

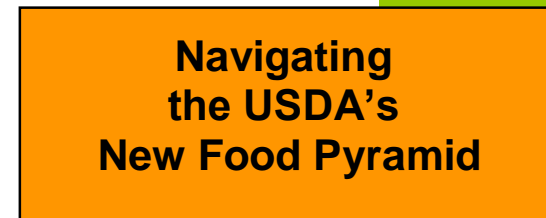
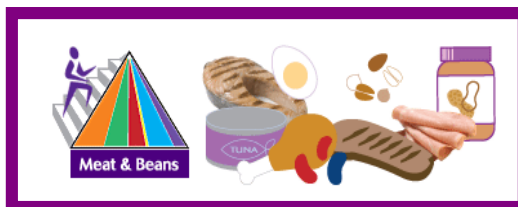
## MyPyramid.gov features:

**MyPyramid Plan** – provides a quick estimate of what and how much food you should eat from the different food groups by entering your age, gender and activity level.

**MyPyramid Tracker** – provides more detailed information on your diet quality and physical activity status by comparing a day's worth of foods eaten with current nutrition guidance. Relevant nutrition and physical activity messages are tailored to your desire to maintain your current weight or to lose weight.

**Inside MyPyramid** – provides in-depth information for every food group, including recommended daily amounts in commonly used measures, like cups and ounces, with examples and everyday tips. The section also includes recommendations for choosing healthy oils, discretionary calories and physical activity.

**Start Today** – provides tips and resources that include downloadable suggestions on all the food groups and physical activity, and a worksheet to track what you are eating.

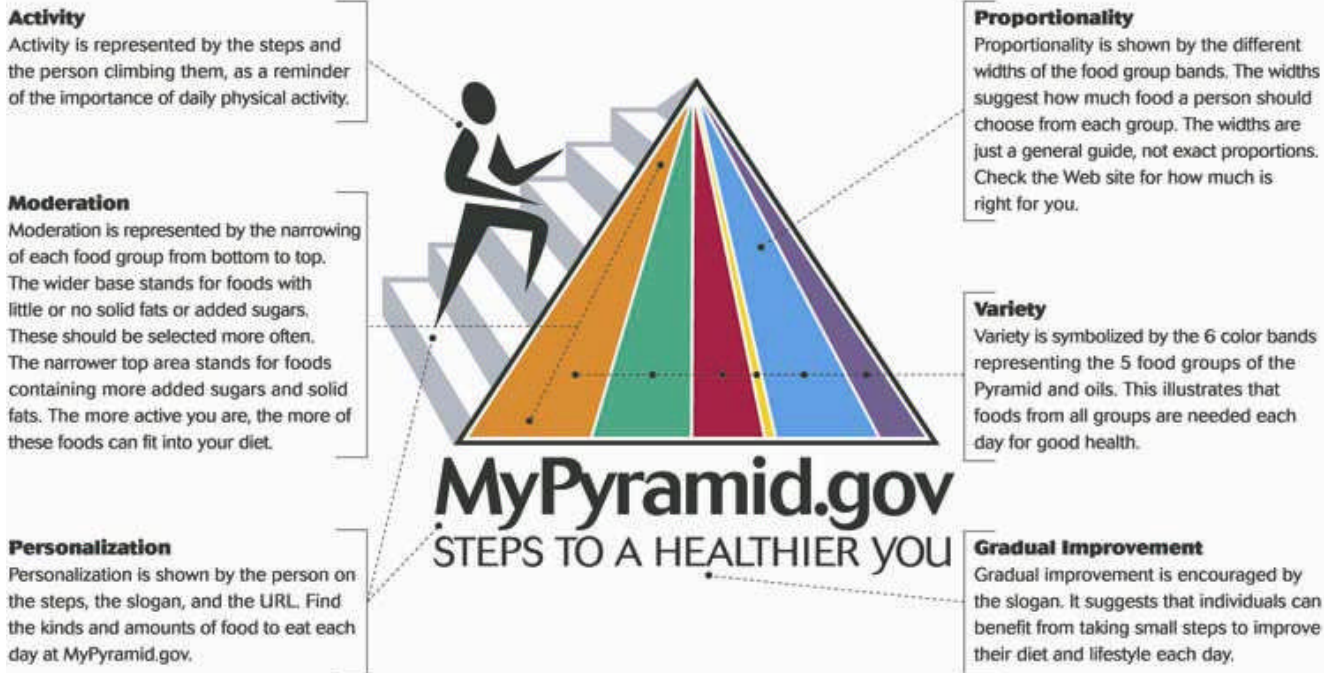




## Anatomy of MyPyramid

### One size doesn't fit all

USDA's new MyPyramid symbolizes a personalized approach to healthy eating and physical activity. The symbol has been designed to be simple. It has been developed to remind consumers to make healthy food choices and to be active every day. The different parts of the symbol are described below.



USDA U.S. Department of Agriculture  
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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.

## 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.