

Start Simple with MyPlate – We Have an App for That!

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SOCIETY FOR NUTRITION EDUCATION AND BEHAVIOR | 2021 ANNUAL CONFERENCE

#SNEB2021: Raising Reliance and Resilience

Speakers

Moderator:

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Panel Speakers:

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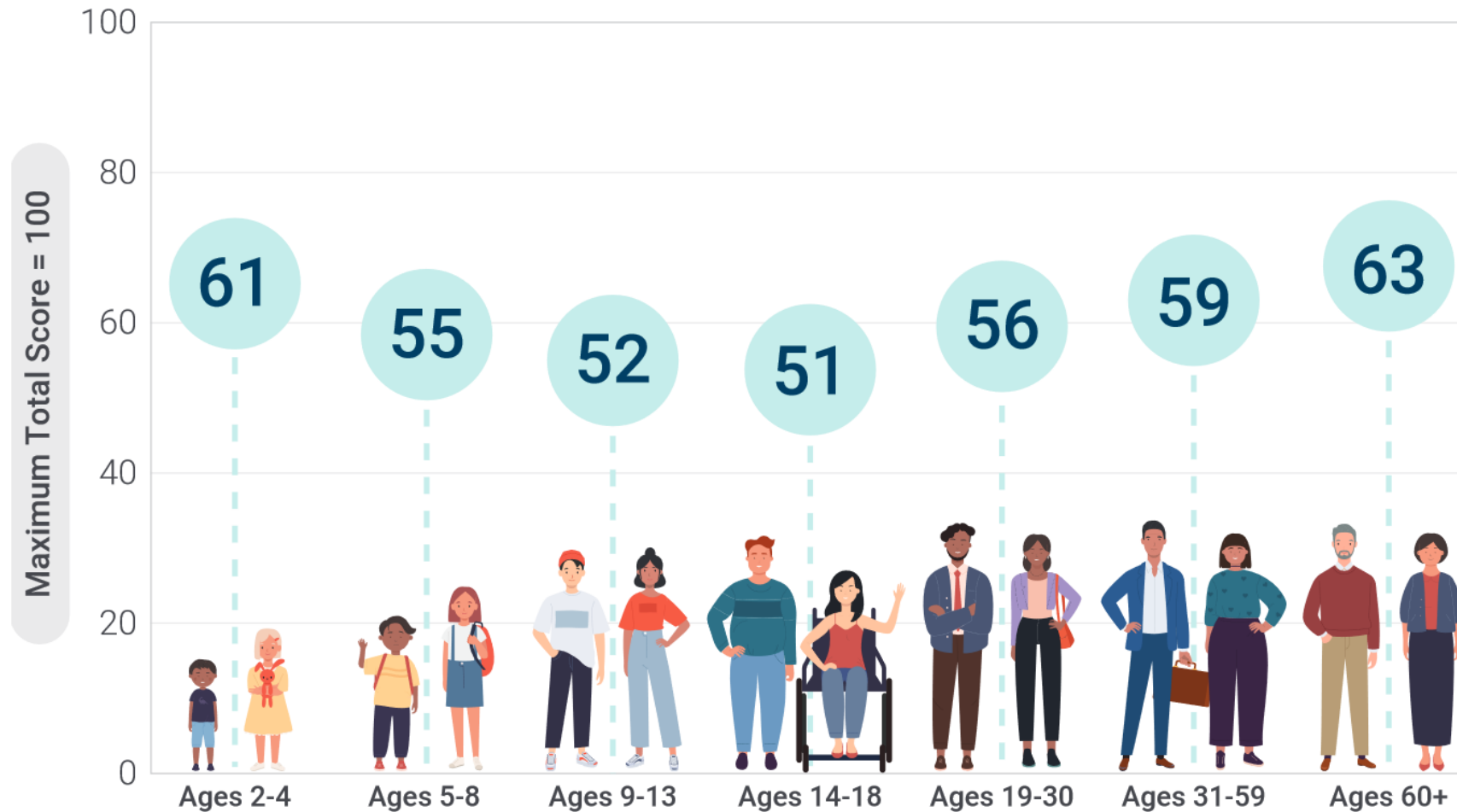
Today

- ▶ Highlights from the *Dietary Guidelines for Americans, 2020-2025*
- ▶ From the Dietary Guidelines to MyPlate: Insights from Consumer Research
- ▶ Start Simple with MyPlate
- ▶ MyPlate Tools and Resources

Highlights from...



We have important work to do together. People are far from following the DGA and our health is suffering. Current U.S. Healthy Eating Index scores:



The good news:
*Healthy eating
across the lifespan
can promote health
and reduce risk of
chronic disease.*

**“Make every bite
count”**

Birth Through 23 Months

- Lower risk of overweight and obesity
- Lower risk of type 1 diabetes
- Adequate iron status and lower risk of iron deficiency
- Lower risk of peanut allergy
- Lower risk of asthma

Women Who Are Pregnant or Lactating

- Favorable cognitive development in the child
- Favorable folate status in women during pregnancy and lactation



Children and Adolescents

- Lower adiposity
- Lower total and low-density lipoprotein (LDL) cholesterol



Adults, Including Older Adults

- Lower risk of all-cause mortality
- Lower risk of cardiovascular disease
- Lower risk of cardiovascular disease mortality
- Lower total and LDL cholesterol
- Lower blood pressure
- Lower risk of obesity
- Lower body mass index, waist circumference, and body fat
- Lower risk of type 2 diabetes
- Lower risk of cancers of the breast, colon, and rectum
- Favorable bone health, including lower risk of hip fracture

The 2020-2025 edition of the DGA has four overarching guidelines:

Follow a healthy dietary pattern at every life stage. »



Customize and enjoy nutrient-dense food and beverage choices to reflect personal preferences, cultural traditions, and budgetary considerations.

1



4

« Limit foods and beverages higher in added sugars, saturated fat, and sodium, and limit alcoholic beverages.



2



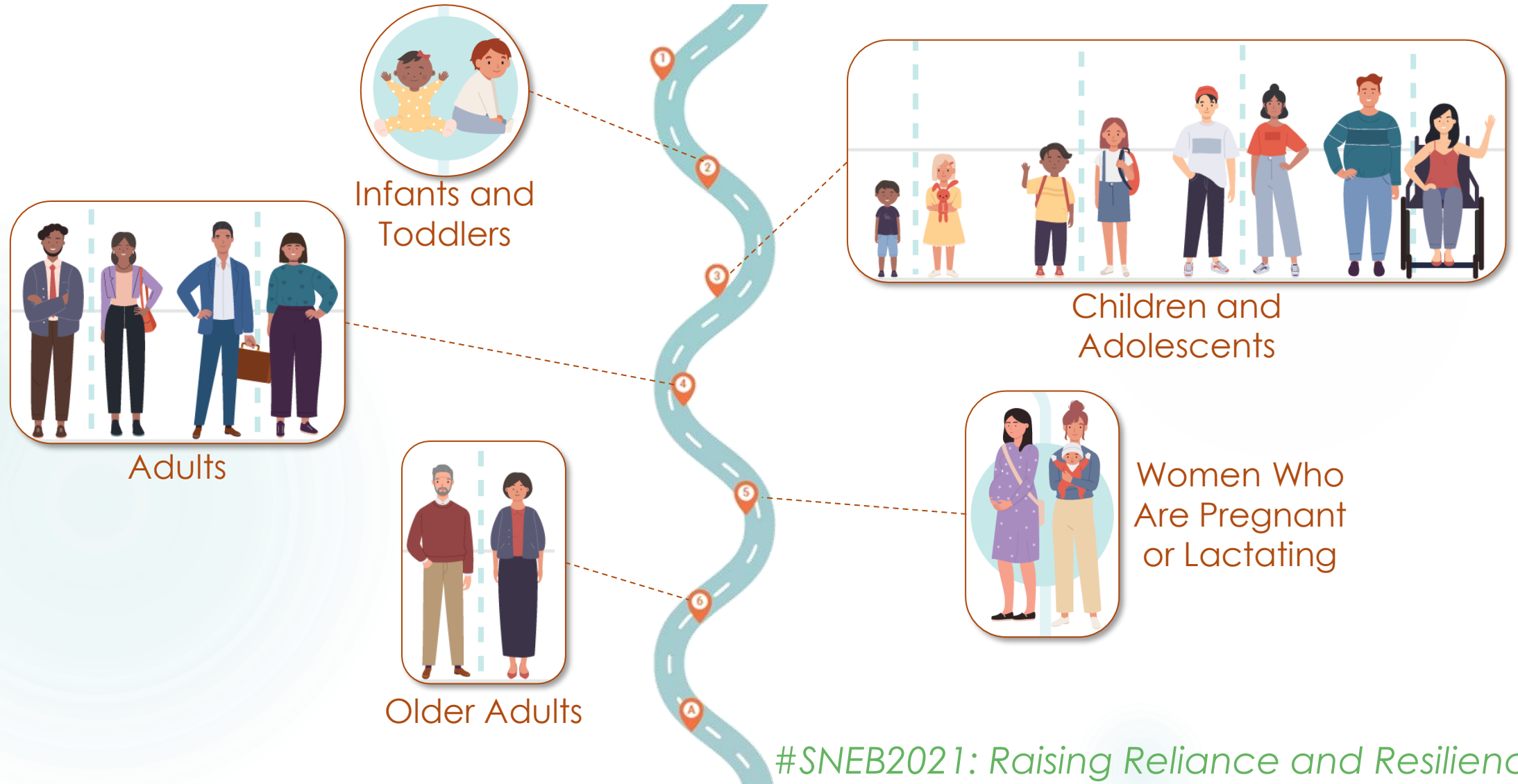
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Focus on meeting food group needs with nutrient-dense foods and beverages, and stay within calorie limits.



This is the first time the *DGA* has provided guidance by stage of life, from birth to older adulthood, including pregnancy and lactation.



#SNEB2021: Raising Reliance and Resilience

Follow a healthy dietary pattern at every life stage.



Customize and enjoy nutrient-dense food and beverage choices to reflect personal preferences, cultural traditions, and budgetary considerations.

1



Limit foods and beverages higher in added sugars, saturated fat, and sodium, and limit alcoholic beverages.



4

2



3



Focus on meeting food group needs with nutrient-dense foods and beverages, and stay within calorie limits.



A healthy dietary pattern is not a prescription, but a framework intended to be customized.

Vegetables

Vegetables

- **Dark-Green Vegetables:** All fresh, frozen, and canned dark-green leafy vegetables and broccoli, cooked or raw: for example, amaranth leaves, bok choy, broccoli, chammamul, chard, collards, kale, mustard greens, poke greens, romaine lettuce, spinach, taro leaves, turnip greens, and watercress.
- **Red and Orange Vegetables:** All fresh, frozen, and canned red and orange vegetables or juice, cooked or raw: for example, calabaza, carrots, red or orange bell peppers, sweet potatoes, tomatoes, 100% tomato juice, and winter squash.
- **Beans, Peas, Lentils:** All cooked from dry or canned beans, peas, chickpeas, and lentils: for example, black beans, black-eyed peas, bayo beans, chickpeas (garbanzo beans), edamame, kidney beans, lentils, lima beans, mung beans, pigeon peas, pinto beans, and split peas. Does not include green beans or green peas.
- **Starchy Vegetables:** All fresh, frozen, and canned starchy vegetables: for example, breadfruit, burdock root, cassava, corn, jicama, lotus root, lima beans, plantains, white potatoes, salsify, taro root (dasheen or yautia), water chestnuts, yam, and yucca.
- **Other Vegetables:** All other fresh, frozen, and canned vegetables, cooked or raw: for example, asparagus, avocado, bamboo shoots, beets, bitter melon, Brussels sprouts, cabbage (green, red, napa, savoy), cactus pads (nopales), cauliflower, celery, chayote (mirliton), cucumber, eggplant, green beans, kohlrabi, luffa, mushrooms, okra, onions, radish, rutabaga, seaweed, snow peas, summer squash, tomatillos, and turnips.



Fruits

Fruits

- All fresh, frozen, canned, and dried fruits and 100% fruit juices: for example, apples, Asian pears, bananas, berries (e.g., blackberries, blueberries, currants, huckleberries, kiwifruit, mulberries, raspberries, and strawberries); citrus fruit (e.g., calamondin, grapefruit, lemons, limes, oranges, and pomelos); cherries, dates, figs, grapes, guava, jackfruit, lychee, mangoes, melons (e.g., cantaloupe, casaba, honeydew, and watermelon); nectarines, papaya, peaches, pears, persimmons, pineapple, plums, pomegranates, raisins, rhubarb, sapote, and soursop.

Grains

Grains

- **Whole grains:** All whole-grain products and whole grains used as ingredients: for example, amaranth, barley (not pearled), brown rice, buckwheat, bulgur, millet, oats, popcorn, quinoa, dark rye, whole-grain cornmeal, whole-wheat bread, whole-wheat chapati, whole-grain cereals and crackers, and wild rice.
- **Refined grains:** All refined-grain products and refined grains used as ingredients: for example, white breads, refined-grain cereals and crackers, corn grits, cream of rice, cream of wheat, barley (pearled), masa, pasta, and white rice. Refined-grain choices should be enriched.



Dairy

Dairy and Fortified Soy Alternatives

- All fluid, dry, or evaporated milk, including lactose-free and lactose-reduced products and fortified soy beverages (soy milk), buttermilk, yogurt, kefir, frozen yogurt, dairy desserts, and cheeses. Most choices should be fat-free or low-fat. Cream, sour cream, and cream cheese are not included due to their low calcium content.



Protein

Protein Foods

- **Meats, Poultry, Eggs:** Meats include beef, goat, lamb, pork, and game meat (e.g., bison, moose, elk, deer). Poultry includes chicken, Cornish hens, duck, game birds (e.g., ostrich, pheasant, and quail), goose, and turkey. Organ meats include chitterlings, giblets, gizzard, liver, sweetbreads, tongue, and tripe. Eggs include chicken eggs and other birds' eggs. Meats and poultry should be lean or low-fat.
- **Seafood:** Seafood examples that are lower in methylmercury include: anchovy, black sea bass, catfish, clams, cod, crab, crawfish, flounder, haddock, hake, herring, lobster, mullet, oyster, perch, pollock, salmon, sardine, scallop, shrimp, sole, squid, tilapia, freshwater trout, light tuna, and whiting.
- **Nuts, Seeds, Soy Products:** Nuts and seeds include all nuts (tree nuts and peanuts), nut butters, seeds (e.g., chia, flax, pumpkin, sesame, and sunflower), and seed butters (e.g., sesame or tahini and sunflower). Soy includes tofu, tempeh, and products made from soy flour, soy protein isolate, and soy concentrate. Nuts should be unsalted.



Follow a healthy dietary pattern at every life stage.



Customize and enjoy nutrient-dense food and beverage choices to reflect personal preferences, cultural traditions, and budgetary considerations.

1



Limit foods and beverages higher in added sugars, saturated fat, and sodium, and limit alcoholic beverages.



4

2

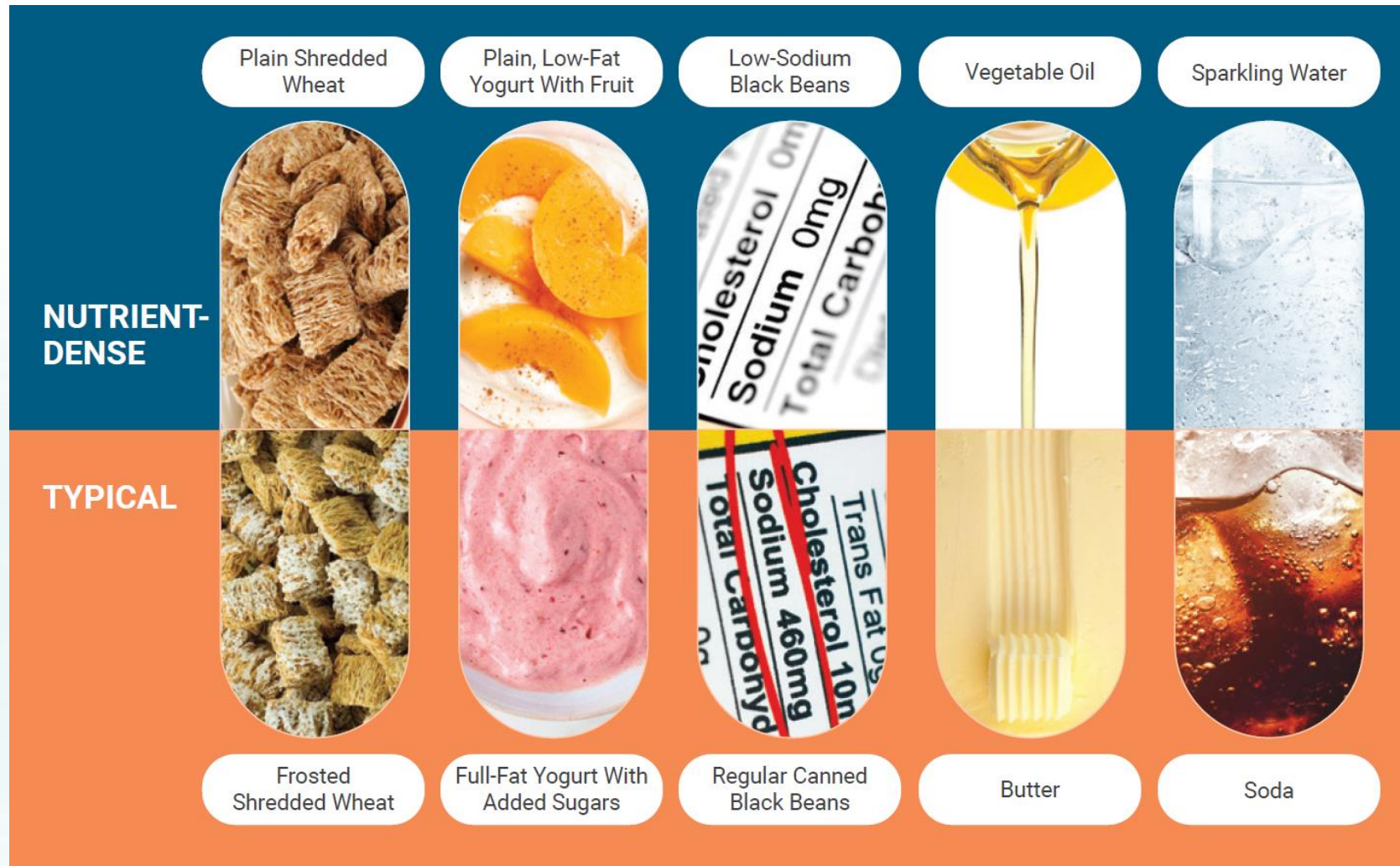


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Focus on meeting food group needs with nutrient-dense foods and beverages, and stay within calorie limits.

Small changes to nutrient-dense choices can help people adopt healthy dietary patterns.



Thank you for helping people in your communities identify shifts they can make to more nutrient-dense foods & beverages.



Typical Burrito Bowl
Total Calories = 1,120

White rice (1½ cups)

Black beans (⅓ cup)

Chicken cooked with sauce (2 ounces)

No grilled vegetables

Guacamole (½ cup)

Jarred salsa (¼ cup)

Sour cream (¼ cup)

Cheese (⅓ cup)

Jalapeño (5 slices)

Iced tea with sugar (16 ounces)



Nutrient-Dense Burrito Bowl
Total Calories = 715

Brown rice (1 cup) + Romaine lettuce (½ cup)

Black beans, reduced sodium (⅓ cup)

Grilled chicken with spice rub (2 ounces)

Added grilled vegetables (⅓ cup)

Sliced avocado (5 slices)

Fresh salsa/pico de gallo (¼ cup)

No sour cream

Reduced-fat cheese (⅓ cup)

Jalapeño (5 slices)

Iced tea, no sugar (16 ounces)

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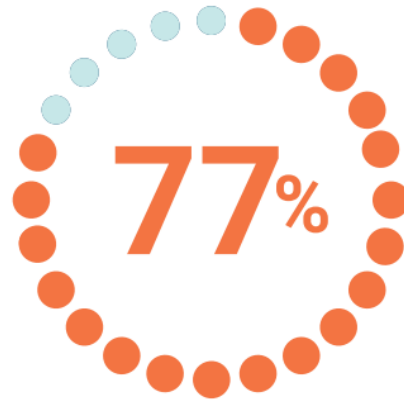


Most Americans exceed limits for added sugars, saturated fat, and sodium.



exceed the limit
for added sugars.

Limit added sugars to
<10% of calories/ day
for ages 2+, and avoid
added sugars for
infants and toddlers



exceed the limit
for saturated fat.

Limit saturated
fat to <10% of
calories/day
starting at age 2

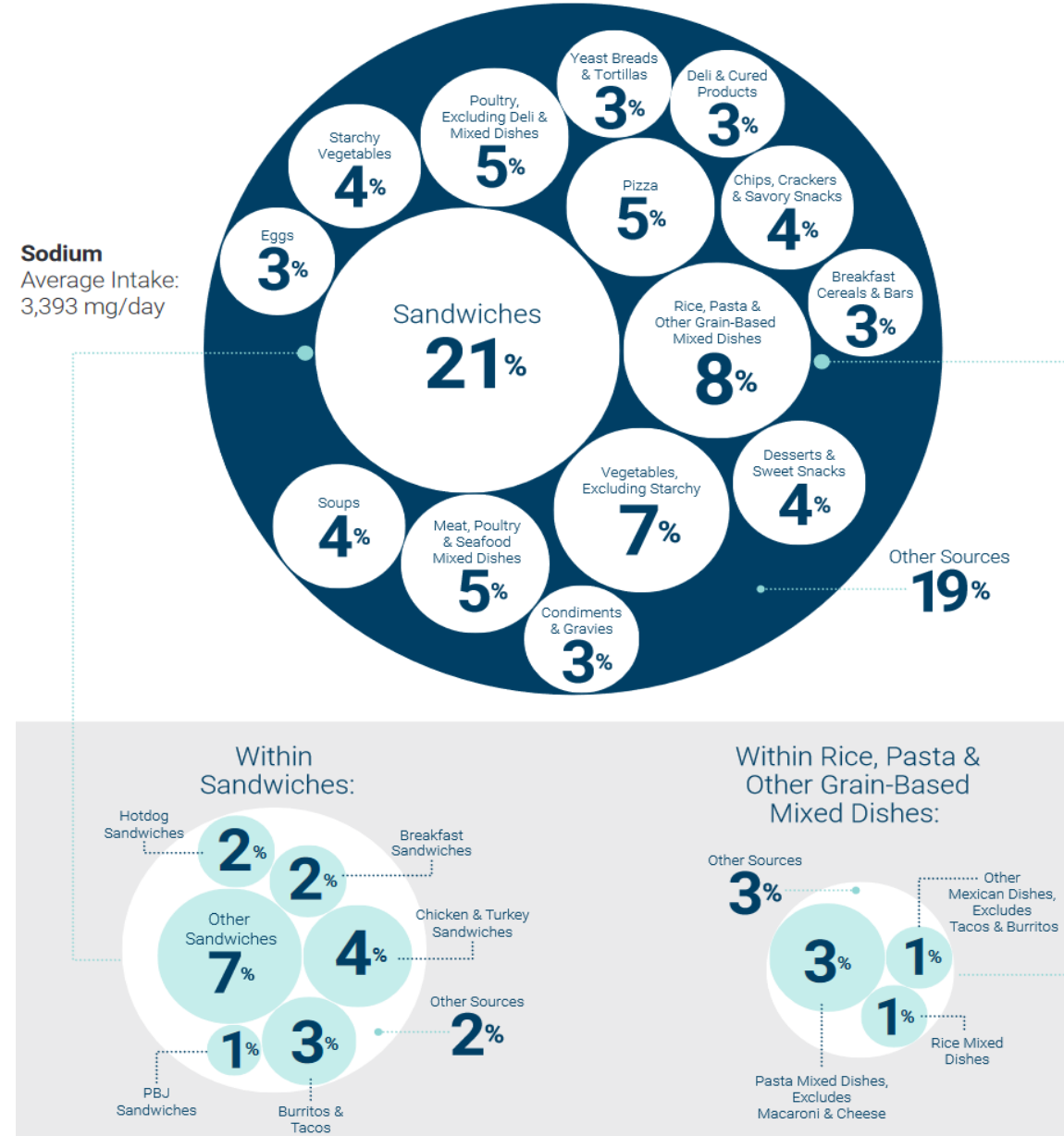


exceed the
Chronic Disease
Risk Reduction
limits for sodium.

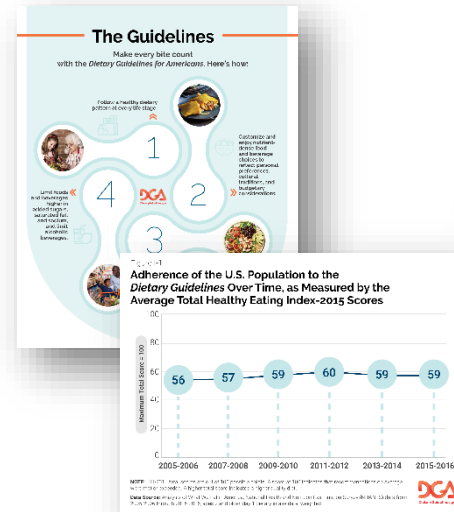
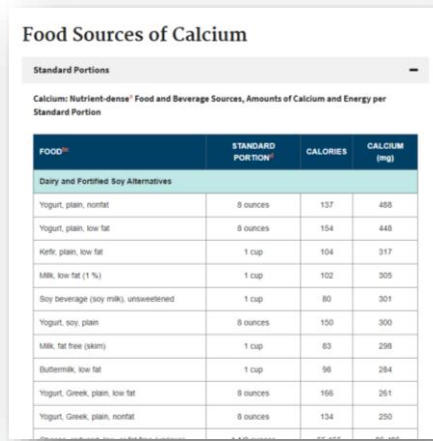
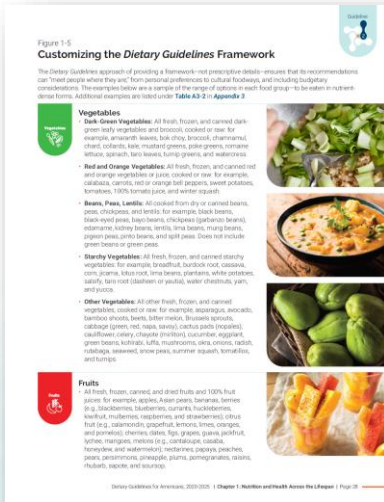
Limit sodium intake
to <2,300 mg/day (or
even less if younger
than 14)

Example from 2020-2025 DGA: Sodium

Top Sources and Average Intakes of Sodium: U.S. Population Ages 1 and Older



Current resources at DietaryGuidelines.gov



Printable Resources

Web Resources

Figures

Infographics



#SNEB2021: Raising Reliance and Resilience

Access the New Edition

- ▶ Visit DietaryGuidelines.gov to access the new edition and supporting materials.

Sign up to receive email updates about additional materials to be released over the coming year.



[Stay Updated](#)

New resources coming soon! [Sign up](#) to receive regular updates on implementing the *Dietary Guidelines*.

From the *Dietary Guidelines for Americans* to MyPlate



#SNEB2021: Raising Reliance and Resilience

“Healthy Dietary Patterns”

Positive response to the overall concept

Pregnant and General Audiences

“*Just because you eat a balanced meal once a week it doesn't mean that you're necessarily leading a healthy and balanced diet. Basically, healthy eating is something that you have to do continuously.*”

Caregivers

“*It's going to stay in their head, if you start them off on the right food because that is very critical. And later on when they reach the other stages of life where they learn new stuff, they'll have that in them, and it'll make a solidified foundation.*”

“Life Stages”

Healthy eating is not stagnant; its importance changes over time. Changes typically are triggered by...

Life Events

“After you get married and have kids, then I was like, well, **I'd like to actually see them graduate high school and go to college and maybe get married** and stuff like that. So your perspective and stuff changes...” -Caregiver

“I even think to the sense of now I'll be having a baby that I'm going to be concerned about their eating habits and what they're eating. When you're younger, you pretty much care about yourself. Then, I got married. I worry about what he eats and how he's healthy. And now it'd be me, my husband, and baby. So, I think over time, it progresses in that way as well from solely just thinking about me to now I have a whole entire family that I'm concerned about their health as well.” -First Time Pregnant

Aging/Metabolism

“I think the older you get, the more aware you become of what you're putting in your body.” - First Time Pregnant

“After I gave birth, my metabolism changed, everything changed. And I really had to watch what I eat...” -Caregiver

“**When I was younger, I ate anything I wanted. I never gained weight,** I was always a size eight. I ate what I liked. I liked foods that aren't now necessarily good for you to eat all the time. So now that I am a little older and I'm not a size eight, I try to watch my choices. I make better choices.” -General consumer

Health Crises

(especially less healthy respondents)

“When a doctor tells you that you have some issues going on, you want to try to fix those issues and you don't want to keep going down that road because the end result is very scary. **So telling me that I had diabetes, I didn't like that. I didn't like that all. It scared me half to death.**” –General consumer

“Right now, I'm 45 years old. I have high blood pressure, so I try to not consume too much salt and other things.” -Caregiver

Mentions of health crises arose across all races/ethnicities and incomes

“Nutrient Density”

“Make every bite count” feels like pressure; the call to action is for a professional audience first and foremost.

“

“Every bite counts”

*“For me, it's a little bit of pressure because their development is in our hands so it's important. **It seems strong, like a lot of work, so you feel pressure.**” -Caregiver*

“Every bite counts is a little more unrealistic at this age group. I mean, yes, it's true, every bite does count. But sometimes it's hard for us to even get them to take a bite.” -Caregiver

***“I don't think every bite counts. I think that's a bit extreme.** Because when they're so young, you're trying to form their diet and see what they like. I mean, it's important to form healthy habits. But I don't think, if they don't like something or they don't eat a certain amount of food, is necessarily going to be a bad thing.” -Caregiver*

“Make every bite count”

*“I agree more than I disagree. Although, I feel like I want to be in the middle somewhere. **I don't want to force bites** to make sure they count.” -Caregiver*

“Make every bite count is to eat healthy food, to make right choices. Like if you're going to eat junk food, to me that's not making every bite count.” -Consumer

“Make every bite count. Make it as healthy as you can. Make it be good for you. Make it work for you. I like to, ‘make every bite count.’” -General consumer

”

Bringing It All Together

General consumers:

Healthy eating is important at every

stage of life. No matter your age, making healthy eating part of your routine now

can have a positive effect that adds up over the course of your life. In other words, healthy eating habits you start today can make a difference in your health now and in the

future. Eat a variety of nutrient-packed foods from each food group in the right amounts. Think about how all the food groups come together as a whole over the course of your day or week. The effects of good nutrition are not from a single meal or snack, but rather the pattern of healthy food choices adding up over time. Make every bite count. When it

comes to changing your approach to healthy eating, start simple! Small

changes matter, and they make it easier for you to start today.

“Start Simple” serves as an effective framework



“

“I love it. It's encouraging. It says, you can do this. You can do it now. It's not intimidating, start simple. And that's the way, you start simple one step at a time. So yeah, I think it's great.” –General consumer

*“To me, that's the basis of starting. I think it's really important, because you **give yourself a chance to be successful, by starting off and setting realistic goals**, instead of saying, ‘I'm going to eat all of my vegetables every day for the next two weeks,’ **you start off by saying, ‘I'm going to try to a vegetable today.’** So, I think starting off slow gives you the opportunity to be successful.” –General consumer*

”

Respondents came up with plenty of ideas to start:

- Reduce portions
- Introduce more vegetables
- Eat more protein, less fat
- Eat certain healthy foods once a week to start
- Establish new eating routines

MyPlate Consumer Messaging



2020-2025 DGA call to action
(“what”)



MyPlate call to action
(“how”)

***Make every bite count
with the Dietary Guidelines***

Encourages people to
choose foods, beverages,
meals that are full of
important nutrients



Start Simple with MyPlate

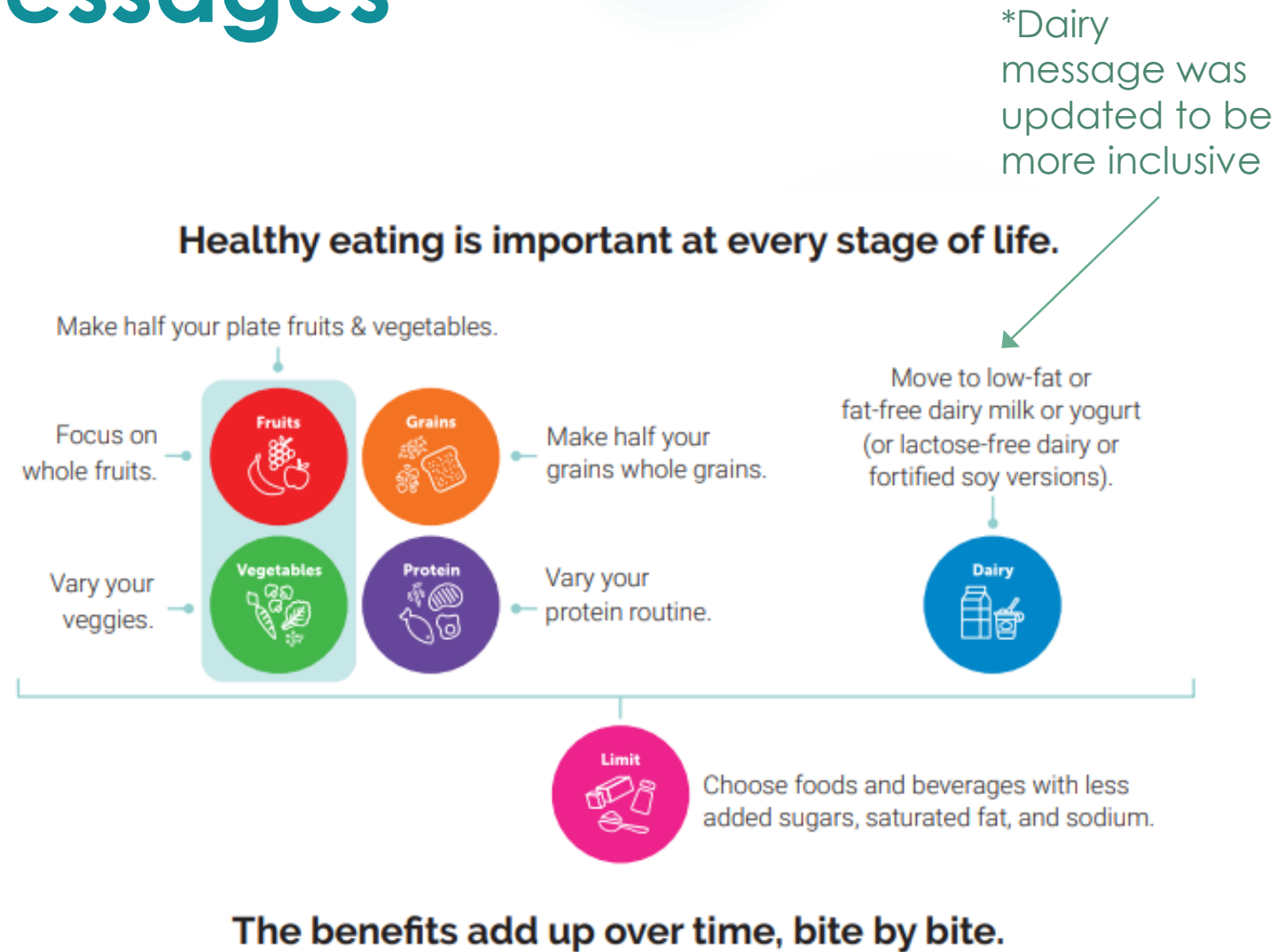
Provides inspiration and simple
ideas people can incorporate
into their busy lives to help
them improve their health and
well-being over time

Key Consumer Messages

- ▶ A healthy eating routine is important at every stage of life and can have positive effects that add up over time.

- ▶ It's important to eat a variety of fruits, vegetables, grains, protein foods, and dairy and fortified soy alternatives.

- ▶ When deciding what to eat or drink, choose options that are full of nutrients. Make every bite count.



Start Simple Campaign

Starting simple can lead to realistic and positive lifestyle changes to help improve overall well-being and achieve a longer and healthier life.



Key MyPlate Tools & Resources



MyPlate.gov

The newly designed website will be more visual and streamlined with easy-to-find information.



Personalized MyPlate Plans

Find personal food group targets with the MyPlate Plan.



New MyPlate Quiz

Consumers receive a snapshot of how they're doing on the MyPlate food groups and get personalized resources based on their quiz results.



New Toolkits for Partners and Professionals

Targeted roadmaps to key assets for dietitians, food industry, public health, educators, and communications partners.



Start Simple with MyPlate app – (www.myplate.gov/startsimpleapp)

Our app encourages users to set simple daily food group goals, see progress, and earn badges to celebrate success! New...sync results from the MyPlate Quiz to set goals! Available in the App Store and Google Play.

MyPlate Quiz






- ▶ An interactive tool that consumers can use to get a general assessment of their eating behaviors, and receive suggested resources based on their responses
- ▶ At the top of the MyPlate.gov homepage
- ▶ Users answer a series of 20 questions about the MyPlate food groups and their healthy eating interests

MyPlate Quiz

Now let's look into what you're currently eating.
How often do you eat from the Fruit Group?

Did you know? The Fruit Group includes any fruit (fresh, frozen, canned, dried) and 100% fruit juice.




		
Never/Rarely 0-2 days per week	Occasionally 3-5 days per week	Often/Always 6+ days per week

Continue

27% Complete

How often do you eat dark green vegetables?

Did you know? Dark green vegetables include broccoli, greens (collards, mustard greens, turnip greens, kale), spinach, and raw leafy greens (romaine, watercress, dark green leafy lettuce, endive, escarole).

		
Never/Rarely 0-1 day per week	Occasionally 2-3 days per week	Often/Always 4+ days per week

Continue

36% Complete

▶ The MyPlate Quiz is designed to be relatively quick and simple, as a way to connect consumers to MyPlate resources

▶ Quiz takers answer questions about how often they eat/drink from food groups and sub groups

▶ This frequency is reported as a range (i.e. 3-5 days per week), not a specific numerical value

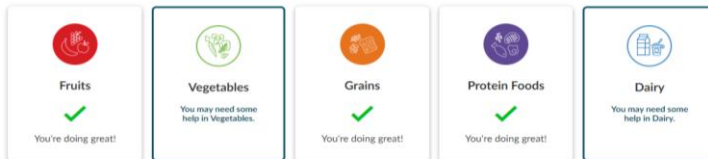
▶ *(not intended to be a diet recall or quantified assessment tool)*

MyPlate Quiz



Your MyPlate Quiz Results

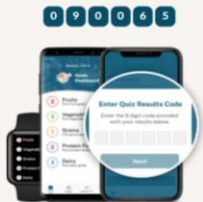
Start Simple with MyPlate: Changes you make today can have benefits now and help establish healthy habits for the future



Free resources and tools for you

Start Simple with MyPlate App

Use your quiz results code to set food group goals in the [Start Simple with MyPlate app](#)



Available on the [App Store](#) and [Google play](#)

MyPlate Plan

Get your [MyPlate Plan](#) to see your food group targets - what and how much to eat within your calorie allowance.

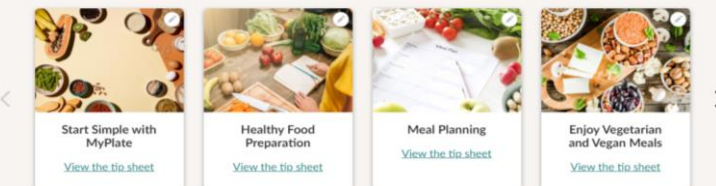


MyPlate Kitchen Recipes

Find recipes on [MyPlate Kitchen](#) for all of the MyPlate food groups.



Tip Sheets



- ▶ On the results page, consumers receive tailored information and resources:
 - A snapshot of how they're doing on the MyPlate food groups
 - Resources and tools to make simple changes: Start Simple with MyPlate App, the MyPlate Plan, and recipes from MyPlate Kitchen in the targeted food groups
 - Suggested tip sheets based on the quiz responses
- Since launching about 6 months ago, the MyPlate Quiz has been completed **more than 500,000 times**.

#SNEB2021: Raising Reliance and Resilience

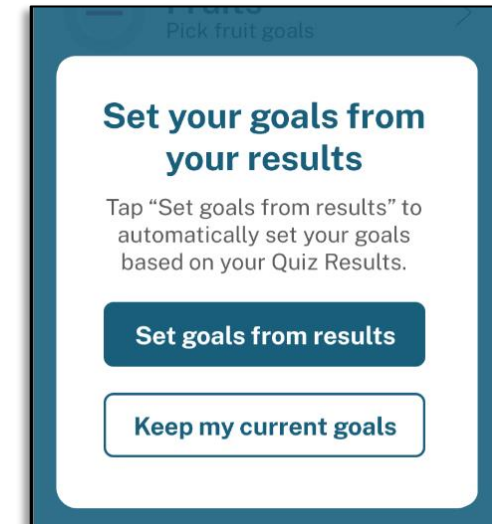
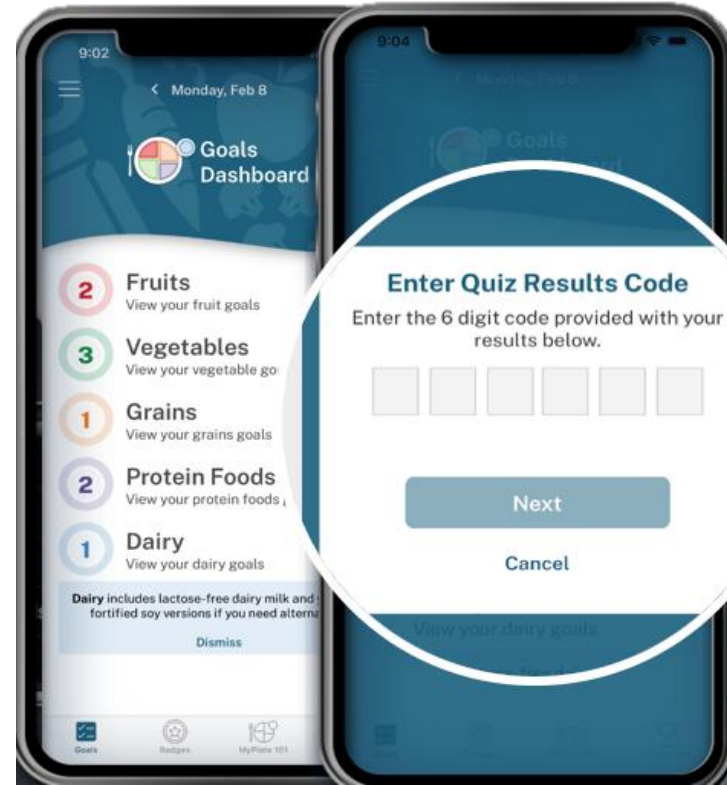
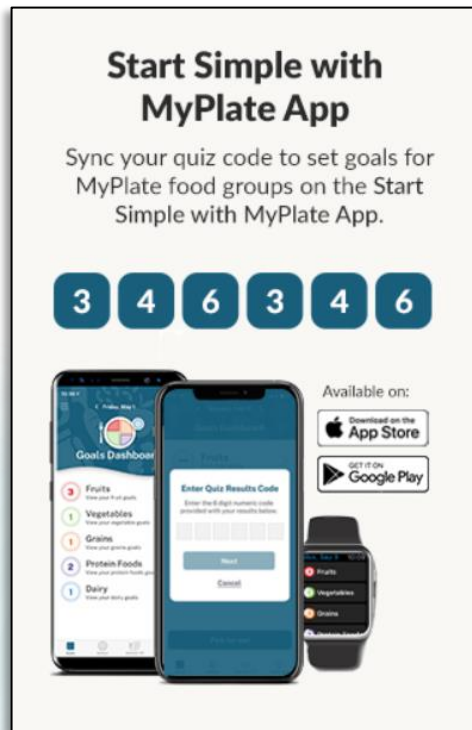
Start Simple with MyPlate App



Overview

- ▶ **Goal-setting** tool for consumers, to meet them where they are
- ▶ **Designed with simplicity in mind** to engage a broad audience of users
- ▶ Highly customizable – users **choose food group goals** that work for them
- ▶ **See real-time progress:** check off goals on the Dashboard as they are completed
- ▶ **Earn badges** to celebrate success: variety of badges are available as goals are completed. Share badges on social media
- ▶ **Join challenges** to stay motivated and try new goals

MyPlate Quiz- Start Simple with MyPlate App Integration



Users have the option to use their quiz results to set goals in the *Start Simple with MyPlate* app

Users receive a custom code on their quiz results page that can be used in the app

Start Simple with MyPlate App



Pick up to 3 goals:

- ☒ Have fruit with dinner
- ☐ Add fruit to your salad
- ☐ Snack on fruit
- ☐ Have fruit for a sweet treat
- ☐ Have fruit with your lunch
- ☐ Add frozen, canned, or dried fruit to your meal
- ☐ Start your day with fruit

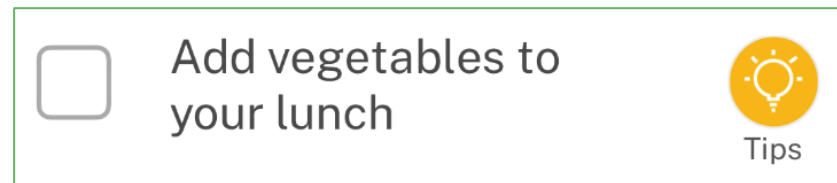


Pick up to 3 goals:

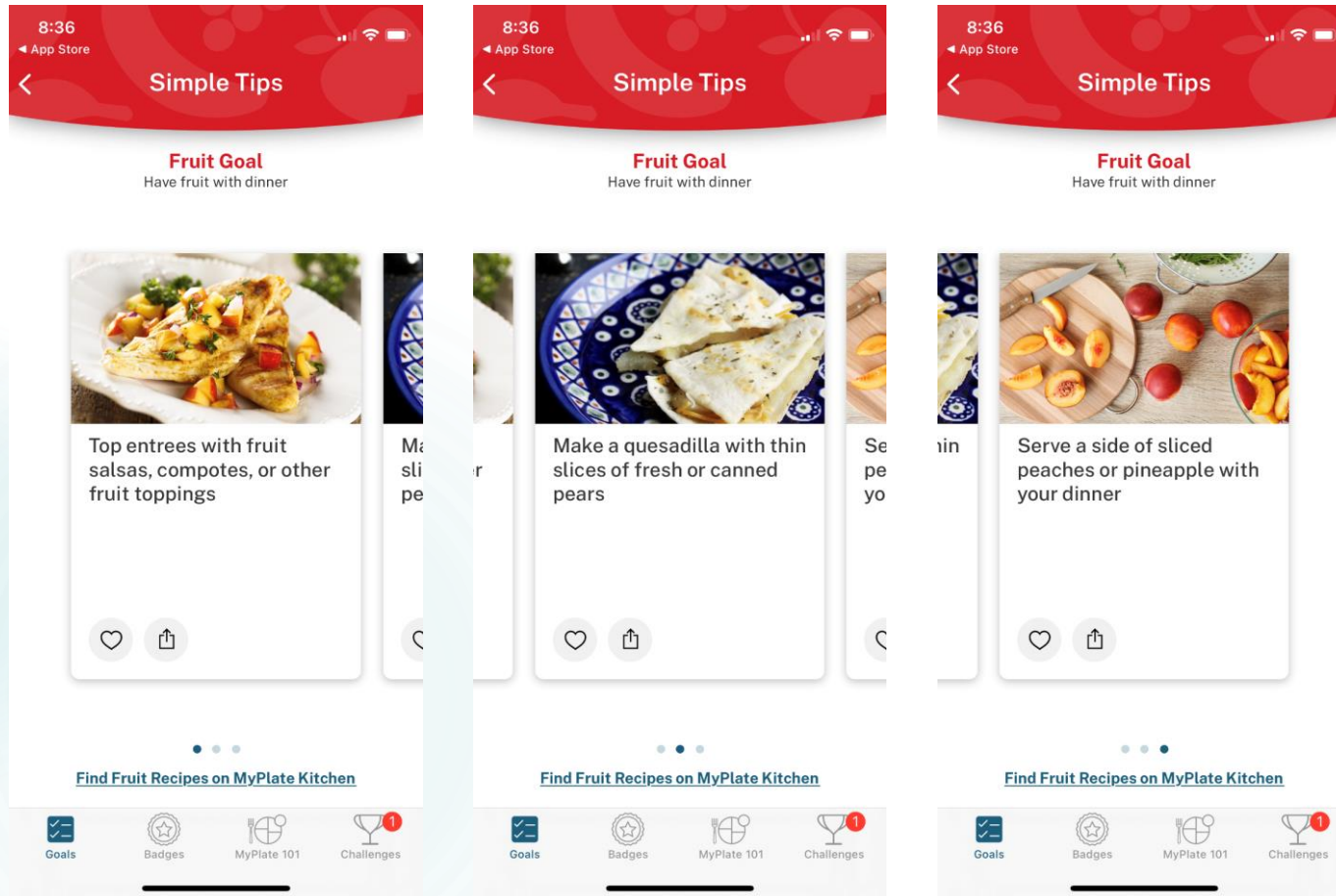
- ☐ Add vegetables to your lunch
- ☐ Have a dark green vegetable
- ☐ Start your day with a vegetable
- ☐ Have a red or orange vegetable
- ☐ Have vegetables with dinner

A closer look at goals:

- ▶ App users choose daily food group goals that are the best fit for them
- ▶ Within each food group, users can select up to 3 goals from a bank of 7
- ▶ Users are not required to select goals for all food groups
- ▶ Each goal has 3 corresponding tips with ideas for implementing the goal or change



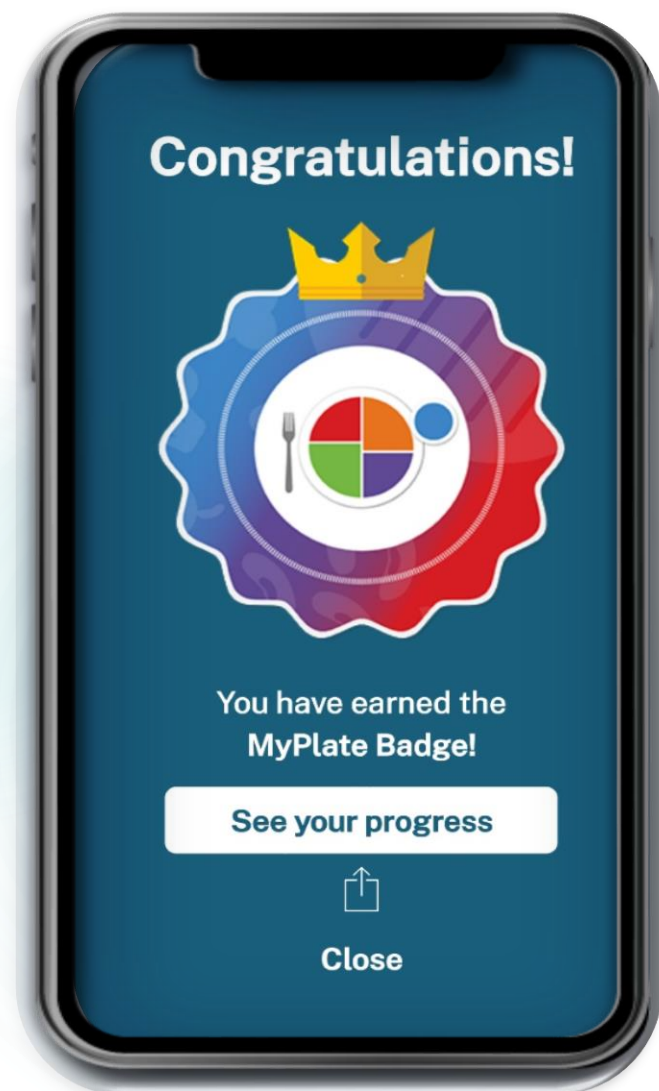
Start Simple with MyPlate App



A closer look at tips:

- ▶ Tips with written with variety in mind: ease of implementation, availability of ingredients, costs of foods
- ▶ Colorful photos accompany each tip for motivation
- ▶ Each tip can be “favorited” or shared
- ▶ At the bottom of each tip is a link for recipes from that food group

Start Simple with MyPlate App: Badges



Earn a variety of badges including:

- ▶ First Goal Complete
- ▶ Daily Streaks
- ▶ Food Group Badges
- ▶ MyPlate Badge
- ▶ Challenge Badges

Badges can be shared with friends and family on social media



#SNEB2021: Raising Reliance and Resilience

Start Simple with MyPlate App: Sync with Smartwatch



Start Simple with MyPlate App in Action!

Examples of how the app works in the community

New York Police Department

Maryland State (WIC)

MyPlate National Strategic Partners

New York Police Department

- ▶ New York Police Department Health & Wellness Section reached out to the MyPlate team to implement a health initiative. The *Start Simple with MyPlate* app was downloaded on all department personnel cell phones and automatically installed on every NYPD cell phone.
 - ▶ 35,000 cell phones
- ▶ The NYPD Health & Wellness Section created their own 3-minute video to show staff how to use the app and encouraged using the app. Also, a Start Simple with MyPlate app section is featured on their Health & Wellness Section website



Maryland State WIC

- ▶ Maryland State Women, Infants, and Children (WIC) has implemented the *Start Simple with MyPlate* app for state agency staff, local and county staff and all participants.
- ▶ Train the trainer sessions have been conducted by state, county and local staff to train staff to use the app and encourage using *Start Simple with MyPlate* app personally as well as train the local WIC clinic participants.
 - The app helps their participants learn to set and work toward simple nutrition related goals
 - It's easy, not overwhelming for busy moms
 - WIC staff enjoy using the app for their own practice to make healthy food choices



Maryland WIC has trained 350 staff and reached over 120,000 participants per month!

MyPlate National Strategic Partners

National Pork Board-

Featured the Start Simple with MyPlate app in their Healthy Choices, Healthy Habit Curriculum

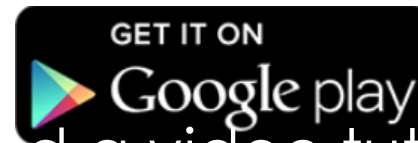
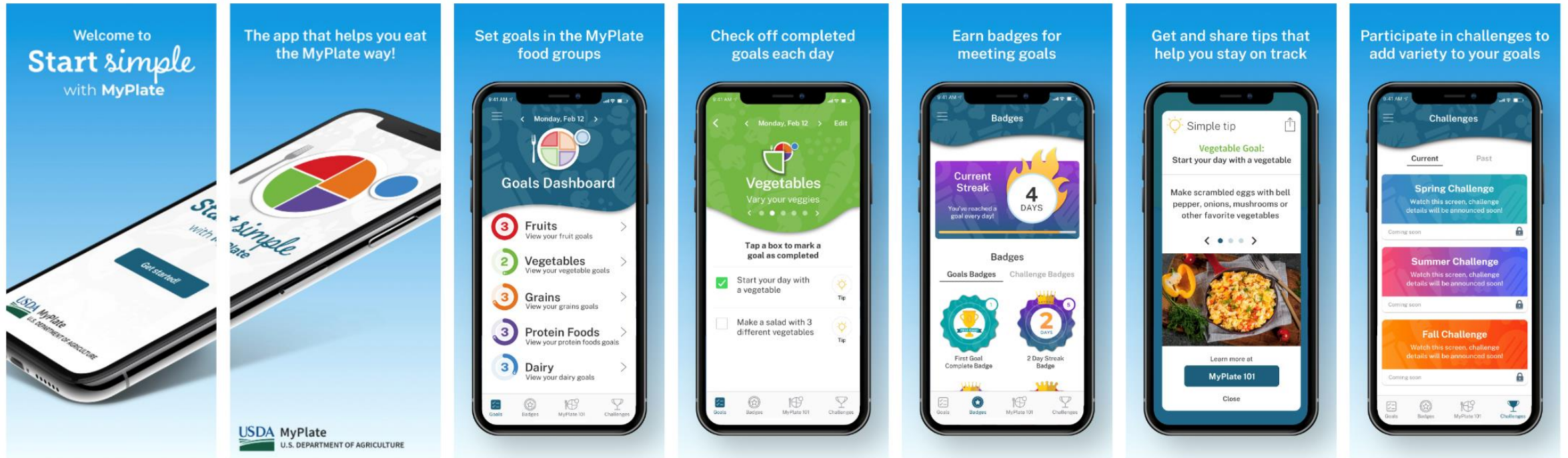
Many MyPlate National Strategic Partners promoted the app in newsletters, blogs and on websites!



Surprisingly Simple Tips to Utilize MyPlate

#SNEB2021: Raising Reliance and Resilience

Start Simple with MyPlate App



For more information

[MyPlate.gov/StartSimpleApp](https://www.mypate.gov/StartSimpleApp)

#SNEB2021: Raising Reliance and Resilience

Personalized MyPlate Plans

Get Your MyPlate Plan

Start

USDA

Age: 25

Sex: Male

Weight: 165 pounds

Height: 6 feet 0 inches

Physical Activity: 30 to 60 min...

Calculate food plan

USDA

The English version of the calculator features a blue header with the text 'Get Your MyPlate Plan' and a 'Start' button. Below the header is a form with fields for Age (25), Sex (Male), Weight (165 pounds), Height (6 feet 0 inches), and Physical Activity (30 to 60 min...). A 'Calculate food plan' button is at the bottom. The USDA logo is in the bottom left corner.

Consumers can use the MyPlate Plan calculator get a personalized plan based on their age, sex, height, weight, and physical activity level

In English and Spanish

We created a widget so that the calculator can be embedded into any website

Obtenga su Plan de MiPlato

Empezar

USDA

Edad: 25

Sexo: Varón

Peso: 165 libras

Estatura: 6 pies 0 pulgadas

Actividad Física: 30 a 60 min...

Calcule plan de comida

USDA

The Spanish version of the calculator features a blue header with the text 'Obtenga su Plan de MiPlato' and an 'Empezar' button. Below the header is a form with fields for Edad (25), Sexo (Varón), Peso (165 libras), Estatura (6 pies 0 pulgadas), and Actividad Física (30 a 60 min...). A 'Calcule plan de comida' button is at the bottom. The USDA logo is in the bottom left corner.

Closer Look: MyPlate Plans

Your MyPlate Plan: 2800 Calories, Age 14+

Below are the daily recommended amounts for each food group.
Click on the food group buttons to learn more and get started.

Talk with your health care provider about an eating pattern and physical activity program that is right for you.

[Back to MyPlate Plan](#)



2½ cups

1 cup from the Fruit Group counts as:
- 1 cup raw, frozen, or cooked/canned fruit;
or
- ½ cup dried fruit; or
- 1 cup 100% fruit juice

[Read more](#)



7 ounces

1 ounce from the Protein Foods Group counts as:
- 1 ounce seafood, lean meat, or poultry; or
- 1 egg; or
- 1 Tbsp peanut butter; or
- ¼ cup cooked beans, peas, or lentils; or

[Read more](#)



3½ cups

1 cup from the Vegetable Group counts as:
- 1 cup raw or cooked/canned vegetables; or
- 2 cups leafy salad greens; or
- 1 cup 100% vegetable juice

[Read more](#)



3 cups

1 cup from the Dairy Group counts as:
- 1 cup dairy milk or yogurt; or
- 1 cup lactose-free dairy milk or yogurt; or
- 1 cup fortified soy milk or yogurt; or
- 1½ ounces hard cheese

[Read more](#)



10 ounces

1 ounce from the Grains Group counts as:
- 1 slice bread; or
- 1 ounce ready-to-eat cereal; or
- ½ cup cooked rice, pasta, or cereal

[Read more](#)

▶ The resulting MyPlate Plan shows food group targets – what and how much to eat within a personalized calorie allowance

▶ MyPlate Plans are available for 31 age/calorie levels (in English and Spanish), including new Plans for ages 12-23 months

New

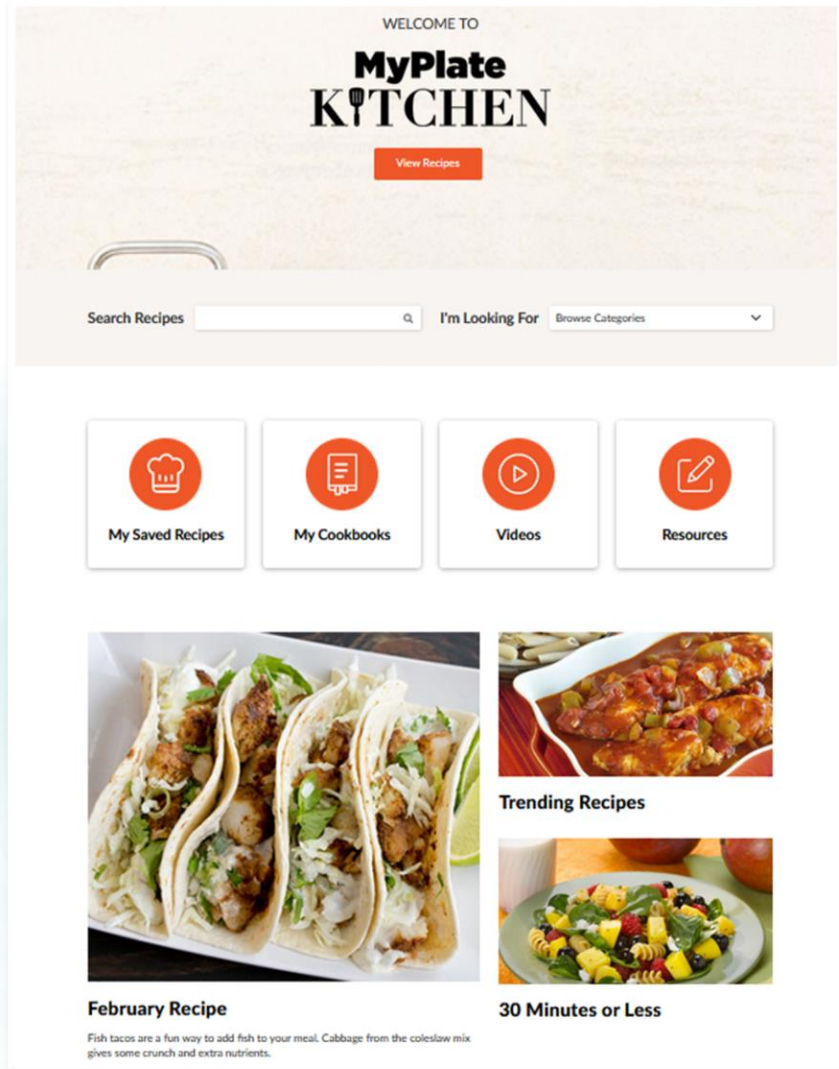
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Welcome to MyPlate Kitchen



#SNEB2021: Raising Reliance and Resilience

MyPlate Kitchen: Overview



- ▶ Approximately 1,000 “MyPlate-inspired” recipes and resources to support building healthy and budget-friendly meals
- ▶ MyPlate Kitchen includes recipes from the USDA Food and Nutrition Service (FNS) programs from the Center for Nutrition Policy and Promotion (CNPP) and the Supplemental Nutrition Assistance Program (SNAP)
- ▶ Recipes are budget-friendly and include commonly available ingredients
- ▶ Homepage features: Recipe of the Month along with Trending, Seasonal, and recipes that take 30 minutes or less to make

MyPlate Kitchen: Features

- ▶ Comprehensive search filters such as program area, cooking equipment, cuisine as well as nutrition-related messages to help users find recipes according to personal interest
 - ▶ Browse recipes by Total Cost ranges (\$, \$\$, \$\$\$, \$\$\$)
 - ▶ Save your favorite recipes with an e-Auth account or add them to a personal online cookbook
- Recipes in English and Spanish

The screenshot displays the MyPlate Kitchen website, an official U.S. Department of Agriculture site. The header includes the USDA logo, navigation links (HOME, EAT HEALTHY, LIFE STAGES, RESOURCES, PROFESSIONALS, MYPLATE KITCHEN), and a search bar. A 'Log in | Register' button is in the top right. Below the header, a navigation bar lists 'Recipes', 'My Saved Recipes', 'My Cookbooks', 'Recipe Videos', and 'Recipe Resources'. The main content area features a 'Refine your search' sidebar with expandable filters for Program, Course, Nutrition Focus (Food Groups, Nutrients), Food Groups, Cooking Equipment, Cuisine, and Total Cost. The main panel shows search results for '20-Minute Chicken Creole', '2-Step Chicken', and '3-Can Chili', each with a photo, a plus icon for saving, a description, a star rating, and a cost indicator (\$\$\$\$).

An official website of the United States government. [Here's how you know](#)

USDA MyPlate
U.S. DEPARTMENT OF AGRICULTURE

ABOUT US ASK USDA CONTACT US FNS USDA.GOV

HOME EAT HEALTHY LIFE STAGES RESOURCES PROFESSIONALS MYPLATE KITCHEN

Recipes My Saved Recipes My Cookbooks Recipe Videos Recipe Resources

Refine your search

Program +

Course +

Nutrition Focus - Food Groups +

Nutrition Focus - Nutrients +

Food Groups +

Cooking Equipment +

Cuisine +

Total Cost ? +

Search

Items per page Sort by

20 Recipe Title (A to Z)

Displaying 1 - 20 of 1001 [En Español](#)

20-Minute Chicken Creole

This Creole-inspired dish uses chili sauce and cayenne pepper to spice it up. Tomatoes, green pepper, ...

★★★★★

\$\$\$\$

2-Step Chicken

The ultimate in simplicity, this recipe calls for chicken and cream of chicken soup. Pair it ...

★★★★★

\$\$\$\$

3-Can Chili

With almost no cooking required to prepare this chili, just open cans of beans, corn, and ...

★★★★★


\$\$\$\$


MyPlate Kitchen: Recipes


[Back to Search](#)[En Español](#)


Grilled Cheese with Peaches


★★★★★ 182 Ratings



**Makes:**
4 Servings

**Total Cost:**
\$\$\$

**Cook Time:**
10 minutes

**Preparation Time:**
3 minutes

This grilled cheese packs an unexpected twist with the sweetness of canned peaches! Not only is this sandwich a quick and easy lunch, but also a fun way to add more fruit and veggies to your day.

Ingredients

- 8 slices whole grain bread
- 1 15-oz can of peaches, drained
- 8 slices low-fat cheddar cheese
- 7 1/2 cups spinach
- 4 teaspoons vegetable oil

- ▶ Recipe layout includes:
 - Yield, Total Cost Range, Cook, and Prep Time (if available), Ingredients, and Directions
- ▶ View star ratings and add your own
- ▶ Share recipes on social media
- ▶ Spanish option for each recipe
- ▶ Suggestions for similar recipes

MyPlate Kitchen: Recipes (cont'd)

Nutrition Information

[Show Full Display](#)

Nutrients	Amount
Total Calories	376
Total Fat	11 g
Saturated Fat	4 g
Cholesterol	12 mg
Sodium	719 mg
Carbohydrates	47 g
Dietary Fiber	8 g
Total Sugars	17 g
Added Sugars included	11 g
Protein	25 g
Vitamin D	0 mcg
Calcium	468 mg
Iron	6 mg
Potassium	1055 mg

N/A - data is not available

MyPlate Food Groups



	Fruits	1/2 cups
	Vegetables	2 cups
	Grains	2 ounces
	Dairy	3/4 cups

Recipe layout also includes:

- ▶ Detailed nutrition analysis
- ▶ Abbreviated and Full View
- ▶ MyPlate food group amounts

More on MyPlate.gov: A Closer Look

Life Stages

Information and resources available organized by life stages:

- ▶ Pregnancy & Breastfeeding, Infants, Toddlers
- ▶ Preschoolers, Kids, Teens
- ▶ Young Adults, Adults, Older Adults
- ▶ Families

Can you pledge to eat healthy and be active?
If you answered yes, you have what it takes to be a MyPlate Champion! Get your MyPlate Champion certificate.

MyPlate Pledge for
I pledge to be a MyPlate Champion. I will choose healthy foods from the five food groups at school and at home or elsewhere to keep my body and mind healthy. I pledge to find fun ways to be active everyday. I will also encourage my friends and family to make smart food choices and be active.

Birth to 6 Months

- From birth to about 6 months, feed infants only breast milk. Continue to feed them breast milk through at least the first year of life, and longer if desired. Learn about safe handling and storage of breast milk here.
- If breast milk is unavailable, feed infants iron-fortified infant formula during the first year of life. Find info on storing and preparing powdered infant formula here.
- Provide supplemental vitamin D to breastfed infants beginning soon after birth. If your infant receives both breast milk and iron-fortified formula, they too may need supplemental vitamin D. Always consult with your healthcare provider to determine if and how long supplements are needed.
- Homemade infant formulas and those improperly and illegally imported should not be used. Toddler milks or toddler formulas should not be fed to infants, as they are not designed to meet the nutritional needs of infants.

Nutrition Tips

- Focus on the nutrients you need, including potassium, calcium, vitamin D, vitamin B12, minerals, and dietary fiber.
- Lose weight or maintain a healthy weight.
- Reduce the risk of developing chronic diseases such as high blood pressure, diabetes, hypertension, and heart disease.
- Meet individual calorie and nutrition needs to help maintain energy levels.

Eat Healthy
Fruits, vegetables, whole grains, protein foods, and fat-free or low-fat dairy products are healthy choices. Include a variety of protein foods such as seafood, lean meats, poultry, beans, peas, lentils, nuts, seeds, and eggs. Limit foods and beverages higher in added sugars, saturated fat, and sodium.

Kid's Restaurant Activity
they take the lead. In this activity, kids pick a new food at the store, taste it, and rate it like a food critic.
• **Kid's Restaurant Activity:** Let the kid(s) be the chef. They can use this printable template to plan out the meal, design a menu, and then prepare the dish.

Our Child
and beverage choices, unless you are advised by your doctor, you do not need to restrict your choices during breastfeeding to prevent food allergies from developing in your child.

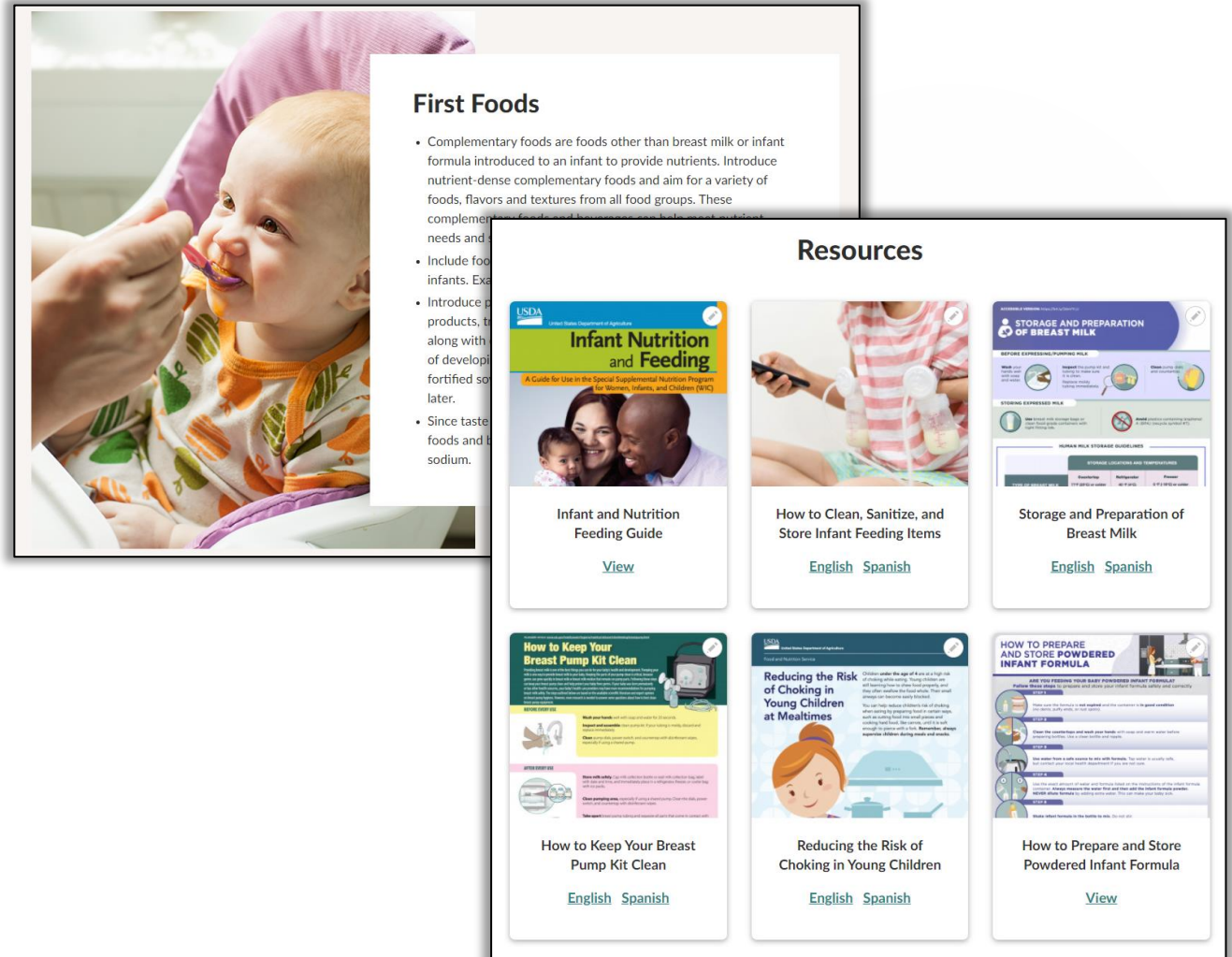
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More on MyPlate.gov: A Closer Look

Life Stages

Each life stage page contains:

- ▶ Key information from the Dietary Guidelines for that audience
- ▶ Links to additional resources for that particular life stage



The screenshot displays the 'First Foods' section of the MyPlate.gov website. On the left, a photograph shows a baby being fed with a spoon. To the right of the photo, the heading 'First Foods' is followed by a list of bullet points: 'Complementary foods are foods other than breast milk or infant formula introduced to an infant to provide nutrients. Introduce nutrient-dense complementary foods and aim for a variety of foods, flavors and textures from all food groups. These complementary foods should be introduced when the infant is ready, based on the infant's needs and cues.'; 'Include food from all food groups when introducing complementary foods to infants. Examples include fruits, vegetables, grains, protein, and dairy.'; 'Introduce products, textures, and flavors along with the introduction of developmentally appropriate textures later.'; and 'Since taste buds are developing, introduce a variety of foods and textures, including sodium.' Below the text, a 'Resources' section features six cards. The first card is 'Infant and Nutrition Feeding Guide' with a 'View' link. The second is 'How to Clean, Sanitize, and Store Infant Feeding Items' with 'English' and 'Spanish' links. The third is 'Storage and Preparation of Breast Milk' with 'English' and 'Spanish' links. The fourth is 'How to Keep Your Breast Pump Kit Clean' with 'English' and 'Spanish' links. The fifth is 'Reducing the Risk of Choking in Young Children at Mealtimes' with 'English' and 'Spanish' links. The sixth is 'How to Prepare and Store Powdered Infant Formula' with a 'View' link.

First Foods

- Complementary foods are foods other than breast milk or infant formula introduced to an infant to provide nutrients. Introduce nutrient-dense complementary foods and aim for a variety of foods, flavors and textures from all food groups. These complementary foods should be introduced when the infant is ready, based on the infant's needs and cues.
- Include food from all food groups when introducing complementary foods to infants. Examples include fruits, vegetables, grains, protein, and dairy.
- Introduce products, textures, and flavors along with the introduction of developmentally appropriate textures later.
- Since taste buds are developing, introduce a variety of foods and textures, including sodium.

Resources

- Infant and Nutrition Feeding Guide [View](#)
- How to Clean, Sanitize, and Store Infant Feeding Items [English](#) [Spanish](#)
- Storage and Preparation of Breast Milk [English](#) [Spanish](#)
- How to Keep Your Breast Pump Kit Clean [English](#) [Spanish](#)
- Reducing the Risk of Choking in Young Children at Mealtimes [English](#) [Spanish](#)
- How to Prepare and Store Powdered Infant Formula [View](#)

More on MyPlate.gov: A Closer Look

Print Materials and Graphics

- ▶ Browse our collection of resources, including 29 new tip sheets

- ▶ Find tip sheets, infographics, lesson plans, activity sheets, and more

New

New Dietary Guidelines 2020-2025 consumer brochure in English & Spanish

MyPlate icon in 22 languages



#SNEB2021: Raising Reliance and Resilience

More on MyPlate.gov: A Closer Look

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New Dietary Guidelines 2020-2025 consumer brochure in English & Spanish

MyPlate icon in 22 languages



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More on MyPlate.gov: A Closer Look

New

Print Materials search tool

- Filter through resources by Audience, Topic, and/or Resource Type
- Total of 77 materials
- Results are displayed as gallery “cards” to give a preview of the material before clicking/tapping
- Optimized to work well on both desktop/laptop and mobile, for on-the-go education needs

Refine your search

Audience

☐ Adults (44)
☐ Educators (54)
☐ Families (53)
☐ Infants (0-1 year) (1)
☐ Kids (5-12 years) (24)
☐ Older Adults (65+ years) (43)
☐ Pregnancy (1)
☐ Preschoolers (2-4 years) (12)
☐ Professionals (20)
☐ Teens (33)
☐ Toddlers (1-2 years) (7)
☐ Young Adults (46)

Topic


☐ Budget friendly (16)
☐ Dairy (8)
☐ Food shopping (7)
☐ Fruits (14)
☐ Grains (10)
☐ Healthy eating (45)
☐ Healthy snacking (1)
☐ Meal ideas (4)
☐ Meal planning (22)
☐ MyPlate (16)
☐ Protein foods (8)
☐ Vegetables (14)

Resource type

☐ Activity sheets (16)
☐ Available in Spanish (7)
☐ Fact sheets (9)
☐ Infographics (19)
☐ Lesson plans (3)
☐ Posters (1)
☐ Tip sheets (38)


Displaying 1 - 12 of 77

Items per page 12 Sort by Title (A to Z)




A Brief History of the USDA Food Guides

[View PDF](#)




Be Salt Smart

[View](#)




Behavioral Milestones

[View PDF](#)




Berries 5 Ways

[View PDF](#)




Brown Rice 5 Ways

[View PDF](#)




Canned Peaches 5 Ways


[View PDF](#)



Canned Pears 5 Ways



Celebrations and Gatherings



Crack the Secret Code

More on MyPlate.gov: A Closer Look

Healthy Eating on a Budget

Empower consumers to stretch food dollars with tips and links to budget-friendly resources



Make a Plan

Making a plan can help you get organized, save money, and choose healthy options



Shop Smart

To get the most for your dollar, follow the tips in this section as you shop



Prepare Healthy Meals

Find tips and tricks for making healthier meals that fit your schedule

More on MyPlate.gov: A Closer Look

New

Toolkits for Partners & Professionals



Registered Dietitian Nutritionists

This toolkit presents a roadmap to MyPlate information and resources for Registered Dietitian Nutritionists and food and nutrition professionals.

[Learn More](#)



Food Producers and Retailers

In this toolkit, people working across the food supply chain can find ideas for using MyPlate with employees, customers, and consumers.

[Learn More](#)



Community and Professional Organizations

In this toolkit, public health and health professionals are guided to resources that provide a foundation for working with patients and clients in the community.

[Learn More](#)



Communicators and Educators

This toolkit directs those who incorporate MyPlate messages into their communications and lesson plans to a broad array of information and resources.

[Learn More](#)

Registered Dietitian Nutritionists

As Registered Dietitian Nutritionists (RDN), you're at the forefront of educating patients, consumers, and students about healthy eating. Incorporate MyPlate's free, ready-made resources as a simple starting point to help people of all ages and stages of life to follow the [Dietary Guidelines for Americans, 2020-2025](#).

[Back to Toolkits](#)

Start Simple with MyPlate

Start Simple with MyPlate is at the core of helping people to eat a healthy diet at every age and stage of life. [MyPlate](#) encourages small changes that are doable, [affordable](#), and result in lasting eating routines that promote good health.

- Looking for resources that can be personalized? MyPlate tools can help. For example:
 - The new [MyPlate Quiz](#) is a quick self-assessment tool that provides tailored resources based answers to a series of simple questions about current eating habits. The results page provides a snapshot of how the user is doing in meeting food group recommendations.
 - The user can then sync quiz results with the [Start Simple with MyPlate](#) app to set daily goals organized by food group. Each goal can be personalized to personal preference, cultural foodways, and budget needs, and includes sample tips as starter ideas. Get the most out of the app with its [Scavenger Hunt Worksheet](#), [Student Lesson Plan](#), and [Community Lesson Plan](#).
- [MyPlate Kitchen](#) serves up recipes with nutrition-focused search filters, as well as recipe videos, and other helpful resources. Users can also favorite recipes and create their own cookbooks to keep online or print at home.
- MyPlate can be adapted to fit every budget. The [Healthy Eating on a Budget](#) section provides tips and resources for making a shopping plan, shopping smart, and preparing healthy meals to stretch food dollars while making wise decisions about what to eat.



More MyPlate Resources Coming Soon

USDA
Food and Nutrition Service
United States Department of Agriculture



Start simple with MyPlate Plan

The benefits of healthy eating add up over time, bite by bite. Small changes matter. Start Simple with MyPlate.

A healthy eating routine is important at every stage of life and can have positive effects that add up over time. It's important to eat a variety of fruits, vegetables, grains, protein foods, and dairy or fortified soy alternatives. When deciding what to eat or drink, choose options that are full of nutrients. Make every bite count.

Food Group Amounts for 2,000 Calories a Day for Ages 14+ Years

Fruits	Vegetables	Grains	Protein	Dairy
2 cups	2½ cups	6 ounces		
Focus on whole fruits	Vary your veggies	Make half your whole grains		
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 reading the Nut label and ingredients.		
Limit				
Choose foods and beverages with less added sugars, saturated fat, and sodium. Limit:				
• Added sugars to <50 grams a day.				
• Saturated fat to <22 grams a day.				
• Sodium to <2,300 milligrams a day.				



Printable Materials

- ▶ The 29 new tip sheets in PDF
- ▶ The MyPlate Plan for each calorie level in PDF
- ▶ PDFs (above) in English and Spanish
- ▶ Start Simple with MyPlate tip sheet in 22 languages

Graphics

- ▶ Expanded Food Group gallery images
- ▶ See images of foods in cup/ounce equivalents

#SNEB2021: Raising Reliance and Resilience

More MyPlate Resources Coming Soon

“Alexa, Open MyPlate”

- ▶ Daily nutrition tips for parents and caregivers on how and what foods to feed babies and toddlers (4-24 months)
- ▶ Based on the Dietary Guidelines
- ▶ Expanding to 2+ years



MyPlate: Focus for the Next 5 Years

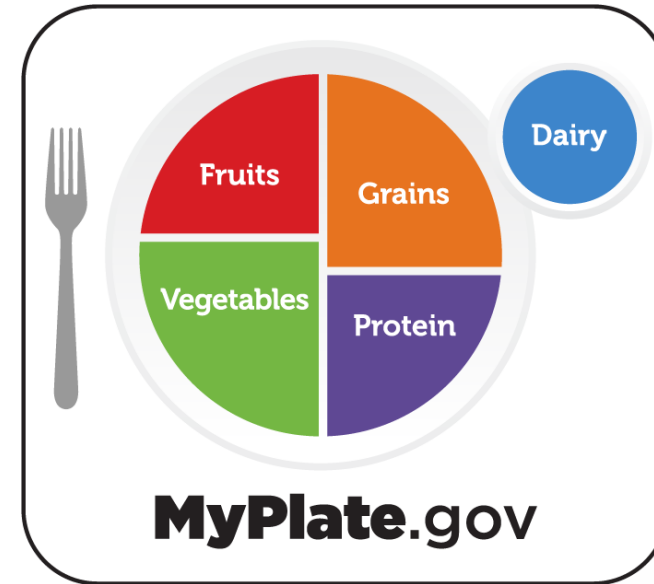
Diversity, Equity and Inclusion

- ▶ Cultural translations
- ▶ Health equity

2021 – 2022 will include:

- Expanded Food Group gallery
- More resources in Spanish
- More culturally diverse recipes
- More resources for low-income households
- Working closely with regional offices to meet their audiences

Thank you!



Jackie Haven

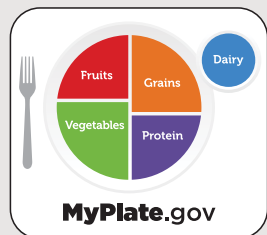
jackie.haven@usda.gov

Stephenie Fu

stephenie.fu@usda.gov

#SNEB2021: Raising Reliance and Resilience

QUESTIONS



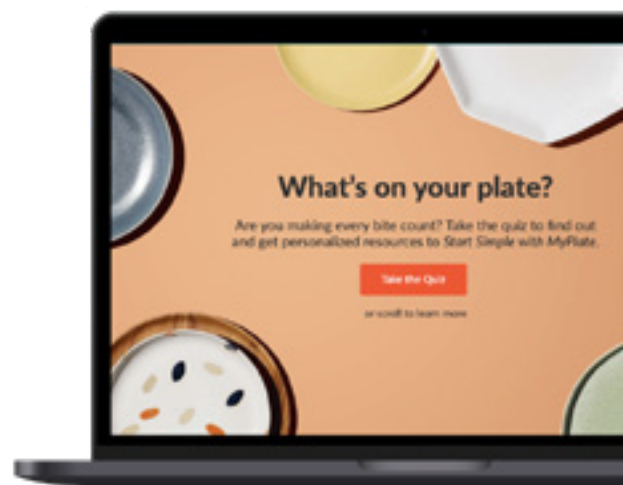
MyPlate Resources

Check out the new and newly revised MyPlate resources!

Updated Website

New MyPlate.gov website

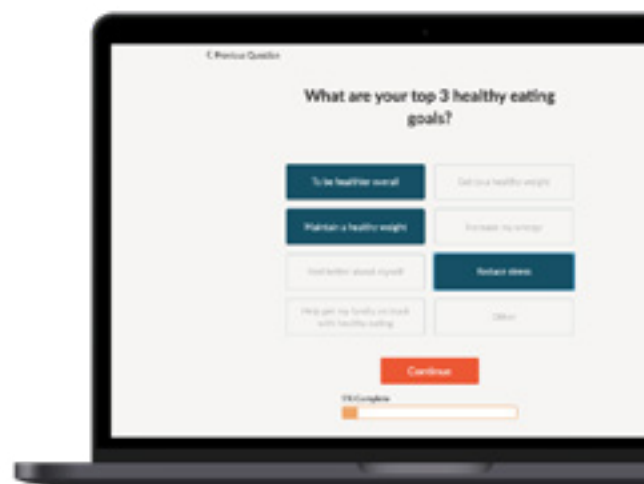
- ChooseMyPlate.gov became MyPlate.gov
- Updated content based on the 2020-2025 Dietary Guidelines for Americans, including new life stages pages to provide information on Pregnancy, Infants and Toddlers
- A new MyPlate Quiz to provide consumers with personalized nutrition resources
- 29 new tip sheets to replace the 10 Tips Nutrition Education Series (Spanish coming soon)
- New Professionals section for partners/intermediaries with 4 new toolkits to help promote MyPlate and the Dietary Guidelines for Americans



The MyPlate Quiz

The MyPlate Quiz is an interactive online tool that consumers can use to assess their eating behaviors and interests to receive personalized nutrition resources.

- Access the MyPlate Quiz on the MyPlate.gov homepage
- Answer a series of 20 questions about eating behaviors and healthy eating interests
- Receive a snapshot of how you're doing on the MyPlate food groups
- View results page that provides personalized resources based on quiz results
- Use a unique code from MyPlate Quiz results to set goals in the Start Simple with MyPlate app



Start Simple with MyPlate App

The Start Simple with MyPlate app helps consumers build healthy habits by meeting simple daily food group goals. The app features how-to tips, fun badges, and periodic challenges for users to stay motivated. The app is free to download in the App Store and Google Play store.

Key Features:

- Choose up to 3 goals from each MyPlate food group or use the 'Pick for me!' option to have 1 goal set in each food group
- See progress on the Goals Dashboard as goals are completed
- View, share, and save how-to tips to help reach your food group goals
- Earn a variety of badges to share on social media to celebrate your success
- Join challenges to try new goals, earn special badges, and stay motivated
- Visit the MyPlate 101 section for detailed information about the food groups
- New: Use the 6-digit code from the MyPlate Quiz to set food group goals based on your results

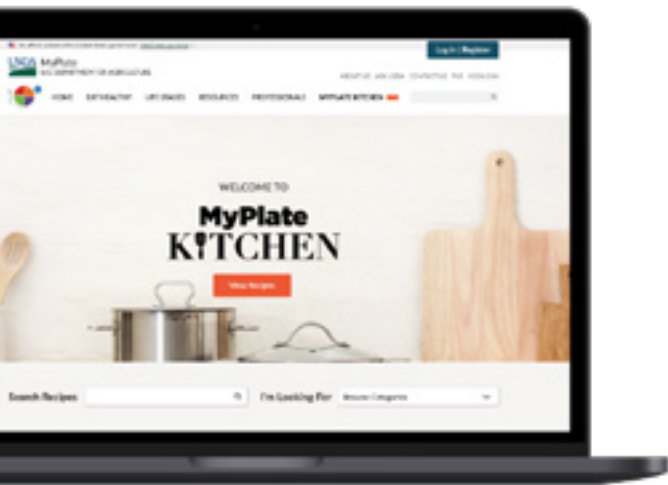
Visit [MyPlate.gov/StartSimpleApp](https://www.MyPlate.gov/StartSimpleApp) for more information and resources including a tutorial video, scavenger hunt work sheet, and lesson plans.



MyPlate Kitchen

MyPlate Kitchen provides recipes and resources to support building healthy and budget-friendly meals. MyPlate Kitchen includes recipes from the USDA Food and Nutrition Service (FNS) programs including the Center for Nutrition Policy and Promotion (CNPP) and the Supplemental Nutrition Assistance Program (SNAP).

- Use comprehensive search filters (including nutrition focused, cooking equipment, and cost) to sort and find recipes that meet personal preferences
- Recipes include detailed nutrient and MyPlate food group information
- Create a free account to save favorite recipes and create personal online cookbooks
- View and provide your own star ratings and recipe reviews
- Share your favorite recipes on social media or print
- Recipes are available in English and Spanish



Event Title: Start Simple with MyPlate: We Have an App for That!

Audience: SNEB Conference Attendees

Resources:

- [MyPlate.gov](https://www.MyPlate.gov) - Healthy Eating Digital Tools and Resources
 - [MyPlate Quiz](#): A quick quiz to see how eating habits stack up against MyPlate recommendations. Users receive tailored resources and a personal quiz results code to sync with the *Start Simple with MyPlate* app based on their quiz answers.
 - [Start Simple with MyPlate app](#): A free app to help set daily food group goals to help a person eat healthier. Users can sync their MyPlate Quiz results to the app for a personalized experience to meet healthy eating goals.
 - [Personalized MyPlate Plans](#): The MyPlate Plan provides food group targets – what and how much to eat within a person’s calorie allowance based on a person’s age, sex, height, weight, and physical activity level.
 - [Toolkits for Partners and Professionals](#): The toolkit is a helpful way to communicate MyPlate’s food and nutrition messages to your audiences with specific information for registered dietitian nutritionists, food producers, retailers, community organizations, communicators, and educators.
 - *COMING SOON! [FREE MyPlate Alexa Skill for Parents of Babies and Toddlers](#)*: In the coming months, USDA will launch an Alexa skill that provides daily nutrition tips for parents on what and how to feed babies and toddlers to help establish lifelong healthy eating habits. This free skill will be available not only through Amazon’s Alexa smart speakers, but also on mobile devices via the free Amazon Alexa app.
- DietaryGuidelines.gov
 - [2020-2025 Dietary Guidelines and Online Materials](#): Great place to start by downloading the current edition of the Dietary Guidelines.
 - [Customizing the Dietary Guidelines Framework](#): Downloadable PDF handout which provides a broad range of nutrient dense foods in each food group. The framework ensures recommendations “meet people where they are,” from personal preferences to cultural foodways, and include budgetary considerations.
 - [Food Sources of Select Nutrients](#): Nutrients of public health concern include calcium, potassium, iron, dietary fiber and vitamin D. Here you can find diverse lists of examples of nutrient-dense foods and beverages that are some of the highest sources of these dietary components.
 - [Consumer Resources](#): Available in English and Spanish you can find the *Dietary Guidelines for Americans, 2020-2025 Consumer Brochure*.