

Getting Started with MyPlate

Choose**MyPlate**.gov

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.
- Choose**MyPlate**.gov¹ includes much of the consumer and professional information formerly found on MyPyramid.gov.



¹ MyPyramid resources will remain available to health professionals and nutrition educators in “Tips and Resources” section of the new website. A new website will be available in Fall/Winter 2011.

Consumer Resources

Let's Eat for the Health of It The 2010 Dietary Guidelines brochure

This brochure contains practical strategies to make healthy food choices. The Brochure highlights themes from the Guidelines such as *Balancing Calories*, *Foods to Reduce*, and *Foods to Increase*. This resource is available online as a PDF and print copies will be available in the near future.



10 Tips Series

The 10 Tips Nutrition Education Series provides consumers and professionals with easy-to-follow tips in a convenient, printable format. Educators can use these to support existing lessons and consumers can choose one or more of these tips sheets to start making small changes toward healthier eating.

1. **choose MyPlate**
2. **add more vegetables to your day**
3. **focus on fruits**
4. **make half your grains whole**
5. **got your dairy today?**
6. **with protein foods, variety is key**
7. **build a healthy meal**
8. **healthy eating for vegetarians**
9. **smart shopping for veggies and fruits**
10. **liven up your meal with vegetables and fruits**
11. **kid-friendly veggies and fruits**
12. **be a healthy role model for children**
13. **cut back on your kid's sweet treats**
14. **salt and sodium**



Also on the web

- Sample Menus for a Week
- Food Group Based Recipes
- Historical Development of Food Guidance
- Nutrition Communicators Network for Partners – Application Forms
- All print-ready content

Outtasight Salad

Serving Size: 1 cup
Yield: 4 servings

Ingredients:
2 cups salad greens of your choice
1 cup chopped vegetables (tomatoes, cucumbers, carrots, green beans)
1 cup juice-packed pineapple chunks, drained, or fresh orange segments
1/4 cup Dressing (see below)
2 tablespoons raisins or dried cranberries
2 tablespoons chopped nuts, any kind


Preparation:
1. Put mixed salad greens on a large platter or in a salad bowl.
2. In a large bowl, mix chopped vegetables and pineapple or orange segments.
3. Add dressing and stir.
4. Spoon mixture over salad greens.
5. Top with raisins and nuts.

Dressing:

Color	Food Group	Amount
Orange	Grains	1/2 c
Green	Vegetables	1/2 c
Red	Fruits	1/2 c
Blue	Dairy	0
White	Protein	1/2 oz

Nutrient Totals
Per Serving: 100
Calories 100
Total Fat 2.5 g
Saturated Fat 0 g
Sodium 30 mg
Protein 2 g

Sample Menus for a 2000 Calorie Food Pattern



Use this 7-day menu as a nutritional tool to help put a healthy eating pattern into practice, and to identify creative new ideas for healthy meals. Averaged over a week, this menu provides the recommended amounts of key nutrients and foods from each food group. The menu features a large number of different foods to inspire ideas for adding variety to food choices. They are not intended to be followed day-by-day as a specific prescription for what to eat.

Spices and herbs can be used to taste. Try spices such as chili powder, cinnamon, cumin, curry powder, ginger, nutmeg, mustard, garlic powder, onion powder, or pepper. Try fresh or dried herbs such as basil, parsley, dill, chives, dill, mint, oregano, rosemary, thyme, or tarragon. Also try salt-free spice or herb blends.

While this 7-day menu provides the recommended amounts of foods and key nutrients, it does so at a moderate cost. Based on national average food costs, adjusted for inflation to March 2011 prices, the cost of this menu is less than the average amount spent for food, per person, in a 4-person family.

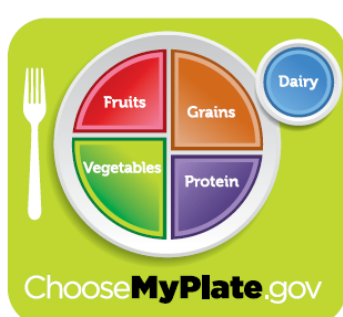
DAY 1	DAY 2	DAY 3
BREAKFAST Creamy oatmeal (cooked in milk): 1/2 cup uncooked oatmeal 1 cup fat-free milk 2 Tbsp raisins 2 Tbsp sugar Beverage: 1 cup orange juice	BREAKFAST Breakfast burrito: 1 flour tortilla (8" diameter) 1 scrambled egg 1/2 cup black beans* 2 Tbsp salsa 1/2 large grapefruit Beverage: 1 cup water, coffee, or tea**	BREAKFAST Cold cereal: 1 cup ready-to-eat oat cereal 1 medium banana 1/2 cup fat-free milk 1 slice whole wheat toast 1 tsp rub margarine Beverage: 1 cup prune juice
LUNCH Taco salad: 2 ounces tortilla chips 2 ounces cooked ground turkey 2 tsp corn/olive oil (for cook turkey) 1/2 cup fat-free beans* 1/2 ounce low-fat cheddar cheese 1/2 cup chopped lettuce 1/2 cup avocado 1 tsp lime juice (or vinegar) 2 Tbsp salsa Beverage: 1 cup water, coffee, or tea**	LUNCH Roast beef sandwich: 1 small whole grain hamburger bun 2 ounces lean roast beef 1 slice part-skim mozzarella cheese 2 slices tomato 1/2 cup multigrain 1 tsp corn/olive oil (for cook multigrain) 1 tsp mustard Baked potato wedges: 1 cup potato wedges 1 tsp corn/olive oil (for cook potato) 1 Tbsp ketchup Beverage: 1 cup fat-free milk	LUNCH Tuna salad sandwich: 2 slices rye bread 2 ounces tuna 1 Tbsp mayonnaise 1 Tbsp chopped celery 1/2 cup shredded lettuce 1 medium peach Beverage: 1 cup fat-free milk
DINNER Spinach lasagna roll-ups: 1 cup lasagna noodles (2 or dry) 1 cup cooked spinach 1/2 cup ricotta cheese 1 ounce part-skim mozzarella cheese 1/2 cup tomato sauce* 1 ounce whole wheat roll 1 tsp rub margarine Beverage: 1 cup fat-free milk	DINNER Baked salmon on beet greens: 4 ounces salmon fillet 1 tsp olive oil 2 tsp lemon juice 1/2 cup cooked beet greens (baked in 1 tsp corn/olive oil) Quinoa with almonds: 1/2 cup quinoa 1/2 ounce dried almonds Beverage: 1 cup fat-free milk	DINNER Roasted chicken: 3 ounces cooked chicken breast 1 large sweet potato, roasted 1/2 cup sweetcorn (frozen & corn) 1 tsp rub margarine 1 ounce whole wheat roll 1 tsp rub margarine Beverage: 1 cup water, coffee, or tea**
SNACKS 2 Tbsp raisins 1 ounce unsalted almonds	SNACKS 1 cup cantaloupe balls	SNACKS 4 cup dried apricots 1 cup flavored yogurt (chocolate)

MyPlate Style Guide

USDA encourages the use of the MyPlate icon in a variety of applications, including textbooks and other educational materials. Any educator or consumer interested in using the image should refer to this Guide for all appropriate use information.

MyPlate

Style Guide and Conditions of Use for the Icon



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Center for Nutrition
Policy and Promotion