

# Facts Page

We feel this book is still appropriate to use with your audiences. Yes, MyPyramid, the new food guidance system, is replacing the original Food Guide Pyramid, but the pictures of foods in the book and messages are still the appropriate.

The new symbol was designed to be simple. It reminds consumers to make healthy food and physical activity choices and be physically active every day.

The American diet is not in balance. On average, Americans don't eat enough dark greens, orange vegetables and legumes, fruits, whole grains and low fat milk products. They eat more fats and added sugars. To bring the diet into balance, MyPyramid recommends eating more of the under-consumed foods and less solid fats, added sugars and caloric sweeteners and foods rich in these.

MyPyramid is appropriate for children aged 2 and up. Additional materials for children are being developed – which will include specific graphics, messages and materials developed to reach children—in coordination with the overall project.]

What are the benefits of the new Food Guidance System?

- It enables the use of a symbol as a stand-alone visual to represent the overall food guidance system without being cluttered by specific messages.
- It more effectively teaches consumers what and how much to eat through clear, tailored nutrition messages and diet personalization.
- It helps combat obesity by encouraging healthier eating patterns.
- It help to improve the overall health and well-being of Americans.
- It more effectively reaches consumers through the use of multiple channels including the internet. <http://mypyramid.gov>



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