearing a light-colored tank top. They are both holding forks and looking at each other. The background shows a blurred outdoor setting with other people and buildings. The entire image has a blue tint.

GROWING AWARENESS

1 IN 2

Americans **recognize the MyPlate symbol**

USDA CNPP CONSUMER SURVEY, 2015

PEOPLE CARE ABOUT EATING HEALTHY

91%

of consumers **think about the healthfulness**
of foods and beverages they consume

2015 FOOD & HEALTH SURVEY
IFIC FOUNDATION

SMALL, EASY CHANGES

80%

of dietitians say that **small changes resonate** with consumers
and help them achieve their dietary goals

2015 WHAT'S TRENDING IN NUTRITION SURVEY
POLLOCK COMMUNICATIONS & *TODAY'S DIETITIAN*

CONNECTING WITH OTHERS IS KEY

#1

Consumers cite **support from family and friends**
as the #1 tool they've used for healthy eating

2015 FOOD & HEALTH SURVEY
IFIC FOUNDATION

THEY'RE IN IT FOR THE LONG-TERM



Consumers are now more interested in **lasting changes and lifelong healthy eating** than crash dieting

WEIGHT MANAGEMENT AND HEALTHY LIVING 2015
THE HARTMAN GROUP

Introducing...



MyPlate, MyWins

Healthy Eating Solutions for Everyday Life

Choose **MyPlate**.gov/MyWins



MyPlate, MyWins
Healthy Eating Solutions for Everyday Life
Choose **MyPlate**.gov/MyWins

Objective: Help consumers eat healthy eating patterns

Audience: Families with young children at home

Goals:

- Knowledge:** Increase awareness and how to use MyPlate
- Attitudes:** Provide solutions to barriers
- Behavior:** Make better food and beverage decisions

A NEW APPROACH...



Helping consumers develop their own
“**healthy eating style**” with the support of MyPlate

WHAT IS A “MyWin”?



- Healthy eating **solutions** for everyday life
- Make **small changes** - they all add up!
- MyPlate can help consumers find solutions **that work for them**
- Celebrate **successes**

WWW.CHOOSEMYPLATE.GOV/MYWINS

USDA **ChooseMyPlate.gov**
United States Department of Agriculture

ABOUT US | ASK THE EXPERT | NEWS | CONTACT US

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SITE MAP | ADVANCED SEARCH | HELP | SEARCH TIPS

MYPLATE AUDIENCE HEALTHY EATING STYLE PHYSICAL ACTIVITY ONLINE TOOLS POPULAR TOPICS



MyPlate MyWins

Healthy Eating Solutions for Everyday Life

MYPLATE, MYWINS: FAMILIES & INDIVIDUALS

Home / Popular Topics / MyPlate, MyWins / Families & Individuals [Print](#) [Share](#)

MYPLATE, MYWINS

Families & Individuals

- MyPlate, MyState
- Professionals
- Take the Challenge
- Get Involved

Did you make New Year's Resolutions this year? We all make resolutions with the best of intentions, but when life gets in the way, they shift to the back burner. It can be hard to prioritize healthy eating when you're trying to manage your work and family life with limited time and budget. MyPlate, MyWins is here to make healthy eating easier. MyPlate, MyWins can help you find reSOLUTIONS that work for you, now and all year long. MyPlate, MyWins tips and tools will guide you in making small, practical changes that add up to big successes. We know that you and your family have unique needs, and we want to help you find a healthy eating style that works for you within your everyday life. #MyPlateMyWins

Healthy Eating Tools for You and Your Family

Tips:

- MyPlate, MyWins Tipsheet – Discover the MyPlate building blocks to build your own healthy eating style and print out for easy reference.

Tools to help you get started:

INSPIRING CONSUMERS TO “WIN”

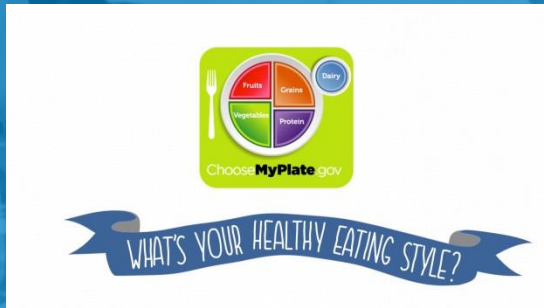
Empowers families and individuals to help one another

Emphasizes social support, **inspirational** content, and personalized tools for success

New campaign resources to help consumers find their “wins,” including:

- **Testimonial** videos with real families
- Healthy eating **tips**
- Interactive **challenges**
- MyPlate educational materials and **tools**
- Opportunities to **share successes** with others

MyPlate, MyWins VIDEO SERIES



ANIMATION

SHELLEY

ROCCIO

MyPlate, MyStory



WHAT'S YOUR HEALTHY EATING STYLE?

MyPlate, MyStory

Shelley's Story

Challenge: Shelley is a single mom to 2-year old Josiah. She tries to serve healthy foods while balancing work, school and being a mom.

Shelley's Healthy Eating Solutions:

- Grocery shop and cook together
- Role model healthy eating for kids
- Serve food from all 5 food groups each day
- Get creative and have fun with food
- **Small changes add up!**



MyPlate, MyStory

Rocio's Story

Challenge: Rocio and her husband, both veterans, strive to teach their 4 boys (all under the age of 8) the importance of good nutrition.

Rocio's Healthy Eating Solutions:

- Make whole wheat pancakes, waffles, or crepes
- Create a weekly menu board
- Get the whole family involved in meal prep
- Eat meals together as a family



2016 CAMPAIGN RELEASES

Timeframe	Release	
New Year	MyPlate reSOLUTIONS	Discover long-term solutions vs. quick fix approaches to healthy eating
National Nutrition Month	MyPlate Challenges	Gamify health behaviors by competing against friends and family in a healthy eating challenge
MyPlate's 5 th Birthday	MyPlate, MyState	Connect with local agriculture and community farmer's markets to get healthy foods on your plate
Back to School	Back-to-School with MyPlate	Get back into a healthy eating routine for the new school year
Holiday Season	Celebrate with MyPlate	Embrace family traditions and discover tips and ideas to make positive choices during the holidays

MyPlate, MyState CAMPAIGN

The screenshot shows the homepage of the ChooseMyPlate.gov website. At the top left is the USDA logo and the text "ChooseMyPlate.gov United States Department of Agriculture". On the right, there are navigation links: "ABOUT US | ASK THE EXPERT | NEWS | CONTACT US", a search bar with "Search ChooseMyPlate.gov" and a "Search" button, and "SITE MAP | ADVANCED SEARCH | HELP | SEARCH TIPS". Below the header is a navigation menu: "MYPLATE | AUDIENCE | HEALTHY EATING STYLE | PHYSICAL ACTIVITY | ONLINE TOOLS | POPULAR TOPICS". A large graphic in the center features a map of the United States with the text "MyPlate MyState ChooseMyPlate.gov" overlaid. To the right of the map is a smaller version of the MyPlate logo. Below the map, the text "MYPLATE, MYSTATE" is displayed. At the bottom left, there is a sidebar with the heading "MYPLATE, MYWINS" and a list of categories: "Families & Individuals", "MyPlate, MyState", "Professionals", "Take the Challenge", and "Get Involved". The main content area has the heading "What foods are your state or territory known for?" and a paragraph: "Foods and flavors from every state and territory in this nation can help us all create lasting healthy eating styles we can enjoy. MyPlate's building blocks for healthy eating are a great place to start." Below this is another paragraph: "If it's on MyPlate and it's from your state, show your pride! Here are two opportunities:". A list of two items follows: "• **Healthy Lunchtime Challenge and Kids' 'State Dinner'** with First Lady Michelle Obama, deadline April 4 (more state-specific food info coming soon). Whether it's food grown in your state, a dish your state is known for, or something you've grown in your backyard, include your hometown story about your recipe." and "• **Coming soon.** What does MyPlate look like in your state? Organizations and people nationwide are invited to create a state-specific MyPlate featuring foods and flavors your state is known for."

RESOURCES FOR PROFESSIONALS

- Graphics and **MyPlate Style Guide** at: www.choosemyplate.gov/graphics
 - Buttons for each food group
 - Button for limiting sodium, saturated fats, and added sugars
 - MyWins graphic
- Dietary Guidelines **Communicator's Guide**
- New consumer messages
- Shareable tweets



MyPlate, MyWins MINIPOSTER

MyPlate, MyWins



Find your healthy eating style and maintain it for a lifetime. This means:

Everything you eat and drink over time matters.

The right mix can help you be healthier now and in the future.

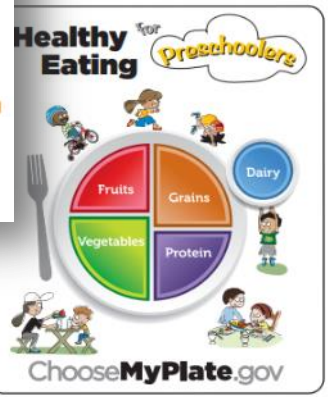
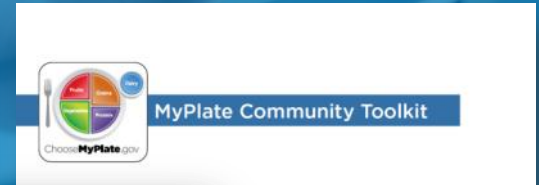


Start with small changes to make healthier choices you can enjoy.

Visit ChooseMyPlate.gov for more tips, tools, and information.

MORE FROM CHOOSEMYPLATE.GOV

- Posters and other print materials
- Toolkits
- Spanish language resources
- Audience-specific resources
 - Pregnancy and breastfeeding
 - Preschoolers
 - Kids
 - Older Adults
 - Healthy Eating on a Budget



#MYPLATEMYWINS

The campaign invites the public to share their MyWins on social media

#MYPLATEMYWINS



INTERACTIVE TOOLS

- MyPlate Plan Calculator and Daily Checklist
- MyPlate Quizzes
- SuperTracker
- What's Cooking? USDA Mixing Bowl

USDA
United States Department of Agriculture

 **MyPlate Daily Checklist**
Find your Healthy Eating Style

Everything you eat and drink matters. Find your healthy eating style that reflects your preferences, culture, traditions, and budget—and maintain it for a lifetime! The right mix can help you be healthier now and into the future. The key is choosing a variety of foods and beverages from each food group—and making sure that each choice is limited in saturated fat, sodium, and added sugars. Start with small changes—“MyWins”—to make healthier choices you can enjoy.

Food Group Amounts for 1,800 Calories a Day

 Fruits	 Vegetables	 Grains	 Protein	 Dairy
1 1/2 cups	2 1/2 cups	6 ounces	5 ounces	3 cups
Focus on whole fruits	Vary your veggies	Make half your grains whole grains	Vary your protein routine	Move to low-fat or fat-free milk or yogurt
Focus on whole fruits that are fresh, frozen, canned, or dried.	Choose a variety of colorful fresh, frozen, and canned vegetables—make sure to include dark green, red, and orange choices.	Find whole-grain foods by reading the Nutrition Facts label and ingredients list.	Mix up your protein foods to include seafood, beans and peas, unsalted nuts and seeds, soy products, eggs, and lean meats and poultry.	Choose fat-free milk, yogurt, and soy beverages (soy milk) to cut back on your saturated fat.

 **Limits** Drink and eat less sodium, saturated fat, and added sugars. Limit:

- Sodium to 2,300 milligrams a day.
- Saturated fat to 20 grams a day.
- Added sugars to 45 grams a day.

Be active your way. Children 6 to 17 years old should move 60 minutes every day. Adults should be physically active at least 2 1/2 hours per week. Use SuperTracker to create a personal plan based on your age, sex, height, weight, and physical activity level.
SuperTracker.usda.gov

SUPERTRACKER.USDA.GOV

- Interactive food & activity tracking tool
- Updated with the *2015-2020 Dietary Guidelines for Americans*
- Personalized recommendations for healthy eating and physical activity






SUPERTRACKER STATS

- **Total pageviews since launch: 534,228,544**
- **Average pageviews per day: 329,770**
- **Average pageviews per month: 9,893,121**
- **Total registered users since launch: 7,224,718**
- **Average users added per day since launch: 4,438**



SUPERTRACKER FEATURES

- Determine what and how much to eat
- Track foods, physical activities, and weight
- Personalize with goal setting, virtual coaching, and journaling
- Build, track and analyze recipes using the My Recipe feature.
- Generate detailed reports that analyze food group and nutrient content of foods eaten or planned meals.

Calories	Allowance		
Total Calories	2000 per day		
Food Group	Food Group Amount	"What counts as..."	Tips
Grains	6 ounce(s) per day	1 ounce of Grains	Tips
<ul style="list-style-type: none"> • Whole Grains 	<ul style="list-style-type: none"> • ≈ 3 ounce(s) per day 	<ul style="list-style-type: none"> • 1 slice of bread (1 ounce) • ½ cup cooked pasta, rice, or cereal • 1 ounce uncooked pasta or rice • 1 tortilla (6 inch diameter) • 1 pancake (5 inch diameter) • 1 ounce ready-to-eat cereal (about 1 cup cereal flakes) <p>See more Grain examples</p>	<ul style="list-style-type: none"> • Eat at least half of all grains as whole grains. • Substitute whole-grain choices for refined grains in breakfast cereals, breads, crackers, rice, and pasta. • Check product labels – is a grain with "whole" before its name listed first on the ingredients list?
Vegetables	2½ cup(s) per day	1 cup of Vegetables:	Tips
<ul style="list-style-type: none"> • Dark Green • Red & Orange • Beans & Peas • Starchy • Other 	<ul style="list-style-type: none"> • 1½ cup(s) per week • 5½ cup(s) per week • 1½ cup(s) per week • 5 cup(s) per week • 4 cup(s) per week 	<ul style="list-style-type: none"> • 1 cup raw or cooked vegetables • 1 cup 100% vegetable juice • 2 cups leafy salad greens <p>See more Vegetable examples</p>	<ul style="list-style-type: none"> • Include vegetables in meals and in snacks. Fresh, frozen, and canned vegetables all count. • Add dark-green, red, and orange vegetables to main and side dishes. Use dark leafy greens to make salads. • Beans and peas are a great source of fiber. Add beans or peas to salads, soups, side dishes, or serve as a main dish.
Fruits	2 cup(s) per day	1 cup of Fruit:	Tips
		<ul style="list-style-type: none"> • 1 cup raw or cooked fruit • 1 cup 100% fruit juice • ½ cup dried fruit <p>See more Fruit examples</p>	<ul style="list-style-type: none"> • Select fresh, frozen, canned, and dried fruit more often than juice; select 100% fruit juice when choosing juice. • Enjoy a wide variety of fruits, and maximize taste and freshness, by adapting your choices to what's in season. • Use fruit as snacks, salads, or desserts.
Dairy	3 cup(s) per day	1 cup of Dairy:	Tips

TRACKING WORKS

- Research shows that people who keep track of what they eat and weigh are more likely to succeed at losing weight and keeping it off.
- SuperTracker users often contact us to share their successes.

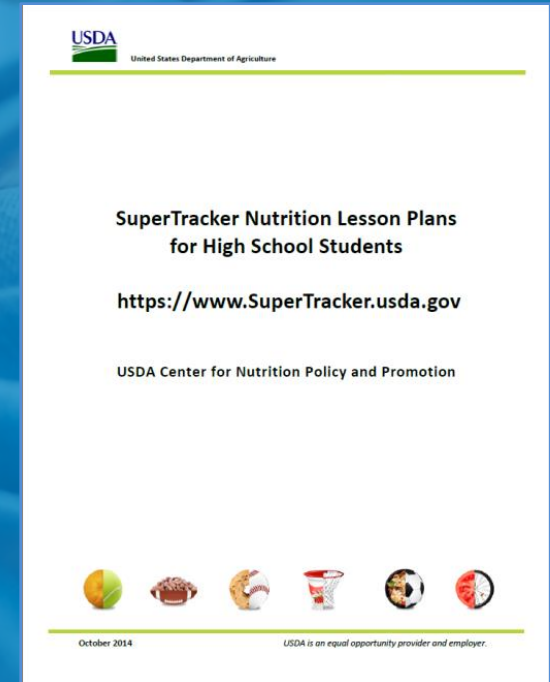
To: SuperTrackerHelp - CNPP
Subject: Thanks!

Dear SuperTracker Team,

I am writing to say thank you for providing this resource. It is something for which I am glad to see my tax dollars spent. With the help of the SuperTracker website, which I access via my smart phone, I have lost 75 pounds in the last year. I have also used many of the USDA publications about diet and exercise, including the 2010 Dietary Guidelines for Americans, to re-balance my diet and learn the right portion sizes for me. I have lost nine clothing sizes, and now have a healthy BMI and healthy blood pressure. I am continuing to use the SuperTracker to help me keep working on balance in my diet, and to maintain my new size.

SUPERTRACKER RESOURCES

- **Site Tour Videos**
 - Library of 19 YouTube videos demonstrating how to use SuperTracker
- **SuperTracker Nutrition Lesson Plans for High School Students**
- **SuperTracker Worksite Wellness Toolkit**
 - 8-week program designed to help worksite wellness coordinators support employee health and wellness.




SUPERTRACKER GROUPS

- Group leaders (educators, health professionals, etc.) can:
 - Create a private or public group and invite others to join via email, Facebook or a group-specific access code.
 - Run roll-up reports of group member dietary and physical activity data (available to private groups only).
 - Send messages to group members.
 - Create a healthy eating challenge for group members.

The screenshot shows the SuperTracker interface for a group named "Mrs. Smith's Health Class". At the top, it says "You are here: Home > Mrs. Smith's Health Class". The group name is "Mrs. Smith's Health Class" and it is a private group created on 11/19/2015. The organization is Pineville Middle School. The group description is "This group is for Mrs. Smith's 7th grade health class. Let's use SuperTracker to get healthy together. Way to go class!". Below the description are five icons: "Invite Users", "View Members", "Run Reports", "Send Message", and "Create Challenges". The "Challenges" section states "This group does not have any challenges." The "Helpful Links" section includes links for "Site Tour Videos", "Food Tracker", "Physical Activity Tracker", "My Weight Manager", and "My Top 5 Goals page".





You are here: Home > Mrs. Smith's Health Class

Mrs. Smith's Health Class



Group Name: Mrs. Smith's Health Class
Type of Group: Private
Organization: Pineville Middle School
Date Created: 11/19/2015
End Date: None

Group Description:
This group is for Mrs. Smith's 7th grade health class. Let's use SuperTracker to get healthy together. Way to go class!

 Invite Users  View Members  Run Reports  Send Message  Create Challenges

Challenges

This group does not have any challenges.

Helpful Links

For help getting started with SuperTracker, check out our [Site Tour Videos](#).

Track the foods you eat and compare to your nutrition targets using [Food Tracker](#).

Enter your activities and track progress as you move using [Physical Activity Tracker](#).

Get weight management guidance; enter your weight and track progress over time using [My Weight Manager](#).

Choose up to 5 personal goals; sign up for tips and support from your virtual coach on the [My Top 5 Goals page](#).

MyPlate CHALLENGES

As of March 2016, group leaders can create a challenge to encourage healthy eating and physical activity through friendly competition.

- Challenges encourage healthy eating and physical activity through friendly competition and **gamification**



The screenshot displays the MyPlate interface for a group named "Mrs. Smith's Health Class". At the top, it shows the breadcrumb "You are here: Home > Mrs. Smith's Health Class". The group name is "Mrs. Smith's Health Class". Below this, there is a circular profile picture of a pink and white sneaker. To the right of the profile picture, the following details are listed: "Group Name: Mrs. Smith's Health Class", "Type of Group: Private", "Organization: Pineville Middle School", "Date Created: 11/19/2015", and "End Date: None". A "Group Description" follows: "This group is for Mrs. Smith's 7th grade health class. Let's use SuperTracker to get healthy together. Way to go class!". Below the description is a row of five blue buttons: "Invite Users", "View Members", "Run Reports", "Send Message", and "Create Challenges". The "Create Challenges" button is highlighted with a green border. Underneath the buttons, there is a "Challenges" section stating "This group does not have any challenges." and a "Helpful Links" section with four links: "Site Tour Videos", "Food Tracker", "Physical Activity Tracker", and "My Weight Manager".

QUICK TRACKER

SuperTracker challenges offer a new, simpler way for Americans to get feedback on their health behaviors and work toward their goals.

Challenge participants use a simple challenge “Quick Tracker” to record daily foods and physical activities in a matter of seconds.

Quick Tracker

Welcome to the Challenge Input wizard, select the food you ate, and activities you did to complete your challenges.

STEP 1 - Click one of the buttons below to display the category list
STEP 2 - Click each item that you have eaten/performed
STEP 3 - Select the date and submit your additions

Fill your plate

By entering two foods in each category you will be able to fill up your plate.



Fruits **Vegetables** **Grains** **Protein** **Dairy** **Activity**

Apple	Cranberries	Mango	Pineapple
Apricots	Dates	Mixed fruit	Plum
Banana	Fig	Nectarine	Pomegranate
Blackberries	Grapefruit	Orange	Raisins
Blueberries	Grapes	Papaya	Raspberries
Cantaloupe	Guava	Peach	Strawberries
Cherries	Honeydew	Pear	Watermelon
Clementine	Kiwi fruit	Persimmon	Other - Fruits

Submit Food and Activity for: 01/06/2016

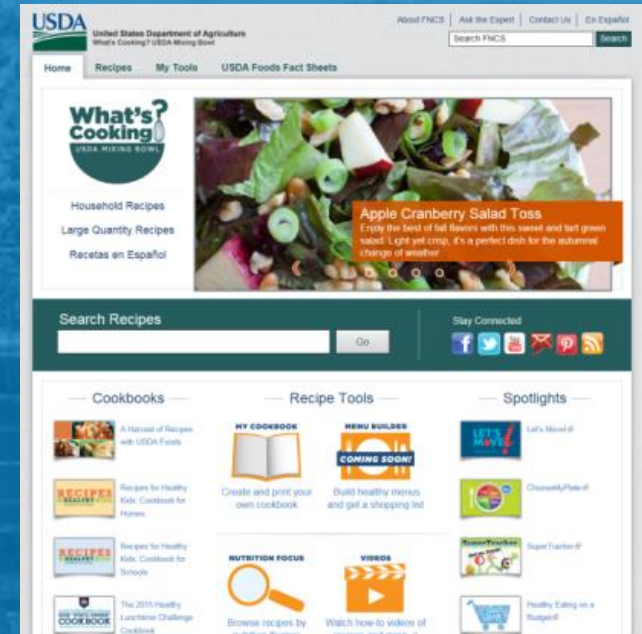
History

- Banana
- Peach
- Green beans
- Mushrooms
- Granola bar
- Tortilla, whole grain
- Basketball
- Walking

Submit Clear

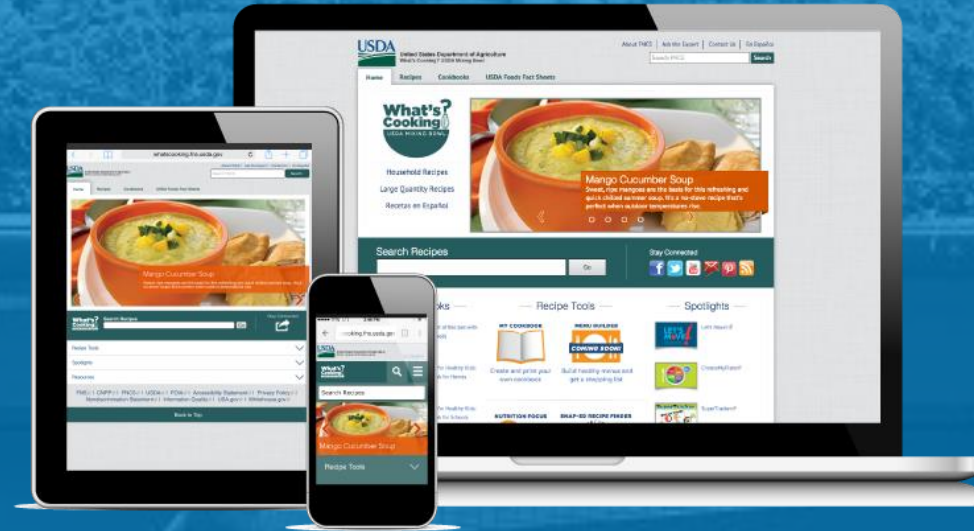
WHAT'S COOKING? USDA MIXING BOWL

- Large database of healthy recipes
- Extensive search filters to refine results
 - USDA program, course, nutrition content, cooking equipment, cuisine
- Create a cookbook or choose from ready-made cookbooks
- Rate or comment on recipes
- Share on social media



WHAT'S COOKING? USDA MIXING BOWL

- Nutrition centered and budget-friendly approach is a unique niche in the recipe marketplace.
- Comprehensive search and sort capabilities
- Full site is also available in Spanish.
- What's Cooking is tablet and mobile friendly!



WHAT'S COOKING? USDA MIXING BOWL

- **New Features:**
 - Site-wide shopping list
 - Menu Builder (coming soon)
 - SuperTracker Data Interfacing (coming soon)

Shopping List

New Item

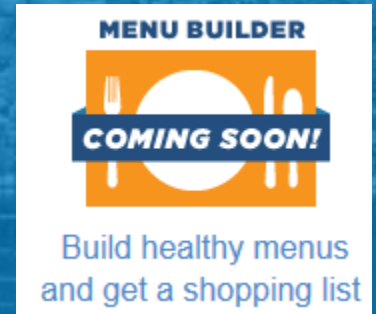
Grocery Section

Other Items





Fresh & Refrigerated Foods

Dairy Foods

Lowfat Milk	X
Lowfat Vanilla Yogurt	X
Parmesan cheese	X
buttermilk	X
cheddar cheese	X
cheese, cheddar, reduced fat, shredded	X
milk	X
nonfat milk	X
yogurt, plain	X



MENU BUILDER (coming soon)


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div style="text-align: center;"> BREAKFAST</div>						
Peanut Butter Raisin Oatmeal Orange Juice	Hard-Cooked Egg Cereal with Fruit Coffee	Scrambled Eggs Turkey Sausage Whole Wheat Toast Apple Juice	Banana Walnut Oatmeal Orange 1% low fat milk	Open-faced Egg and Tomato on an English Muffin Apple Juice	Scrambled Tofu Burrito Scrambled Tofu 1% low fat milk	Fantastic French Toast Banana Orange Juice
<div style="text-align: center;"> LUNCH</div>						
Tuna-Cucumber Wrap Lowfat Vanilla Yogurt 1% low fat milk	Chocolate Chip Yogurt Cookies 1% low fat milk Green Salad with Honey Lemon Chicken Honey Lemon Chicken Slice Whole-Wheat Bread	One Pan Spaghetti Side Salad Slice Whole-Wheat Bread 1% low fat milk	Green Salad with Tuna Shake-A-Pudding Slice Whole-Wheat Bread 1% low fat milk	Peanut Butter and Banana Sandwich Celery Sticks 1% low fat milk	Crunchy Chicken Salad Sandwich Crunchy Chicken Salad Carrot Sticks Orange 1% low fat milk	Lentil Stew brown rice Slice Whole-Wheat Bread 1% low fat milk
<div style="text-align: center;"> DINNER</div>						
Honey Lemon Chicken Brown Rice Pilaf Peas and Corn Chocolate Chip Yogurt Cookies 1% low fat milk	One Pan Spaghetti Shake-A-Pudding 1% low fat milk White Roll Tub Margarine Steamed Broccoli	Polenta with Pepper and Cheese Chocolate Chip Yogurt Cookies Cooked Green Beans	Marinated Beef Mashed Potatoes Mixed Vegetables Tea	Mouth-Watering Oven-Fried Fish Couscous with Peas and Onions Cooked Green Beans White Roll Tea	Lentil Stew Brown Rice Steamed Broccoli Canned Pears Tea	Pan-Fried Pork Chop Baked Potato with Salsa Cabbage Slaw Apple Juice
<div style="text-align: center;"> SNACKS</div>						
Carrot Sticks with Dip Whole-Grain Crackers	Popcorn Orange	Pretzels and Dip Banana	Banana Bread Tub Margarine Grapes	Banana Bread 1% low fat milk	Yogurt Parfait	Banana Bread Tub Margarine 1% low fat milk

1 week menu

Weekly Nutrition Overview and Cost is provided for each menu.

Create a shopping list of food and menu items

MENU BUILDER (coming soon)



Search Recipes

Weekly Cost per Person

\$41.52

The number above represents the approximate cost of your entire menu.

Nutrition Overview
Daily Average per Person

Total Calories: 1909
Empty Calories: 429

Saturated Fat: 15 g

Sodium: 1782 mg

MyPlate Food Groups

Food Group	Amount	Percentage
Grains	6 oz.	100%
Veg	3 cup(s)	121%
Fruits	2 3/8 cup(s)	117%
Dairy	2 5/8 cup(s)	88%
Protein	5 1/2 oz.	100%

Menu 1

Weekly Menu **Edit Menu** Shopping List Cookbook Choose a New Menu

Select food and recipe substitutions using the dropdown menus below. The Nutrition Overview will update based on the changes in your menu.

This menu is based on a 2,000 Calorie diet. These values are the basis for general nutrition advice; however, individual needs may vary.

Menu items with the whisk (⌘) are recipes. To view the recipe, click on the whisk.

Sunday **Monday** Tuesday Wednesday Thursday Friday Saturday

BREAKFAST

Peanut Butter Raisin Oatmeal

- Oatmeal, no salt or fat added (1 cup)
- Peanut butter, chunky (1 tablespoon)
- Raisins (4 tablespoon)
- Orange Juice (1 cup)

LUNCH

Tuna-Cucumber Wrap

- Flour Tortilla (1 tortilla (8" across))
- Tuna, Canned in Water (3 ounce(s))
- Mayonnaise (1 teaspoon)
- cucumber (5 stick, 4 " long)
- Lowfat Vanilla Yogurt (1/4 cup)

Edit and Customize Menu Items

Interactive menus

View individual days to customize menus

MyPlate NUTRITION COMMUNICATOR'S NETWORK

- *Community Partners*
- *National Strategic Partners*
- *Campus Ambassadors*
- *Federal Partners*

MyPlate National Strategic Partners 5/11/16



INSPIRING OTHERS



Share tips and
MyPlate messages
using
[#MyPlateMyWins](#)



Host a MyPlate
challenge for
your community
or family



Join on as a
partner



Visit
[ChooseMyPlate.gov/](#)
and use the resources
available

CONNECT WITH MyPlate

Social Media

Like MyPlate at
www.facebook.com/MyPlate

Follow [@MyPlate](https://twitter.com/MyPlate) on Twitter

The image shows a screenshot of the MyPlate Facebook page. The cover photo features the MyPlate logo, the text "MyPlate MyWins", and the tagline "Healthy Eating Solutions for Everyday Life". The page shows 79,269 likes and a post from 7 hours ago about finding nutrition information online.

MyPlate MyWins
Healthy Eating Solutions for Everyday Life

MyPlate Government Organization

Timeline About Photos Follow @MyPlate on Twitter More

Search for posts on this Page

79,269 people like this
Patty Keane and 7 other friends

Invite friends to like this Page

ABOUT

- Ask for MyPlate's address
- Ask for MyPlate's phone
- Ask for MyPlate's hours

MyPlate 7 hrs ·

Many restaurants have nutrition information online. Before you go out to eat, look at their website to find healthy options ahead of time. Having a plan is a great first step in making smarter choices!
<http://1.usa.gov/1MmPJFP> #MyPlateMyWins

Everyone has a place at the table!



THANK YOU!

USDA Center for Nutrition Policy and Promotion

www.cnpp.usda.gov

www.DietaryGuidelines.gov

www.choosemyplate.gov

www.SuperTracker.usda.gov