

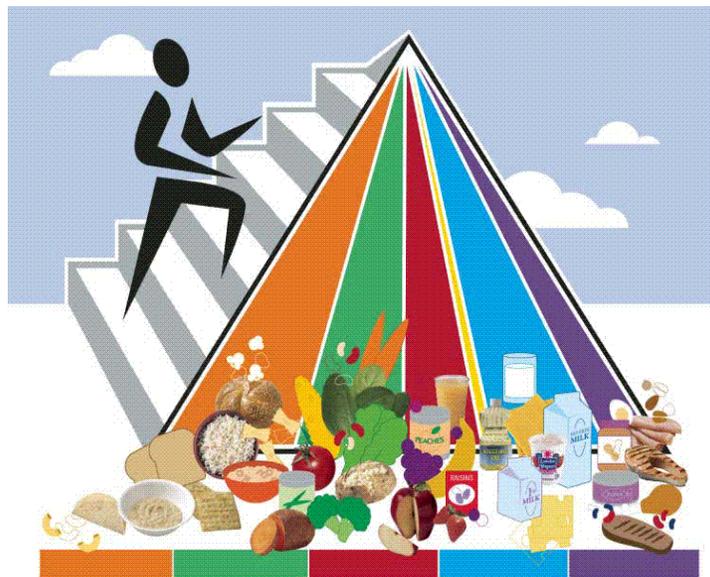


Food Guide Pyramid

In 2005 the USDA unveiled MyPyramid, a new symbol and interactive food guidance system. "Steps to a Healthier You," MyPyramid's central message, supports President Bush's HealthierUS initiative which is designed to help Americans live longer, better and healthier lives. MyPyramid, which replaces the Food Guide Pyramid introduced in 1992, is part of an overall food guidance system that emphasizes the need for a more individualized approach to improving diet and lifestyle.

MyPyramid was developed to carry the messages of the dietary guidelines and to make Americans aware of the vital health benefits of simple and modest improvements in nutrition, physical activity and lifestyle behavior.

The MyPyramid symbol, which is deliberately simple, is meant to encourage consumers to make healthier food choices and to be active every day. Consumers can get more in-depth information from the new Web site, MyPyramid.gov, so that they can make these choices to fit their own needs.



The MyPyramid symbol represents the recommended proportion of foods from each food group and focuses on the importance of making smart food choices in every food group, every day. Physical activity is a new element in the symbol.

MyPyramid illustrates:

- **Personalization**, demonstrated by the MyPyramid Web site. To find a personalized recommendation of the kinds and amounts of food to eat each day, go to MyPyramid.gov.

- **Gradual improvement**, encouraged by the slogan, "Steps to a Healthier You." It suggests that individuals can benefit from taking small steps to improve their diet and lifestyle each day.
- **Physical activity**, represented by the steps and the person climbing them, as a reminder of the importance of daily physical activity.
- **Variety**, symbolized by the six color bands representing the five food groups of MyPyramid and oils. Foods from all groups are needed each day for good health.

• **Moderation**, represented by the narrowing of each food group from bottom to top. The wider base stands for foods with little or no solid fats, added sugars, or caloric sweeteners. These should be selected more often to get the most nutrition from calories consumed.

• **Proportionality**, shown by the different widths of the food group bands. The widths suggest how much food a person should choose from each group. The widths are just a general guide, not exact proportions. Check MyPyramid.gov for the amount that is right for you.

The new food guidance system utilizes interactive technology found on MyPyramid.gov. MyPyramid contains interactive activities that make it easy for individuals to key in their age, gender and physical activity level so that they can get a more personalized recommendation on their daily calorie level based on the *2005 Dietary Guidelines for Americans*. It also allows individuals to find general food guidance and suggestions for making smart choices from each food group.



Source: www.MyPyramid.gov