



UNITED STATES DEPARTMENT OF AGRICULTURE

UPDATED: USDA to Launch New Food Icon as a Reminder to Help Consumers Make Healthier Food Choices

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USDA Office of Communications
(202) 720-4623

UPDATED: USDA to Launch New Food Icon as a Reminder to Help Consumers Make Healthier Food Choices

WASHINGTON, May 26, 2011 – NEXT WEEK, Agriculture Secretary Tom Vilsack will unveil a new food icon that will serve as a reminder to help consumers make healthier food choices.

The 2010 White House Child Obesity Task Force called for simple, actionable advice to equip consumers with information to help them make healthy food choices. As a result, USDA will be introducing the new food icon to replace the *MyPyramid* image as the government's primary food group symbol. It will be an easy-to-understand visual cue to help consumers adopt healthy eating habits consistent with the *2010 Dietary Guidelines for Americans*. *MyPyramid* will remain available to interested health professionals and nutrition educators in a special section of the new website.

The new food icon will be part of a comprehensive nutrition communication initiative that provides consumers with easy-to-understand recommendations, a new website with expanded information, and other tools and resources.

Thursday, June 2
10:30 a.m. EDT

WHERE: U.S. Department of Agriculture
Jefferson Auditorium
USDA South Building (5th Wing Entrance)
1400 Independence Ave., S.W.
Washington, D.C. 20250

RSVP: All members of the media planning to join the press conference must RSVP [HERE](#) by Wednesday, June 1, at 5 p.m.

This press conference will also be live-streamed at www.usda.gov/live. Access to the conference as well as the press kit and other information will be available at www.cnpp.usda.gov.

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