



MyPyramid e-Post

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

January 16, 2009

Until we meet again...



This has been a banner year for nutrition education and behavior change thanks to you. On Wednesday, we launched the Small Changes Summit and announced the government-science-industry partnership to move people to healthier eating through small changes in products, tools, and behaviors.

In the past year, we've also assembled what I call a "Legendary 2010 Dietary Guidelines Advisory Committee" comprised of thirteen individuals who are world-class nutrition experts. We were also careful to pick members with an expertise in application areas of food technology, pediatrics, food safety, food patterns, and dieting. The Dietary Guidelines are not useful if they cannot be easily applied. This discipline brings with it what has been the focus of my career—eating behavior.

As Administrations change, I will return as Professor and Director of the Cornell Food and Brand Lab. I look forward to seeing you in the future and applauding your successes.

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

Since You Partnered with MyPyramid...

- We have launched the Small Changes Summit.
- MyPyramid web hits are up 45% to 5.6 million/day.
- MyPyramid Menu Planner page views are 750,000/day.
- 102 total members have Partnered with MyPyramid.
- We have launched the Global MyPyramid to world embassies.
- And below we've listed some of the results...

By the Numbers ...

Chef Solus and the Food Pyramid Adventure
47,000 visitors and over **320,000 page views**.
Over **2,500 testimonials** from site user and parents.

MyPyramid food group information on about **700 ConAgra food products** in grocery stores by Summer 2009.

500,000 MyPyramid posters and tear pads printed. Over **950,000 brochures, toolkits and tear pads** that reference MyPyramid.

Chartwell's School Dining Services/Compass USA
Over **800,000 have viewed the "Eat Learn Live"** animated videos that promote MyPyramid. Links to MyPyramid on www.eatlearnlive.com website. Digital signage throughout cafes and dining rooms promotes MyPyramid.

40,000 visitors per month to Wellness website.
* New website tool lists over 100 products containing 1/2 cup or more of vegetables per serving.

MyPyramid-related booklets have reached a total of **956,787 consumers** from July-December 2008.

Sold **296,000 MyPyramid Plan tray liners** to franchisees.

Reaching **10,000 Latinas** with a 10-lesson nutrition plan. **Box Tops for Education** newsletter on MyPyramid sent to **2 million coordinators and 1.3 million consumers**.
482,000 unique visitors to website MyPyramid article.

Distributed posters and brochures featuring MyPyramid to more than **7,000 Burger King restaurants**.

MyPyramid Menu Planner will be available to over **1 million MYTRAK users**, representing over **150 million workouts**.

2,000 copies of an 18-page full-color Event Planner Workbook shipped to IGA locations in **46 States**.

Over **79,500 page visits** to the "MyPyramid and You" page on www.NutrientRichFoods.org

Distributed **education toolkit** about choline, which incorporates MyPyramid logo and food group messages, to more than **2,000 healthcare professionals**.

MyPyramid signage and messaging incorporated into the Chief Health Officer consumer and retail-focused market tour in 2008. "got milk?" toured **75 cities**, executed **363 consumer events** with more than **210,000 consumers** attending.

Distributed **176,900 educational materials** highlighting MyPyramid to more than **200 school districts and 940 Elementary Schools**.

Supplied newsletters incorporating MyPyramid to all Food Service Directors to distribute among **400 plus Middle Schools and 350 High Schools**.

Yum Brands
Brochures with MyPyramid logo distributed:

1,000,000 brochures
 1,344,700 brochures and 6,882 posters

1,000 brochures

2,000 brochures

300 million brochures being printed!