

# The Right Choice... for a Healthier You!™

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## Getting Started with ChooseMyPlate.gov

Say so long to the MyPyramid.gov logo, the new **ChooseMyPlate.gov** logo and website were unveiled recently in an attempt to remind Americans to eat healthfully! Check out the information below to see how you can start utilizing this new tool!

### MyPlate Icon


- MyPlate is part of a larger communications initiative based on *2010 Dietary Guidelines for Americans* to help consumers make better food choices.
- MyPlate is designed to *remind* Americans to eat healthfully; it is not intended to change consumer behavior alone.
- MyPlate illustrates the five food groups using a familiar mealtime visual, a place setting.



### ChooseMyPlate.gov

- The website features practical information and tips to help Americans build healthier diets.
- It features selected messages to help consumer focus on key behaviors. Selected messages include:
  - Enjoy your food, but eat less.
  - Avoid oversized portions.
  - Make half your plate fruits and vegetables.
  - Switch to fat-free or low-fat (1%) milk.
  - Make at least half your grains whole grains.
  - Compare sodium in foods like soup, bread, and frozen meals—and choose foods with lower numbers.
  - Drink water instead of sugary drinks.
- ChooseMyPlate.gov<sup>1</sup> includes much of the consumer and professional information formerly found on MyPyramid.gov.



Your Vending Professional endorses a healthier lifestyle! Guidelines have been established to support our goal of balanced nutrition.  
Look for the 



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