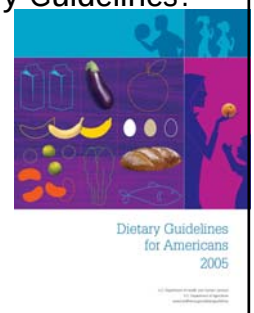
What's in *Your* Pyramid?

MyPyramid.gov
STEPS TO A HEALTHIER YOU

What are the Dietary Guidelines?

- Recommendations for a pattern of eating to promote health and to reduce risk for major chronic disease through diet and physical activity.



Finding Your Way
to a Healthier You:

Based on the
Dietary Guidelines
for Americans

Feel better today.
Stay healthy for tomorrow.

- Make smart choices from every food group.
- Find your balance between food and physical activity.
- Get the most nutrition out of your calories.

Make smart choices from every food group.

- Adults' diets are likely to be deficient in calcium, potassium, fiber, magnesium, Vitamin A, C and E
- Childrens' diets are likely to be deficient in calcium, potassium, fiber, magnesium, and Vitamin E
- All diets are high in saturated fat, *trans* fat, cholesterol, sodium, added sugars and calories

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STEPS TO A HEALTHIER YOU

Anatomy of MyPyramid

VARIETY
The 6 color bands represent the different food groups. This illustrates foods from all groups are needed daily.

98

Anatomy of MyPyramid

PROPORTIONALITY
The different food group bands are shown by different widths. The widths are just a general guide to proportions.

Focus on fruits,
not juice

- 2 cups daily
- Focus on whole fruits for fiber
  - fresh, frozen, canned, dried
- Vitamins A and C, potassium, fiber

Vary your veggies

- 2 ½ cups daily
- Focus on variety
- Vitamins A and C, magnesium, potassium, fiber

- Focus on variety

– Dark green	3 cups per week
– Orange	2 cups per week
– Legumes	3 cups per week
– Starchy	3 cups per week
– Other	6 ½ cups per week

Get your calcium-rich foods

- 3 cups low-fat or fat-free milk or milk products daily
- Milk, lactose-free milk, cheese, yogurt
- Calcium, Vitamin A, potassium, magnesium

Make half of your grains whole

- 3 ounces daily
- Whole grain bread, cereal, rice or pasta
- Calcium, potassium, magnesium, fiber
  - Folate in whole grains will be less than those fortified products

Go lean with protein

- 5-6 ounces daily
- Choose lean meats and poultry; bake, broil or grill
- Incorporate more fish and legumes
- Decreases saturated fatty acid intake

Find your balance between food and physical activity.

- Eat fewer calories.
- Be more active.

Anatomy of MyPyramid

ACTIVITY

Represented by the steps and the person climbing them.

Physical activity recommendations

- Be physically active for at least 30 minutes most days of the week.
- About 60 minutes a day may be needed to prevent weight gain.
- About 60-90 minutes a day may be needed to sustain a weight loss.

Physical activity recommendations

- Break into shorter bouts of moderate-intensity physical activity (i.e. 10 minute bouts)
- Accumulate 3-6 bouts of physical activity over the course of a day

Anatomy of MyPyramid

GRADUAL IMPROVEMENT

Suggested by the slogan, suggesting people can take small steps to improve diet and lifestyle each day.

Get the most nutrition out of your calories

- Choose nutritionally rich foods – those with vitamins, minerals, fiber, and other nutrients but low in calories.
- Become a savvy consumer by using the Nutrition Facts Panel.

Anatomy of MyPyramid

MODERATION

Each food group narrows toward the top. The base represents foods with little or no solid fats or added sugars, which should be selected more often. The narrower top stands for foods containing more sugars and solid fats. You can eat more of these if you're more active.

Communicating Dietary Guidelines/MyPyramid Messages

- Make advice specific, manageable, and actionable.

1. Start by identifying the serving size and the number of servings in the package.

Nutrition Facts
Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving
Calories 260 Calories from Fat 120

	% Daily Value*
Total Fat 13g	20%
Saturated Fat 5g	25%
Trans Fat 2g	20%
Cholesterol 30mg	10%
Sodium 660mg	28%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	

Vitamin A 4% • Vitamin C 2%
Calcium 15% • Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300g
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

2. Look at the calories and calories from fat.

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Proposed food label:

- Increase the font and bold calories
- Eliminate calories from fat and replace with % DV based on the 2000 calorie reference diet

3. % DV

- Based on 2000 calories
- 5% or less is low
- 20% or more is high

4. Macronutrients Required:

- Total fat
- Saturated fat
- *Trans* fat
- Cholesterol
- Sodium
- Total carbohydrate
- Dietary Fiber
- Sugars
- Protein

5. Micronutrients Required:

- Vitamin A
- Calcium
- Vitamin C
- Iron

6. Footnotes

- Percent of daily values are based on a 2000 calorie diet is required on all Nutrition Facts Panels. The remainder is not required if the product label is too small.
- Nutrition Facts Panels have not been updated with DRIs or Dietary Guidelines.

Make half your grains whole.

Consume 3 or more ounce-equivalents of whole-grain products per day.

Know your fats.

Limit intake of fats and oils high in saturated and/or *trans* fatty acids

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Don't sugarcoat it.

Choose and prepare foods and beverages with little added sugars or caloric sweeteners.

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Anatomy of MyPyramid

PERSONALIZATION

The person on the steps, slogan and URL stress finding the amount of foods YOU need daily.

MyPyramid.gov

Calculation results are personalized

More information available

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Resources

Iowa State University Extension

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. . . and justice for all

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