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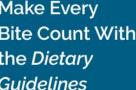








2020 - 2025

















Presentation Objectives

- Provide an in-depth look at the Dietary Guidelines for Americans, 2020-2025.
- Highlight Key Recommendations that provide further guidance on healthy eating across the lifespan.







Introduction







The foods and beverages we consume have a profound impact on our health







About the Dietary Guidelines for Americans

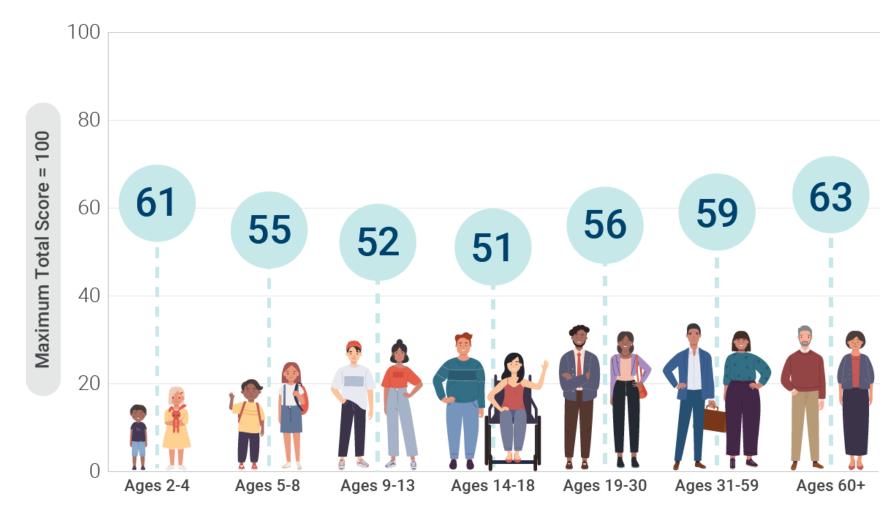
- The Dietary Guidelines provides science-based advice on what to eat and drink to promote health, help reduce risk of chronic disease, and meet nutrient needs.
- Serves as the cornerstone of federal nutrition programs and policies.
- Mandated to reflect the preponderance of scientific evidence, and published jointly by USDA and HHS every five years.
- Written for a professional audience, including policymakers, healthcare professionals, nutrition educators, and federal nutrition program operators.





Adherence of the U.S. Population to the Dietary Guidelines Across Life Stages, as Measured by Average Total Healthy Eating Index-2015 Scores

The Healthy Eating Index (HEI) measures how closely food and beverage choices align with the *Dietary Guidelines*. A higher total score indicates a higher quality diet.

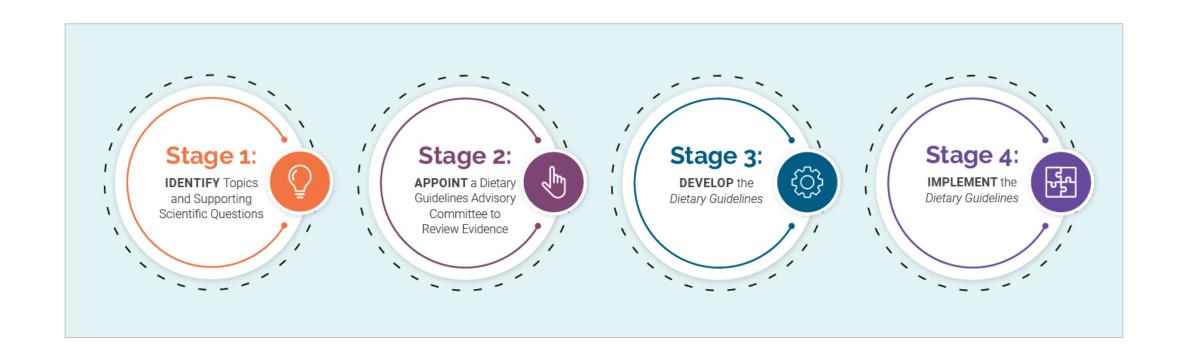




NOTE: HEI-2015 total scores are out of 100 possible points. A score of 100 indicates that recommendations on average were met or exceeded. A higher total score indicates a higher quality diet.



Developing the Dietary Guidelines for Americans







Stage 1: Identify Topics and Supporting Scientific Questions



- A new step of identifying topics and scientific questions was added to the beginning of the process.
- Topics and questions were made available for the public to view and provide comments.
- Final topics and questions were posted along with the public call for nominations to the 2020 Dietary Guidelines Advisory Committee.





Stage 2: Appoint a Dietary Guidelines Advisory Committee to Review Evidence









- The Committee answered questions on diet and health using one of three approaches.
- Each of these approaches has its own rigorous, protocol-driven methodology, and plays a unique, complementary role in examining the science.





Approaches to Examine the Evidence



Data Analysis

A collection of analyses that uses national data sets to describe understand the current health and dietary intakes of Americans. These data help make the Dietary Guidelines practical, relevant, and achievable. *The Committee conducted more than 150 analyses of Federal data sets.*



Food Pattern Modeling

Analysis that shows how changes to the amounts or types of foods and beverages in a pattern might impact meeting nutrient needs across the U.S. population. Several food pattern modeling analyses were completed, and representing for the first time, the 6 to 24 month life stage.



NESR Systematic Review

Research project that answers a question on diet and health by searching for, evaluating, and synthesizing all relevant, peer-reviewed studies. *More than 270,000 citations were screened and nearly 1,500 original research articles included in 33 original systematic reviews.*



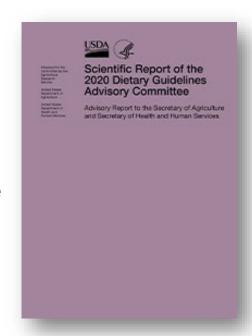
From Conclusion Statements to Advice







The Committee looked across all of the conclusion statements – the totality of the scientific review – to develop overarching advice for USDA and HHS to consider as the Departments developed the 2020-2025 Dietary Guidelines.

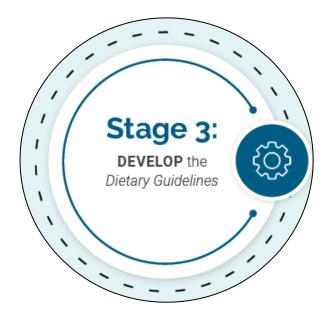






Once the Committee submitted its Scientific Report, USDA and HHS used the findings to develop the *Dietary Guidelines for Americans*

- Each edition of the *Dietary Guidelines* builds on the preceding edition, with the scientific justification for revisions informed by the Advisory Committee's Scientific Report, consultation with subject matter experts within Federal agencies, and consideration of comments from these agencies and the public.
- Development of the *Dietary Guidelines for Americans, 2020-2025* involved a step-by-step process of writing, review, and revision conducted by a writing team of Federal staff from USDA and HHS.
- The writing team included Federal nutrition scientists with expertise in the *Dietary Guidelines* and related research and programs as well as specialists with expertise in communicating nutrition information.







Stage 4: Implement the <u>Dietary Guidelines</u>



- The Dietary Guidelines provides the framework for following a healthy dietary pattern from birth through older adulthood.
- Everyone has a role to play in helping all Americans shift to a healthy dietary pattern and achieve better health.
- Broad and multisector collaboration is needed to help people achieve this goal.





A Roadmap to the Dietary Guidelines for Americans, 2020-2025

- Executive Summary
- Introduction
- Chapter 1. Nutrition and Health Across the Lifespan: The Guidelines and Key Recommendations
- Chapter 2. Infants and Toddlers
- Chapter 3. Children and Adolescents
- Chapter 4. Adults
- Chapter 5. Women Who Are Pregnant or Lactating
- Chapter 6. Older Adults
- Appendixes



Nutrition and Health Across the Lifespan: The Guidelines and Recommendations





The Guidelines

Follow a healthy dietary pattern at every life stage.







1

Customize and enjoy nutrient-dense food and beverage choices to reflect personal preferences, cultural traditions, and budgetary

considerations.

Limit foods «
and beverages
higher in
added sugars,
saturated fat, and
sodium, and limit
alcoholic
beverages.





3



×

Focus on meeting food group needs with nutrient-dense foods and beverages, and stay within calorie limits.





Key Dietary Principles

- Meet nutritional needs primarily from foods and beverages
- Choose a variety of options from each food group
- Pay attention to portion size











Follow a healthy dietary pattern at every life stage



- At every life stage—infancy, toddlerhood, childhood, adolescence, adulthood, pregnancy, lactation, and older adulthood—it is never too early or too late to eat healthfully.
- For about the first 6 months of life, exclusively feed infants human milk. Continue to feed infants human milk through at least the first year of life, and longer if desired. Feed infants iron-fortified infant formula during the first year of life when human milk is unavailable. Provide infants with supplemental vitamin D beginning soon after birth.
- At about 6 months, introduce infants to nutrient-dense complementary foods. Introduce infants to potentially allergenic foods along with other complementary foods. Encourage infants and toddlers to consume a variety of foods from all food groups. Include foods rich in iron and zinc, particularly for infants fed human milk.
- From 12 months through older adulthood, follow a healthy dietary pattern across the lifespan to meet nutrient needs, help achieve a healthy body weight, and reduce the risk of chronic disease.









- Represents the totality of what individuals habitually eat and drink.
- The parts of the pattern act synergistically to affect health.
- May better predict overall health status and disease risk than individual foods or nutrients.
- A healthy dietary pattern consists of nutrient-dense forms of foods and beverages across all food groups, in recommended amounts, and within calorie limits.

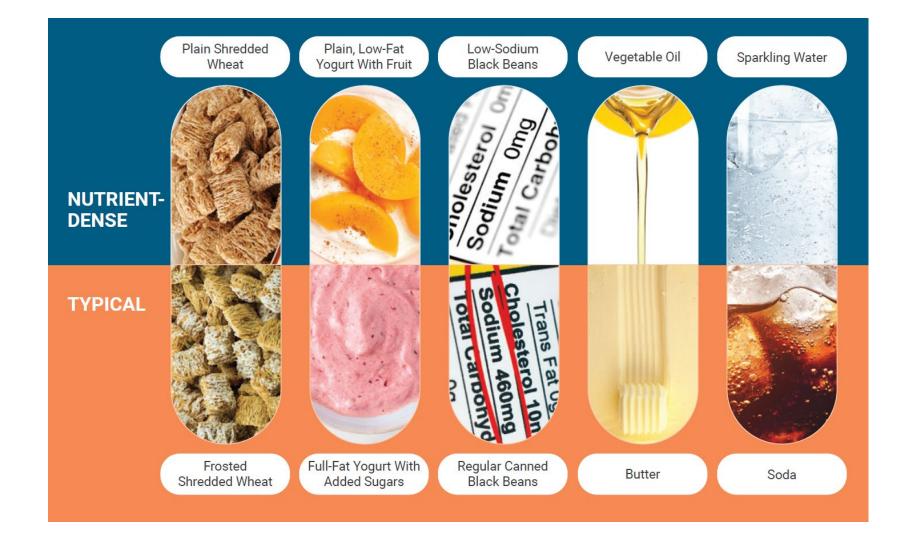




Making Nutrient-Dense Choices: One Food or Beverage At a Time



Every food and beverage choice is an opportunity to move toward a healthy dietary pattern. Small changes in single choices add up and can make a big difference. These are a few examples of realistic, small changes to nutrient-dense choices that can help people adopt healthy dietary patterns.











- The primary USDA Dietary Pattern is the Healthy U.S.-Style Dietary Pattern, which provides a framework for healthy eating that all Americans can follow.
 - » Based on the types and proportions of foods typically consumed, but in nutrient-dense forms and appropriate amounts.
- Variations of the Healthy U.S-Style Dietary Pattern that have the same core elements include:
 - » Healthy Mediterranean-Style Dietary Pattern
 - » Healthy Vegetarian Dietary Pattern





The Health Benefits of a Healthy Dietary Pattern



Science shows that there are many health benefits related to:

- Consuming a healthy dietary pattern
- Meeting food group and nutrient needs with nutrient-dense foods and beverages
- Limiting intake of foods and beverages that are not nutrient-dense





Healthy Eating Can Promote Health and Reduce Risk of Chronic Disease*



Children and Adolescents

- Lower adiposity
- Lower total and low-density lipoprotein (LDL) cholesterol

Women Who Are Pregnant or Lactating

- Favorable cognitive development in the child
- Favorable folate status in women during pregnancy and lactation

Birth Through 23 Months

- Lower risk of overweight and obesity
- Lower risk of type 1 diabetes
- Adequate iron status and lower risk of iron deficiency
- Lower risk of peanut allergy
- Lower risk of asthma





Adults, Including Older Adults

- Lower risk of all-cause mortality
- Lower risk of cardiovascular disease
- Lower risk of cardiovascular disease mortality
- Lower total and LDL cholesterol
- Lower blood pressure
- Lower risk of obesity
- Lower body mass index, waist circumference, and body fat
- Lower risk of type 2 diabetes
- Lower risk of cancers of the breast, colon, and rectum
- Favorable bone health, including lower risk of hip fracture

^{*}See the <u>Scientific Report of the 2020 Dietary Guidelines Advisory Committee</u> for more information about the relationships between diet and health examined by the 2020 Dietary Guidelines Advisory Committee.







- The total number of calories a person needs each day varies depending on a number of factors.
- Calorie needs generally decrease for adults as they age.
- A need to lose, gain, or maintain weight affects how many calories should be consumed.
- The best way to evaluate calorie intake, in comparison to calorie needs, is by measuring body weight status.





Customize and enjoy nutrient-dense food and beverage choices to reflect personal preferences, cultural traditions, and budgetary considerations



 A healthy dietary pattern can benefit all individuals regardless of age, race, or ethnicity, or current health status. The *Dietary Guidelines* provides a framework intended to be customized to individual needs and preferences, as well as the foodways of the diverse cultures in the United States.











Customizing the *Dietary* **Guidelines Framework**

- There are a range of options in each food group – to be eaten in nutrientdense forms – that fit in the *Dietary Guidelines* framework.
- The Dietary Guidelines framework ensures that its recommendations can "meet people where they are".



Customizing the Dietary Guidelines Framework

The Dietary Guidelines approach of providing a framework—not prescriptive details—ensures that its recommendations can "meet people where they are," from personal preferences to cultural foodways, and including budgetary considerations. The examples below are a sample of the range of options in each food group—to be eaten in nutrient-dense forms. Additional examples are listed under **Table A3-2** in **Appendix 3**.



Vegetables

- Dark-Green Vegetables: All fresh, frozen, and canned darkgreen leafy vegetables and broccoli, cooked or raw: for example, amaranth leaves, bok choy, broccoli, chamnamul, chard, collards, kale, mustard greens, poke greens, romaine lettuce, spinach, taro leaves, turnip greens, and watercress.
- Red and Orange Vegetables: All fresh, frozen, and canned red and orange vegetables or juice, cooked or raw: for example, calabaza, carrots, red or orange bell peppers, sweet potatoes, tomatoes, 100% tomato juice, and winter squash.
- Beans, Peas, Lentils: All cooked from dry or canned beans, peas, chickpeas, and lentils: for example, black beans, black-eyed peas, bayo beans, chickpeas (garbanzo beans), edamame, kidney beans, lentils, lima beans, mung beans, pigeon peas, pinto beans, and split peas. Does not include green beans or green peas.
- Starchy Vegetables: All fresh, frozen, and canned starchy vegetables: for example, breadfruit, burdock root, cassava, corn, jicama, lotus root, lima beans, plantains, white potatoes, salsify, taro root (dasheen or yautia), water chestnuts, yam, and yucca.
- Other Vegetables: All other fresh, frozen, and canned vegetables, cooked or raw: for example, asparagus, avocado, bamboo shoots, beets, bitter melon, Brussels sprouts, cabbage (green, red, napa, savoy), cactus pads (nopales), cauliflower, celery, chayote (mirliton), cucumber, eggplant, green beans, kohlrabi, luffa, mushrooms, okra, onions, radish, rutabaga, seaweed, snow peas, summer squash, tomatillos, and turnips.



Guideline







Fruits

 All fresh, frozen, canned, and dried fruits and 100% fruit juices: for example, apples, Asian pears, bananas, berries (e.g., blackberries, blueberries, currants, huckleberries, kiwifruit, mulberries, raspberries, and strawberries); citrus fruit (e.g., calamondin, grapefruit, lemons, limes, oranges, and pomelos); cherries, dates, figs, grapes, guava, jackfruit, lychee, mangoes, melons (e.g., cantaloupe, casaba, honeydew, and watermelon); nectarines, papaya, peaches, pears, persimmons, pineapple, plums, pomegranates, raisins, rhubarb, sapote, and soursop.







Focus on meeting food group needs with nutrient-dense foods and beverages, and stay within calorie limits



An underlying premise of the *Dietary Guidelines* is that nutritional needs should be met primarily from foods and beverages—specifically, nutrient-dense foods and beverages. Nutrient-dense foods provide vitamins, minerals, and other health-promoting components and have no or little added sugars, saturated fat, and sodium. A healthy dietary pattern consists of nutrient-dense forms of foods and beverages across all food groups, in recommended amounts, and within calorie limits.

The core elements that make up a healthy dietary pattern include:

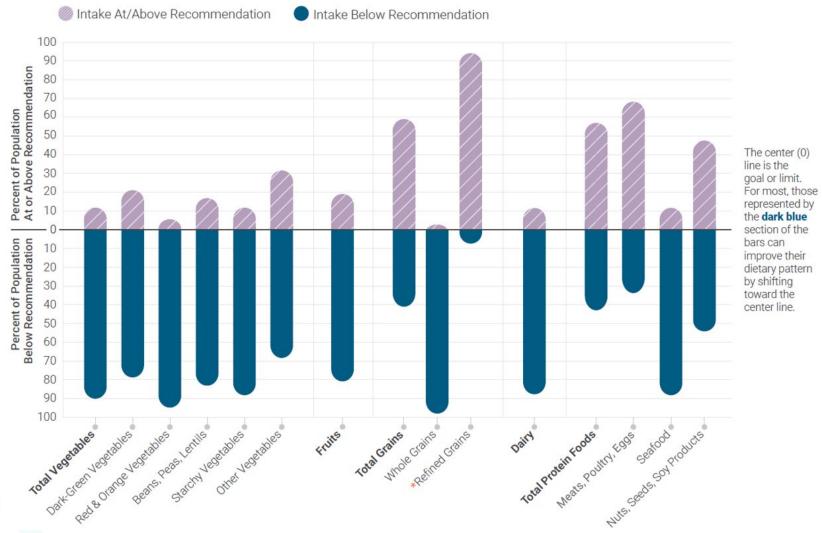
- Vegetables of all types—dark green; red and orange; beans, peas, and lentils; starchy; and other vegetables
- Fruits, especially whole fruit
- Grains, at least half of which are whole grain
- Dairy, including fat-free or low-fat milk, yogurt, and cheese, and/or lactose-free versions and fortified soy beverages and yogurt as alternatives
- Protein foods, including lean meats, poultry, and eggs; seafood; beans, peas, and lentils; and nuts, seeds, and soy products
- Oils, including vegetable oils and oils in food, such as seafood and nuts





Dietary Intakes Compared to Recommendations







* NOTE: Recommended daily intake of whole grains is to be at least half of total grain consumption, and the limit for refined grains is to be no more than half of total grain consumption.

Data Source: Analysis of What We Eat in America, NHANES 2013-2016, ages 1 and older, 2 days dietary intake data, weighted. Recommended Intake Ranges: Healthy U.S.-Style Dietary Patterns



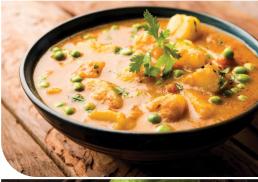
Vegetables





- Healthy dietary patterns include a variety of vegetables from all five vegetable subgroups.
 - » Includes all fresh, frozen, canned, and dried options in cooked or raw forms, including 100% vegetable juices.
 - » Nutrient-dense forms have limited additions such as salt, butter, or creamy sauces.
- Almost 90% of Americans do not meet the recommendation for vegetables.
- Most people need to increase total vegetable intake and intake from all vegetable subgroups, shift to nutrient-dense forms, and increase the variety of different vegetables consumed over time.
- Strategies to increase vegetable intake include increasing the vegetable content of mixed dishes and eating more vegetables as side dishes or snacks—keeping these nutrient-dense.









Fruits





- Includes whole fruits and 100% fruit juice.
 - » At least half should come from whole fruit (fresh, canned, frozen, and dried forms).
 - » Juice should be 100% juice and always pasteurized or 100% juice diluted with water (without added sugars).
 - When selecting canned fruit, choose options that are canned with 100% juice or options lowest in added sugars.
- About 80% of Americans do not meet fruit recommendations.
- Most people would benefit from increasing their intake of fruit, mostly as whole fruits in nutrient-dense forms.
- Strategies to increase fruit intake include choosing more whole fruits as snacks and including them in meals.





Grains





- Healthy dietary patterns include whole grains and limit refined grains.
 - » At least half of total grains should be whole grains.
 - » Individuals who eat refined grains should choose enriched grains.
 - » Individuals who consume all of their grains as whole grains should include some that have been fortified with folic acid.
- 98% of Americans fall below recommendations for whole grains and 74% exceed limits for refined grains.
- Strategies to improve intake include shifting from refined to whole-grain versions of commonly consumed foods, shifting to more nutrient-dense forms of grains, and reducing intake of cakes, cookies, and other grain desserts.





Dairy and Fortified Soy Alternatives





- Healthy dietary patterns feature dairy, including fat-free and low-fat (1%) milk, yogurt, and cheese.
- Individuals who are lactose intolerant can choose low-lactose and lactose-free dairy products.
- Fortified soy beverages (commonly known as "soy milk") and soy yogurt are included as part of the dairy group.
- Other products sold as "milks" but made from plants (e.g., almond, rice, oat "milks") are not included as part of the dairy group because their overall nutritional content is not similar to dairy milk and fortified soy beverages.
- About 90% of Americans do not meet dairy recommendations.
 - » Dairy is generally consumed in forms with higher amounts of sodium or saturated fat and can be a source of added sugars.
- Strategies to increase dairy intake include drinking fat-free or lowfat milk or a fortified soy beverage with meals or incorporating unsweetened fat-free or low-fat yogurt into breakfast or snacks.







Protein Foods





- Healthy dietary patterns include a variety of protein foods in nutrientdense forms.
- Subgroups include:
 - » Meats, poultry, and eggs
 - » Seafood
 - » Nuts, seeds, and soy products
 - » Beans, peas, and lentils
- Most intake of meats and poultry should be from fresh, frozen, or canned, and in lean forms versus processed meats
- A healthy vegetarian dietary pattern can be achieved by incorporating protein foods from plants.
- Seafood provides beneficial fatty acids (e.g. EPA and DHA).
 - Choices higher in EPA and DHA and lower in methylmercury are encouraged.







Protein Foods (continued)





- Intakes of protein foods are close to the target amounts, but many
 Americans do not meet recommendations for specific subgroups.
 - » Meet or exceed the recommendation for meats, poultry, and eggs.
 - » Do not meet the recommendation for seafood or nuts, seeds, and soy products.
- Protein foods are generally consumed in forms with higher amounts of saturated fat or sodium and often part of mixed dishes that include other ingredients that are not in nutrient-dense forms.
- Shifts are needed to add variety to protein subgroup intakes.
 - » Selecting from the seafood or beans, peas, and lentils subgroups more often.
 - Replacing processed or high fat meats with these subgroups.









Guideline 3

Beverages

- When choosing beverages in a healthy dietary pattern, both the calories and nutrients that they provide are important considerations.
- Beverages that are calorie-free—especially water—or that contribute beneficial nutrients, such as fat-free and low-fat milk and 100% juice, should be the primary beverages consumed.
- Coffee, tea, and flavored waters also are options, but the most nutrient-dense options for these beverages include little, if any, sweeteners or cream.
- Sugar-sweetened beverages and alcohol should be limited (see Guideline 4).











- Calcium, potassium, dietary fiber, and vitamin D are considered dietary components of public health concern for the general U.S. population because low intakes are associated with health concerns.
- If a healthy dietary pattern is consumed, amounts of calcium, potassium, and dietary fiber can meet recommendations.
- Vitamin D recommendations are harder to achieve through natural sources from diet alone and would require consuming foods and beverages fortified with vitamin D. In many cases, taking a vitamin D supplement may be appropriate.







Limit foods and beverages higher in added sugars, saturated fat, and sodium, and limit alcoholic beverages



At every life stage, meeting food group recommendations—even with nutrient-dense choices—requires most of a person's daily calorie needs and sodium limits. A healthy dietary pattern doesn't have much room for extra added sugars, saturated fat, or sodium—or for alcoholic beverages. A small amount of added sugars, saturated fat, or sodium can be added to nutrient-dense foods and beverages to help meet food group recommendations, but foods and beverages high in these components should be limited.

Limits are:

- Added sugars—Less than 10 percent of calories per day starting at age 2. Avoid foods and beverages with added sugars for those younger than age 2.
- **Saturated fat**—Less than 10 percent of calories per day starting at age 2.
- Sodium—Less than 2,300 milligrams per day—and even less for children younger than age 14.
- Alcoholic beverages—Adults of legal drinking age can choose not to drink or to drink in moderation by limiting intake to 2 drinks or less in a day for men and 1 drink or less in a day for women, when alcohol is consumed. Drinking less is better for health than drinking more. There are some adults who should not drink alcohol, such as women who are pregnant.



Limit foods and beverages higher in added sugars, saturated fat, and sodium, and limit alcoholic beverages



Currently:

75%

of people have dietary patterns low in vegetables, fruits, and dairy.



exceed the limit for added sugars.



exceed the limit for saturated fat.



exceed the Chronic Disease Risk Reduction limits for sodium.

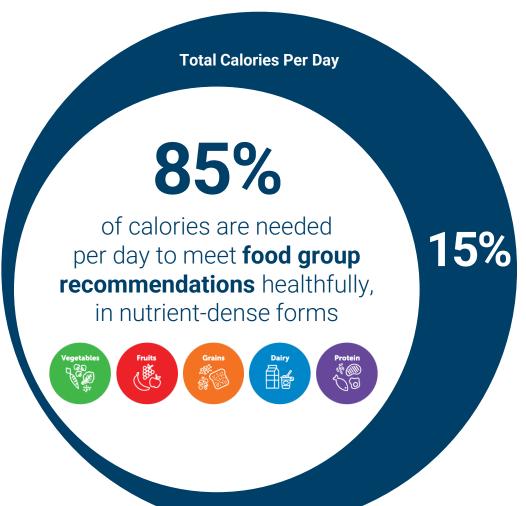




The 85-15 Guide:

Percentage of Calories Needed To Meet Food Group Needs With Nutrient-Dense Choices and Percentage Left for Other Uses

Most of the calories a person needs to eat each day—around 85 percent—are needed to meet food group recommendations healthfully, in nutrient-dense forms. The remaining calories—around 15 percent—are calories available for other uses, including for added sugars or saturated fat beyond the small amounts found in nutrient-dense forms of foods and beverages within the pattern, to consume more than the recommended amount of a food group, or for alcoholic beverages. This equates to 250 to 350 remaining calories for calorie patterns appropriate for most Americans.





of remaining calories are available for other uses (including added sugars and saturated fat)





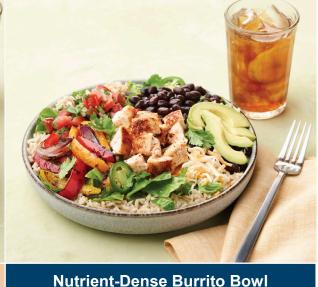


Making Nutrient-Dense Choices: One Meal At a Time

Slight changes to individual parts of a meal can make a big difference. This meal shows examples of small shifts to more nutrient-dense choices that significantly improve the nutritional profile of the meal overall while delivering on taste and satisfaction.



Iced tea with sugar (16 ounces)



Iced tea, no sugar (16 ounces)

Guideline

Typical Burrito Bowl Total Calories = 1,120 Total Calories = 715 White rice (1½ cups) Brown rice (1 cup) + Romaine lettuce (½ cup) Black beans (⅓ cup) Black beans, reduced sodium (1/3 cup) Chicken cooked with sauce (2 ounces) Grilled chicken with spice rub (2 ounces) No grilled vegetables Added grilled vegetables (1/3 cup) Guacamole (½ cup) Sliced avocado (5 slices) Jarred salsa (1/4 cup) Fresh salsa/pico de gallo (1/4 cup) Sour cream (1/4 cup) No sour cream Cheese (⅓ cup) Reduced-fat cheese (⅓ cup) Jalapeño (5 slices) Jalapeño (5 slices)







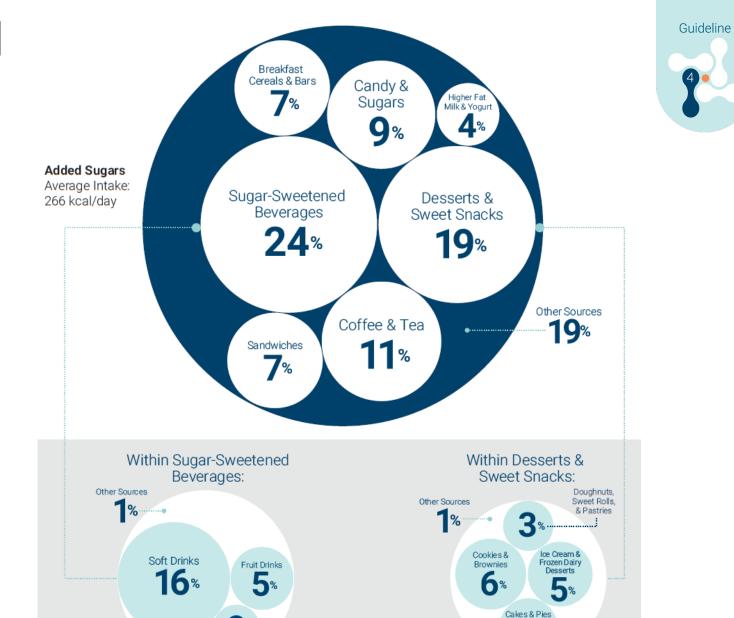


- A healthy dietary pattern limits added sugars to less than 10% of calories per day.
- Most Americans have less than 8% of calories available for added sugars, including the added sugars inherent to a healthy dietary pattern.
- For those with a weight loss goal, limiting intake of foods and beverages high in added sugars is a strategy to help reduce calorie intake.
- Replacing added sugars with low- and no-calorie sweeteners may reduce calorie intake in the short-term and aid in weight management, yet questions remain about their effectiveness as a long-term weight management strategy.

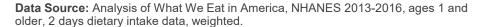




Top Sources and Average Intakes of Added Sugars







Energy Drinks

4%



Saturated Fat



- For those 2 years and older, intake of saturated fat should be limited to less than 10% of calories per day by replacing them with unsaturated fats, particularly polyunsaturated fats.
- Approximately 5% of total calories inherent to the nutrient-dense foods in the Healthy U.S.-Style Dietary Pattern are from saturated fat.
- There is little room to include additional saturated fat in a healthy dietary pattern while staying within limits for saturated fat and total calories.
- The National Academies recommends that trans fat and dietary cholesterol consumption be as low as possible without compromising the nutritional adequacy of the diet.



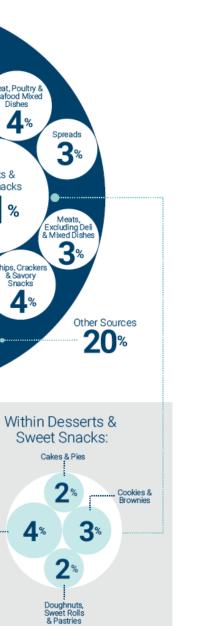


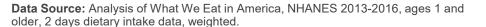
Top Sources and Average Intakes of Saturated Fat



Ice Cream & Frozen Dairy







Chicken & Turkey

Within

Sandwiches:

Breakfast

Hot Dog Sandwiches



Sodium

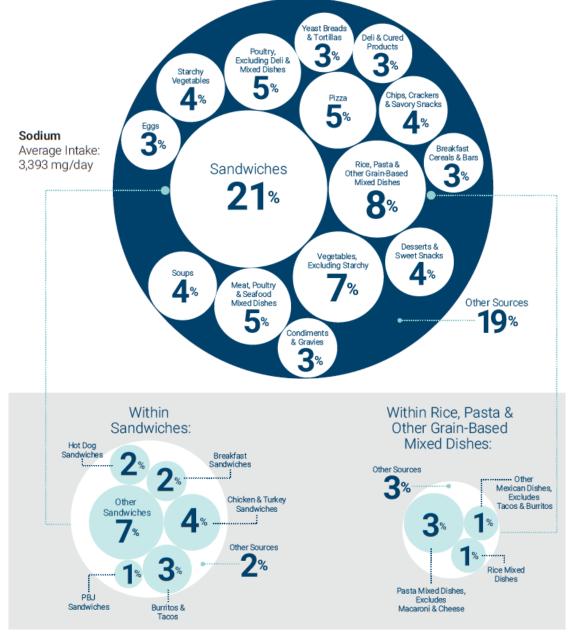


- Healthy eating patterns limit sodium to the Chronic Disease Risk Reduction (CDRR) levels (e.g. 2,300 mg/day for ages 14 and older).
- The nutrient-dense choices in the Healthy U.S.-Style Dietary Pattern provide approximately 60-100% of the age-specific CDRR for sodium across calorie levels.
- For most calorie levels and at most ages, there is very little room for food choices that are high in sodium.





Top Sources and Average Intakes of Sodium



Guideline







Alcoholic Beverages



- The Dietary Guidelines does not recommend that individuals who do not drink alcohol start drinking for any reason.
- There are also some people who should not drink at all.
- If adults age 21 years and older choose to drink alcoholic beverages, drinking less is better for health than drinking more.
- The amount of alcohol and calories in beverages varies and should be accounted for within the limits of healthy dietary patterns, so that calorie limits are not exceeded.









- Adults of legal drinking age can choose not to drink or to drink in moderation by limiting intakes to 2 drinks or less in a day for men and 1 drink or less in a day for women, when alcohol is consumed.
 - » In the absence of binge drinking, intakes at these levels is lower risk for most adults; however, caution is recommended.
 - » Emerging evidence suggests that even drinking within these guidelines may increase the overall risk of death from various causes, such as from several types of cancer and some forms of cardiovascular disease.





Support Healthy Dietary Patterns for All Americans

- Everyone has a role to play to support access to healthy foods and beverages where people live, learn, work, play, and gather.
- Having access to healthy, safe, and affordable food is crucial for an individual to achieve a healthy dietary pattern.





For lifelong good health, make every bite count with the *Dietary Guidelines for Americans*







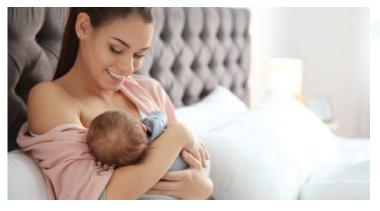
Infants & Toddlers





Key Recommendations

- For about the first 6 months of life, exclusively feed infants human milk. Continue to feed infants human milk through at least the first year of life, and longer if desired. Feed infants iron-fortified infant formula during the first year of life when human milk is unavailable.
- Provide infants with supplemental vitamin D beginning soon after birth.
- At about 6 months, introduce infants to nutrient-dense complementary foods.
- Introduce infants to potentially allergenic foods along with other complementary foods.











Key Recommendations (cont'd)

- Encourage infants and toddlers to consume a variety of foods from all food groups. Include foods rich in iron and zinc, particularly for infants fed human milk.
- Avoid foods and beverages with added sugars.
- Limit foods and beverages higher in sodium.

 As infants wean from human milk or infant formula, transition to a healthy dietary pattern.



Putting the Key Recommendations Into Action

Birth Through 23 Months





Feed Infants Human Milk for the First 6 Months, If Possible

- Human milk can support an infant's nutrient needs for about the first 6 months of life, with the exception of vitamin D and possibly iron.
 - » Human milk provides nutrients, bioactive substances, and immunologic properties that support infant health, growth, and development.
- If human milk is unavailable, feed infants iron-fortified commercial infant formula regulated by the FDA. Homemade infant formulas and those that are improperly and illegally imported without mandated FDA review should not be used.
- Take precautions to ensure that expressed human milk and infant formula are handled and stored safely.
- Donor human milk should only be obtained from a source that has screened its donors and taken appropriate safety precautions.



Supplemental Vitamin D

- All infants who are fed human milk exclusively or who receive both human milk and infant formula (mixed fed) will need a vitamin D supplement of 400 IU per day beginning soon after birth.
- Infant formula is fortified with vitamin D, thus, when an infant is receiving full feeds of infant formula, vitamin D supplementation is not needed.
- Young children may need to continue taking a vitamin D supplement after age 12 months. Consult with a healthcare professional to determine how long to supplement.



Introduce Nutrient-Dense Complementary Foods at About 6 Months

- Complementary foods, as a supplement to human milk or infant formula feedings, are necessary to ensure adequate nutrition and exposure to flavors, textures, and different types of foods.
- Some infants may show developmental signs of readiness before age 6 months, but introducing complementary foods before age 4 months – or waiting until after 6 months - is not recommended.
- For infants fed human milk, it is particularly important to include complementary foods that are rich in iron and zinc.
- Provide age and developmentally appropriate foods to help prevent choking.







Readiness for Beginning Solid Foods

- Signs of readiness:
 - » Able to control head and neck
 - » Sitting up alone or w/ support
 - » Bringing objects to the mouth
 - » Trying to grasp small objects
 - » Swallowing food rather than pushing it back out



- Developmentally appropriate foods prevent choking risk:
 - » Offer foods in the appropriate size, consistency, and shape
 - » Feed in a high chair or other safe, supervised place
 - » Ensure adult supervision
 - » Do not put infant cereal of solid foods in a bottle



Introduce Potentially Allergenic Foods When Other Complementary Foods are Introduced

- There is no evidence that delaying introduction of allergenic foods, beyond when other complementary foods are introduced, helps to prevent food allergy.
- Foods like peanuts, egg, cow milk products, tree nuts, wheat, crustacean shellfish, fish, and soy should be introduced when other complementary foods are introduced.
 - » Introducing peanut-containing foods in the first year reduces the risk that an infant will develop a food allergy to peanuts.
 - » Cow milk, as a beverage, should be introduced at age 12 months or later.





Infants at High Risk for Peanut Allergy

- If an infant has severe eczema, egg allergy, or both, ageappropriate, peanut-containing foods should be introduced into the diet as early as age 4 to 6 months – this helps reduce the risk of developing a peanut allergy.
- Caregivers of infants at high risk should check with the infant's healthcare provider before feeding the infant peanut-containing foods.



Encourage Consumption of a Variety of Complementary Foods and Beverages

- Complementary foods and beverages should be rich in nutrients, meet calorie and nutrient requirements, and stay within limits of dietary components such as added sugars and sodium.
- At about 6 months old introduce:
 - » Iron-rich foods (meats and seafood rich in heme iron, ironfortified cereals)
 - » Zinc-rich foods (meats, beans, fortified cereals)
 - » A variety of foods from all food groups, knowing it may take up to 8 to 10 exposures for an infant to accept a new food



A nutrient-dense, diverse diet from age 6 through 23 months includes a variety of food sources from each food group.



- Protein foods, including meats, poultry, eggs, seafood, nuts, seeds, and soy products, are important sources of iron, zinc, protein, choline, and long chain polyunsaturated fatty acids.
- Offer vegetables and fruits, especially those rich in potassium, vitamin A, and vitamin C. Beans, peas, and lentils provide a good source of protein and dietary fiber.
- Introduce yogurt and cheese, including soy-based yogurt, before 12 months; do not offer cow milk, as a beverage, or fortified soy beverage, before age 12 months.
- Grains, including iron-fortified infant cereal, play an important role in meeting nutrient needs during this life stage.



Dietary Components to Limit

- Avoid added sugars
 - » Young children have virtually no room in their diet for added sugars.
- Avoid foods higher in sodium
 - » Taste preferences for salty food may be established early in life.
- Avoid honey and unpasteurized foods and beverages
 - » Raw and cooked honey can contain the Clostridium botulinum organism and cause serious illness or death among infants.



Establish a Healthy Beverage Pattern

- Small amounts of plain, fluoridated water can be given with the introduction of complementary foods, not before.
- Do not provide cow milk or fortified soy beverages before 12 months to replace human milk or infant formula. Plain cow milk (whole milk) as a beverage can be offered beginning around 12 months to help meet calcium, potassium, vitamin D, and protein needs.
- Plant-based milk alternatives (e.g., rice, oat, coconut, almond) should not be used in the first year of life.
- 100% fruit or vegetable juices should not be given to infants.
 In the second year of life, fruit juice is not necessary; if provided, limit intake to 4 ounces per day.





Establish a Healthy Beverage Pattern (cont'd)

- Sugar-sweetened beverages should not be given to children younger than age 2.
- Toddler milk and toddler drinks (i.e., beverages supplemented with nutrients) are not needed. These beverages often contain added sugars.
- Avoid beverages with caffeine. No safe limits of caffeine have been established for infants and toddlers.





Healthy Dietary Pattern During the Toddler's Second Year of Life





Healthy U.S. Style **Dietary Pattern: Toddlers Ages 12 Through 23 Months** Who Are No Longer **Receiving Human** Milk or Infant **Formula**

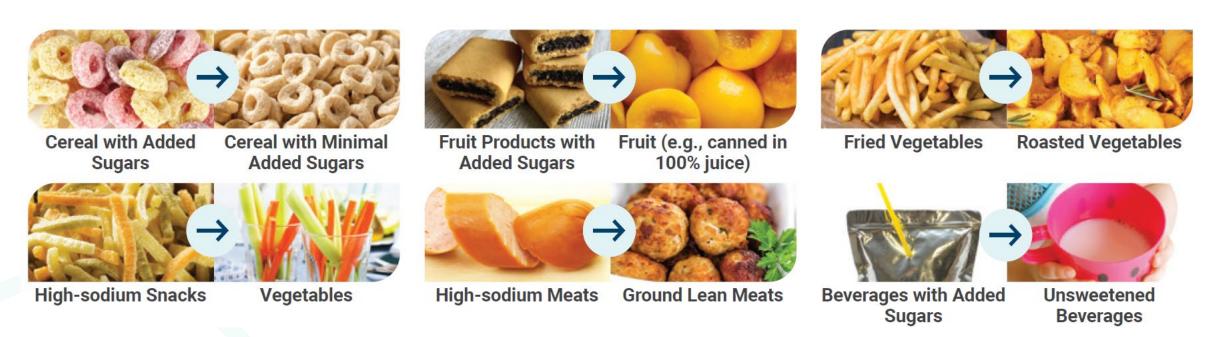
CALORIE LEVEL OF PATTERN ^a	700	800	900	1,000
FOOD GROUP OR SUBGROUP ^{b,c}	Daily Amount of Food From Each Group ^d (Vegetable and protein foods subgroup amounts are per week.)			
Vegetables (cup eq/day)	2/3	3/4	1	1
	Vegetable Subgroups in Weekly Amounts			
Dark-Green Vegetables (cup eq/wk)	1	1/3	1/2	1/2
Red and Orange Vegetables (cup eq/wk)	1	1 ³ ⁄ ₄	2 ½	2 ½
Beans, Peas, Lentils (cup eq/wk)	3/4	1/3	1/2	1/2
Starchy Vegetables (cup eq/wk)	1	1 ½	2	2
Other Vegetables (cup eq/wk)	3/4	1 1/4	1 ½	1 ½
Fruits (cup eq/day)	1/2	3/4	1	1
Grains (ounce eq/day)	1 ³ ⁄ ₄	2 1/4	2 ½	3
Whole Grains (ounce eq/day)	1 ½	2	2	2
Refined Grains (ounce eq/day)	1/4	1/4	1/2	1
Dairy (cup eq/day)	1 ² / ₃	1 ³ ⁄ ₄	2	2
Protein Foods (ounce eq/day)	2	2	2	2
	Protein Foods Subgroups in Weekly Amounts			
Meats, Poultry (ounce eq/wk)	8 3/4	7	7	7 3/4
Eggs (ounce eq/wk)	2	2 3/4	2 1/4	2 1/4
Seafood (ounce eq/wk) ^e	2-3	2-3	2-3	2-3
Nuts, Seeds, Soy Products (ounce eq/wk)	1	1	1 1/4	1 1⁄4
Oils (grams/day)	9	9	8	13





Make Healthy Shifts to Empower Toddlers to Eat Nutrient-Dense Foods in Dietary Patterns

- Science shows that early food preferences influence later food choices.
- Make the first choice the healthiest choices that set toddlers on a path of making nutrient-dense choices for years to come.

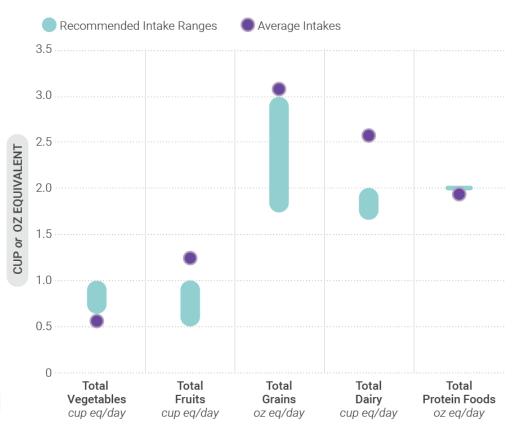






Current Intakes: 12 Through 23 Months

Average Daily Food Group Intakes Compared to Recommended Intake Ranges





Added Sugars

Limit: Avoid

Average Intakes

104 kcals

Saturated Fat

Limit: N/A

Average Intakes

167 kcals

Sodium

Limit: **1,200 mg**

Average Intakes

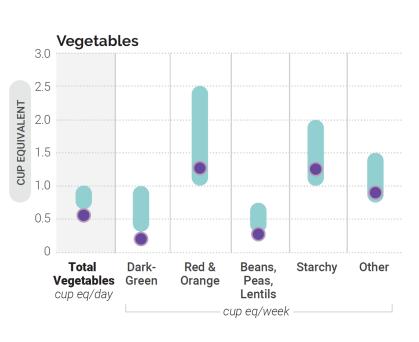
1,586 mg

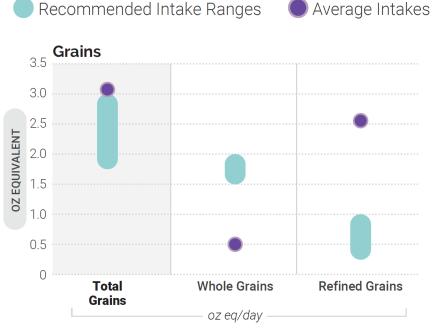


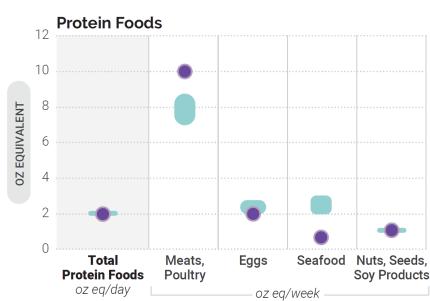




Average Intakes of Subgroups Compared to Recommended Intake Ranges: 12 Through 23 Months











Supporting Healthy Eating

- Parents, guardians, and caregivers play an important role in nutrition during this life stage because infants and toddlers are fully reliant on them for their needs.
- In addition to "what" to feed children, "how" to feed young children is critical.

Signs a Child is Hungry or Full*

Birth Through Age 5 Months

A child may be **hungry** if he or she:

- · Puts hands to mouth.
- Turns head toward breast or bottle.
- · Puckers, smacks, or licks lips.
- Has clenched hands.

A child may be **full** if he or she:

- Closes mouth.
- · Turns head away from breast or bottle.
- Relaxes hands.

Age 6 Through 23 Months

A child may be **hungry** if he or she:

Reaches for or points to food.

and Feeding Guide.pdf

- Opens his or her mouth when offered a spoon or food.
- Gets excited when he or she sees food.
- Uses hand motions or makes sounds to let you know he or she is still hungry.

A child may be **full** if he or she:

- Pushes food away.
- Closes his or her mouth when food is offered
- Turns his or her head away from food.
- Uses hand motions or makes sounds to let you know he or she is still full.

*More information is available at: cdc.gov/nutritioninfantandtoddlernutrition/mealtime/signs-your-child-is-hungry-or-full.html; wicworks.fns.usda.gov/sites/default/files/media/document/Infant Nutrition





Resources

Federal	Federal Programs						
WIC	Special Supplemental Nutrition Program for Women, Infants, and Children						
CACFP	Child and Adult Care Food Program						
SNAP	Supplemental Nutrition Assistance Program						
	Head Start						









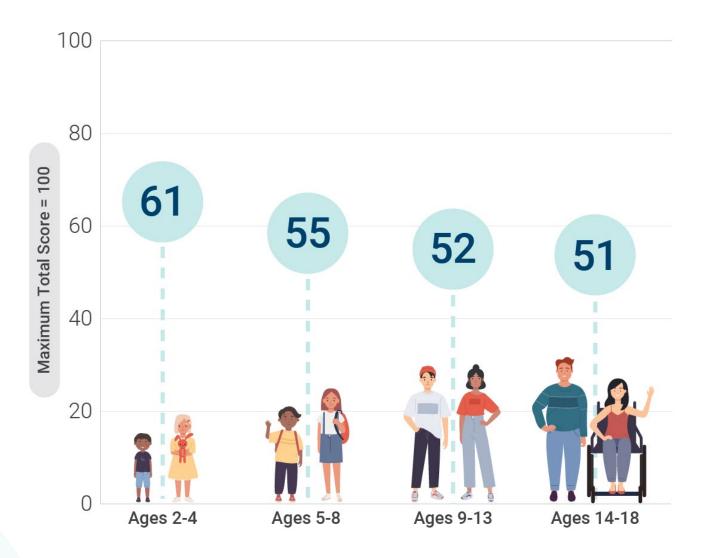


Children & Adolescents





Healthy Eating Index Scores Across Childhood and Adolescence







Healthy U.S. Style Dietary Pattern: Ages 2 Through 8

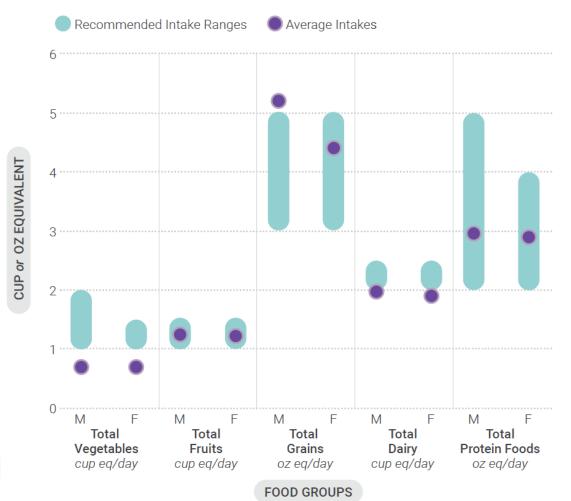
CALORIE LEVEL OF PATTERN ^a	1,000	1,200	1,400	1,600	1,800	2,000	
FOOD GROUP OR SUBGROUP ^b	Daily Amount of Food From Each Group (Vegetable and protein foods subgroup amounts are per week.)						
Vegetables (cup eq/day)	1	1 ½	1 ½	2	2 ½	2 ½	
		Vege	etable Subgroup	s in Weekly Amo	ounts		
Dark-Green Vegetables (cup eq/wk)	1/2	1	1	1 ½	1 ½	1 ½	
Red and Orange Vegetables (cup eq/wk)	2 ½	3	3	4	5 ½	5 ½	
Beans, Peas, Lentils (cup eq/wk)	1/2	1/2	1/2	1	1 ½	1 ½	
Starchy Vegetables (cup eq/wk)	2	3 ½	3 ½	4	5	5	
Other Vegetables (cup eq/wk)	1 ½	2 ½	2 ½	3 ½	4	4	
Fruits (cup eq/day)	1	1	1 ½	1 ½	1 ½	2	
Grains (ounce eq/day)	3	4	5	5	6	6	
Whole Grains (ounce eq/day)	1 ½	2	2 ½	3	3	3	
Refined Grains (ounce eq/day)	1 ½	2	2 ½	2	3	3	
Dairy (cup eq/day)	2	2 ½	2 1/2	2 ½	2 ½	2 ½	
Protein Foods (ounce eq/day)	2	3	4	5	5	5 ½	
		Proteir	n Foods Subgrou	ups in Weekly Ar	mounts	'	
Meats, Poultry, Eggs (ounce eq/wk)	10	14	19	23	23	26	
Seafood (ounce eq/wk) ^c	2-3 ^d	4	6	8	8	8	
Nuts, Seeds, Soy Products (ounce eq/wk)	2	2	3	4	4	5	
Oils (grams/day)	15	17	17	22	22	24	
Limit on Calories for Other Uses (kcal/day) ^e	130	80	90	150	190	280	
Limit on Calories for Other Uses (%/day)	13%	7%	6%	9%	10%	14%	
					1		





Current Intakes: Ages 2 Through 4

Average Daily Food Group Intakes Compared to Recommended Intake Ranges



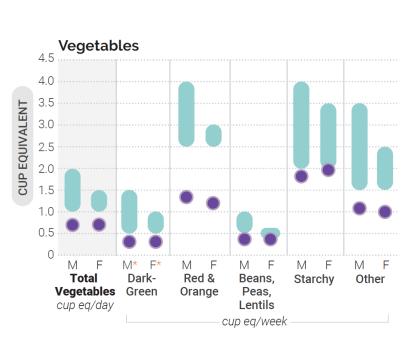
Healthy Eating Index Score (on a scale of 0-100)

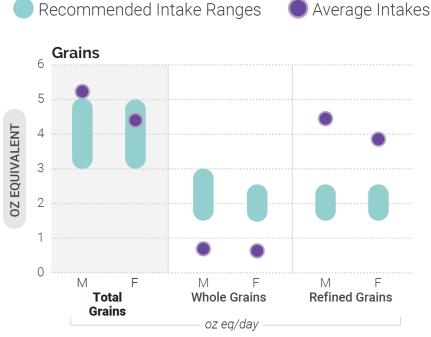


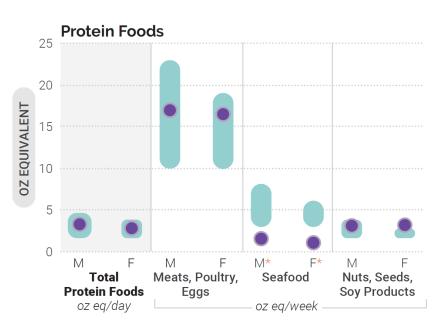




Average Intakes of Subgroups Compared to Recommended Intake Ranges: Ages 2 Through 4







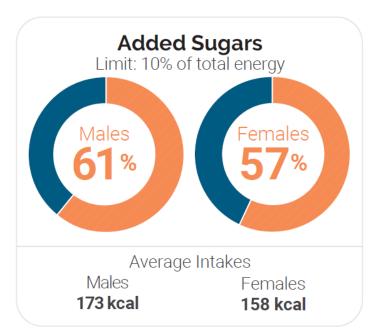


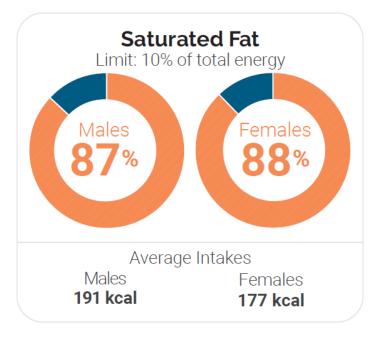
*Note: Estimates may be less precise than others due to small sample size and/or large relative standard error.



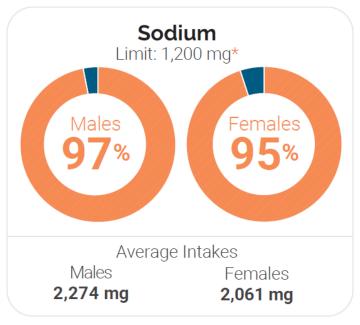
Current Intakes: Ages 2 Through 4 Added Sugars, Saturated Fat & Sodium

Percent Exceeding Limits of Added Sugars, Saturated Fat, and Sodium







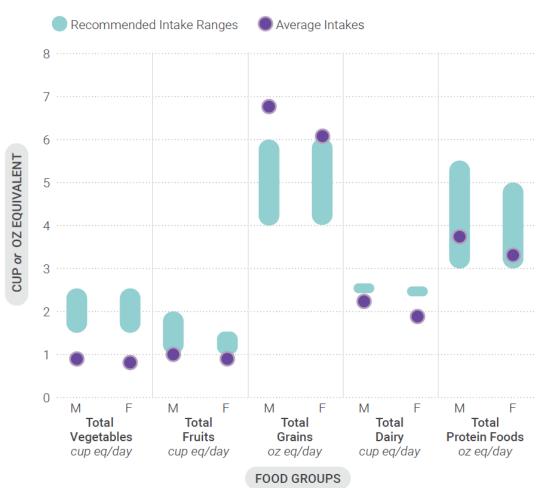






Current Intakes: Ages 5 Through 8

Average Daily Food Group Intakes Compared to Recommended Intake Ranges



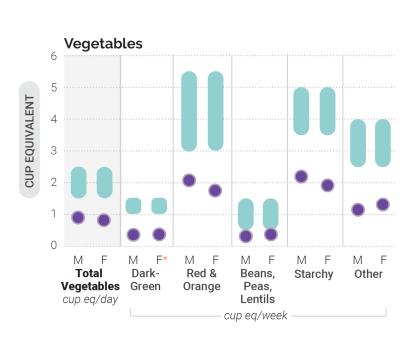
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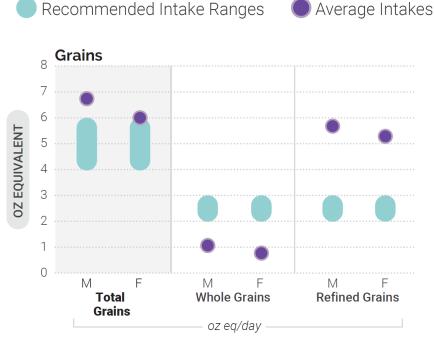


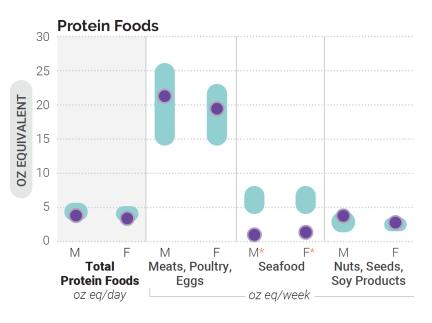




Average Intakes of Subgroups Compared to Recommended Intake Ranges: Ages 5 Through 8





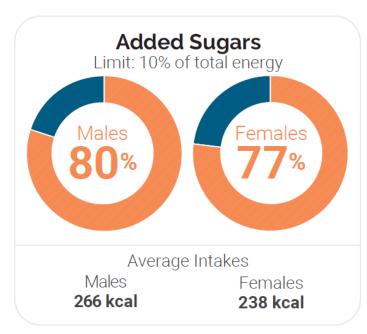


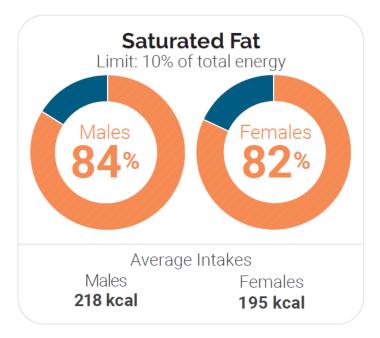


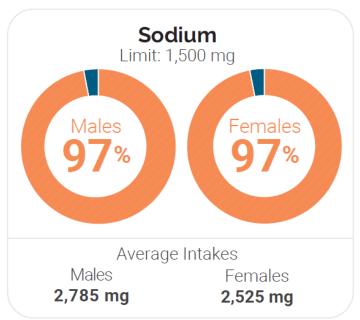


Current Intakes: Ages 5 Through 8 Added Sugars, Saturated Fat & Sodium

Percent Exceeding Limits of Added Sugars, Saturated Fat, and Sodium







Exceeding Limit 🌑 Within Recommended Limit





Healthy U.S. Style Dietary Pattern: Ages 9 Through 13

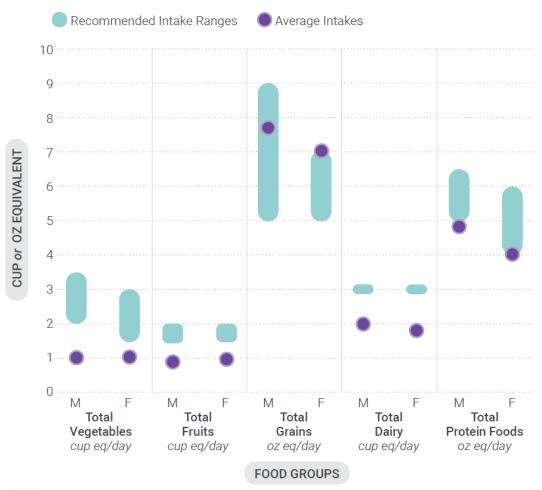
CALORIE LEVEL OF PATTERN®	1,400	1,600	1,800	2,000	2,200	2,400	2,600
FOOD GROUP OR SUBGROUP ^b	Daily Amount of Food From Each Group (Vegetable and protein foods subgroup amounts are per week.)						
Vegetables (cup eq/day)	1 ½	2	2 ½	2 ½	3	3	3 ½
			Vegetable Sul	ogroups in We	ekly Amounts	S	
Dark-Green Vegetables (cup eq/wk)	1	1 ½	1 1/2	1 ½	2	2	2 ½
Red & Orange Vegetables (cup eq/wk)	3	4	5 1/2	5 1/2	6	6	7
Beans, Peas, Lentils (cup eq/wk)	1/2	1	1 ½	1 ½	2	2	2 ½
Starchy Vegetables (cup eq/wk)	3 ½	4	5	5	6	6	7
Other Vegetables (cup eq/wk)	2 ½	3 1/2	4	4	5	5	5 ½
Fruits (cup eq/day)	1 ½	1 ½	1 ½	2	2	2	2
Grains (ounce eq/day)	5	5	6	6	7	8	9
Whole Grains (ounce eq/day)	2 ½	3	3	3	3 ½	4	4 1/2
Refined Grains (ounce eq/day)	2 ½	2	3	3	3 ½	4	4 1/2
Dairy (cup eq/day)	3	3	3	3	3	3	3
Protein Foods (ounce eq/day)	4	5	5	5 ½	6	6 ½	6 ½
		Pr	otein Foods S	Subgroups in V	Veekly Amour	nts	
Meats, Poultry, Eggs (ounce eq/wk)	19	23	23	26	28	31	31
Seafood (ounce eq/wk) ^c	6	8	8	8	9	10	10
Nuts, Seeds, Soy Products (ounce eq/wk)	3	4	4	5	5	5	5
Oils (grams/day)	17	22	24	27	29	31	34
Limit on Calories for Other Uses (kcal/day) ^d	50	100	140	240	250	320	350
Limit on Calories for Other Uses (%/day)	4%	6%	8%	12%	11%	13%	13%





Current Intakes: Ages 9 Through 13

Average Daily Food Group Intakes Compared to Recommended Intake Ranges



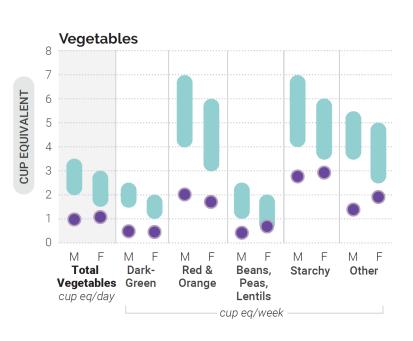
Healthy Eating Index Score (on a scale of 0-100)

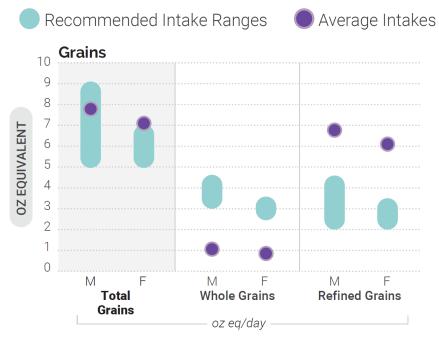


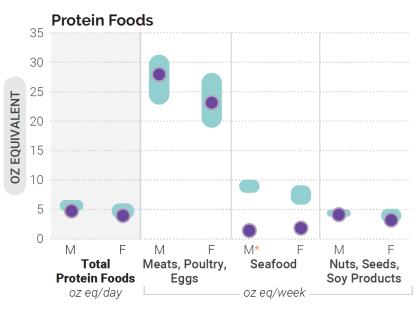




Average Intakes of Subgroups Compared to Recommended Intake Ranges: Ages 9 Through 13





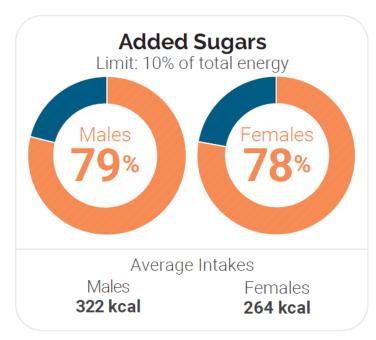


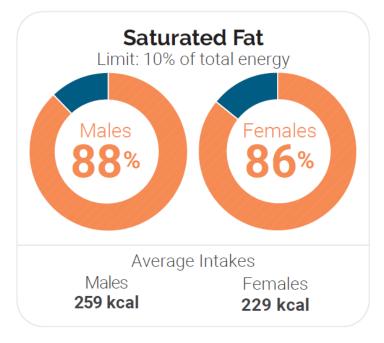


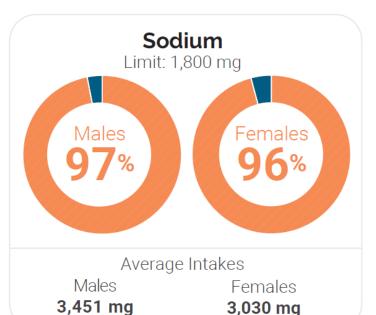


Current Intakes: Ages 9 Through 13 Added Sugars, Saturated Fat & Sodium

Percent Exceeding Limits of Added Sugars, Saturated Fat, and Sodium











Healthy U.S. Style Dietary Pattern: Ages 14 Through 18

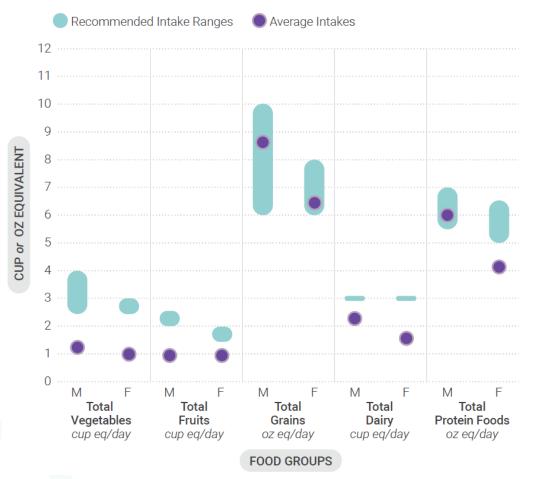
CALORIE LEVEL OF PATTERN ^a	1,800	2,000	2,200	2,400	2,600	2,800	3,000	3,200
FOOD GROUP OR SUBGROUP ^b	Daily Amount of Food From Each Group (Vegetable and protein foods subgroup amounts are per week.)							
Vegetables (cup eq/day)	2 ½	2 ½	3	3	3 ½	3 ½	4	4
	Vegetable Subgroups in Weekly Amounts							
Dark-Green Vegetables (cup eq/wk)	1 ½	1 ½	2	2	2 ½	2 ½	2 ½	2 1/2
Red and Orange Vegetables (cup eq/wk)	5 ½	5 ½	6	6	7	7	7 ½	7 ½
Beans, Peas, Lentils (cup eq/wk)	1 ½	1 ½	2	2	2 ½	2 1/2	3	3
Starchy Vegetables (cup eq/wk)	5	5	6	6	7	7	8	8
Other Vegetables (cup eq/wk)	4	4	5	5	5 ½	5 ½	7	7
Fruits (cup eq/day)	1 ½	2	2	2	2	2 ½	2 ½	2 ½
Grains (ounce eq/day)	6	6	7	8	9	10	10	10
Whole Grains (ounce eq/day)	3	3	3 ½	4	4 1/2	5	5	5
Refined Grains (ounce eq/day)	3	3	3 ½	4	4 1/2	5	5	5
Dairy (cup eq/day)	3	3	3	3	3	3	3	3
Protein Foods (ounce eq/day)	5	5 ½	6	6 ½	6 ½	7	7	7
			Protein Fo	oods Subgro	oups in Wee	kly Amount	S	
Meats, Poultry, Eggs (ounce eq/wk)	23	26	28	31	31	33	33	33
Seafood (ounce eq/wk)	8	8	9	10	10	10	10	10
Nuts, Seeds, Soy Products (ounce eq/wk)	4	5	5	5	5	6	6	6
Oils (grams/day)	24	27	29	31	34	36	44	51
Limit on Calories for Other Uses (kcal/day) ^c	140	240	250	320	350	370	440	580
Limit on Calories for Other Uses (%/day)	8%	12%	11%	13%	13%	13%	15%	18%





Current Intakes: Ages 14 Through 18

Average Daily Food Group Intakes Compared to Recommended Intake Ranges



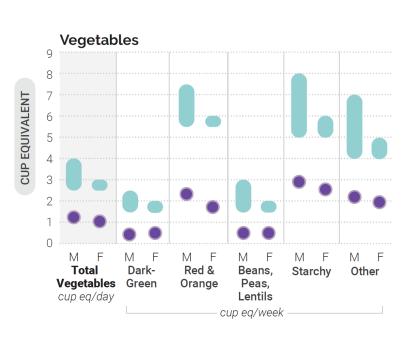
Healthy Eating Index Score (on a scale of 0-100)

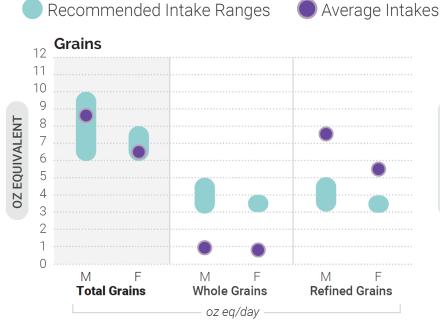


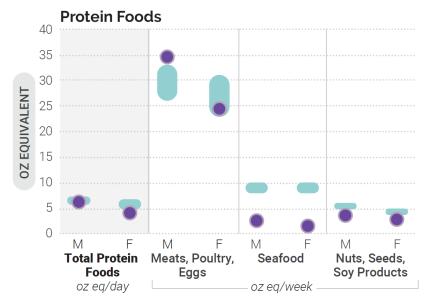




Average Intakes of Subgroups Compared to Recommended Intake Ranges: Ages 14 Through 18





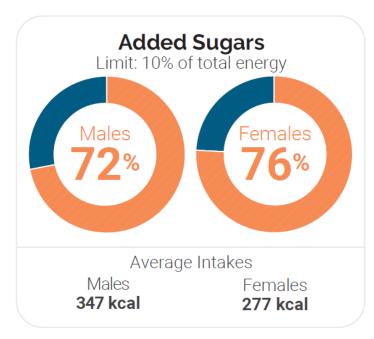


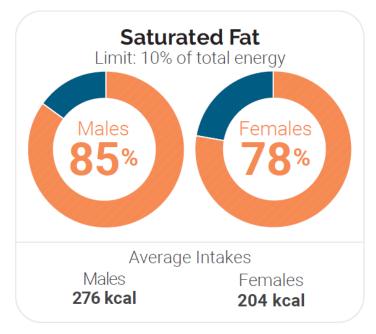


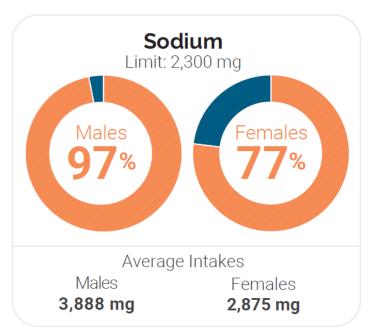


Current Intakes: Ages 14 Through 18 Added Sugars, Saturated Fat & Sodium

Percent Exceeding Limits of Added Sugars, Saturated Fat, and Sodium







Exceeding Limit Within Recommended Limit





Special Considerations: Children and Adolescents

- Sugar-sweetened beverages. Sugar-sweetened beverages are a top contributor to intakes of added sugars. Sugar-sweetened beverages are not necessary in the child or adolescent diet nor are they a component of the USDA Dietary Patterns.
- Dairy and fortified soy alternatives. Dairy and fortified soy alternatives provide protein and a variety of nutrients that are underconsumed during these life stages.
- Adolescent nutrition. The difference between recommended food group amounts and current intakes is greater for adolescents ages 14 through 18 years than for any other age group across the lifespan.







Supporting Healthy Eating: Children and Adolescents

- Expose young children to a variety of nutrient-dense foods within each food group to help build a healthy dietary pattern.
- Offer the same type of food to children multiple times, in different forms, to increase acceptance.
- Create environments that support healthy eating at home, school and in communities.





Resources: Children and Adolescents

Federal	Federal Programs						
SNAP	Supplemental Nutrition Assistance Program						
WIC	Special Supplemental Nutrition Program for Women, Infants, and Children						
CACFP	Child and Adult Care Food Program						
NSLP/ SBP	National School Lunch Program and School Breakfast Program						
SFSP	Summer Food Service Program						





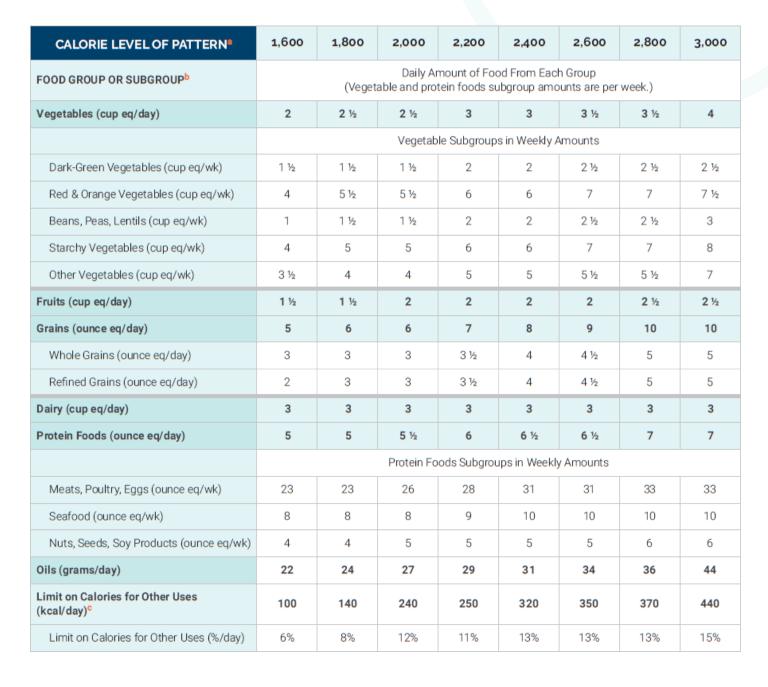








Healthy U.S. Style Dietary Pattern: Adults Ages 19 Through 59

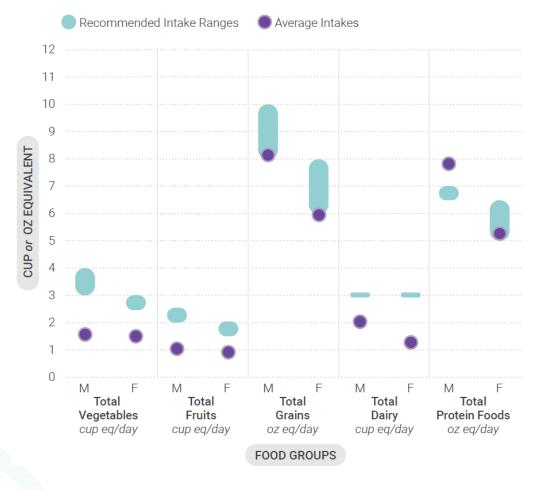






Current Intakes: Ages 19 Through 30





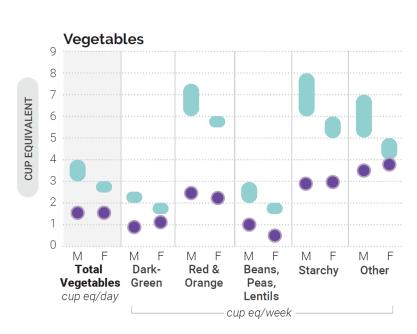
Healthy Eating Index Score (on a scale of 0-100)



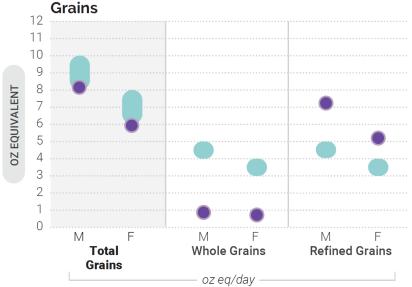


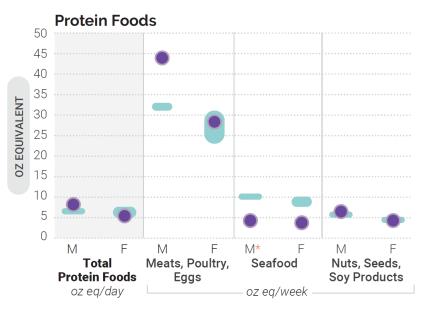


Average Intakes of Subgroups Compared to Recommended Intake Ranges: Ages 19 Through 30







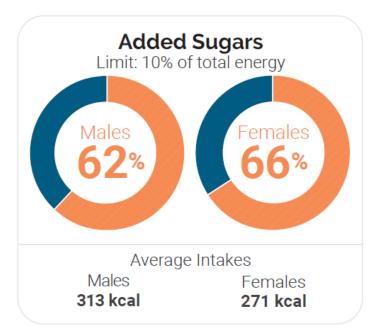


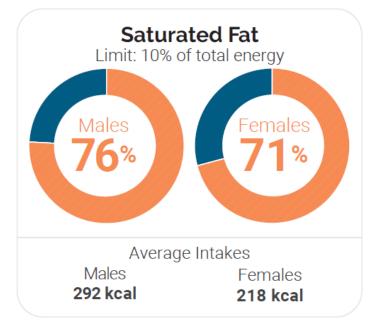


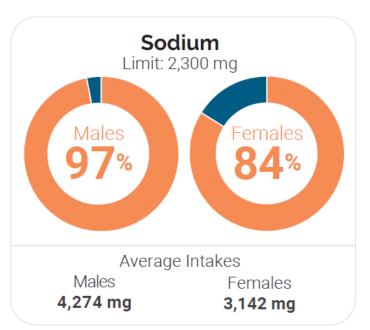


Current Intakes: Ages 19 Through 30 Added Sugars, Saturated Fat & Sodium

Percent Exceeding Limits of Added Sugars, Saturated Fat, and Sodium







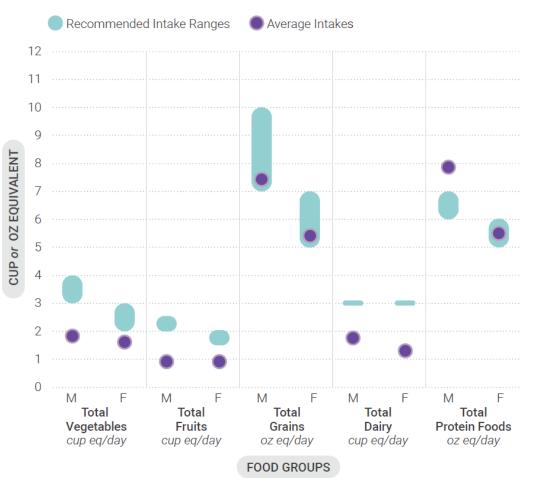
Exceeding Limit Within Recommended Limit





Current Intakes: Ages 31 Through 59

Average Daily Food Group Intakes Compared to Recommended Intake Ranges



Healthy Eating Index Score (on a scale of 0-100)

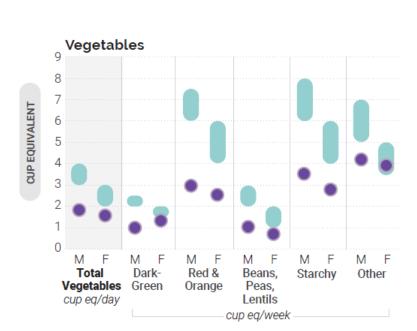


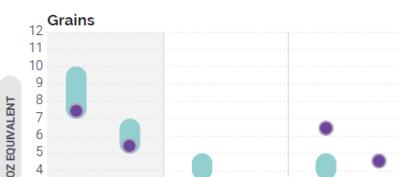




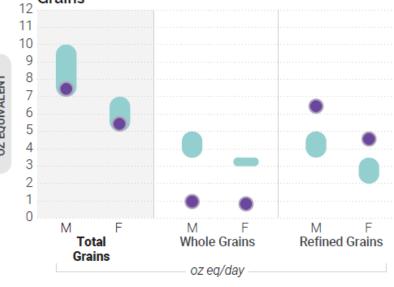
Average Intakes of Subgroups Compared to Recommended Intake Ranges: Ages 31 Through 59

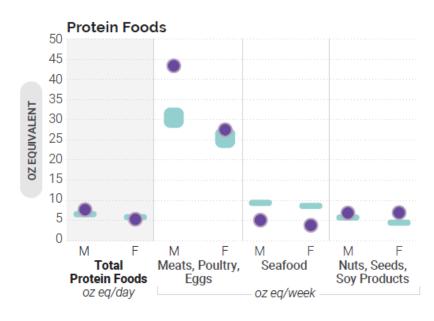
Recommended Intake Ranges





Average Intakes



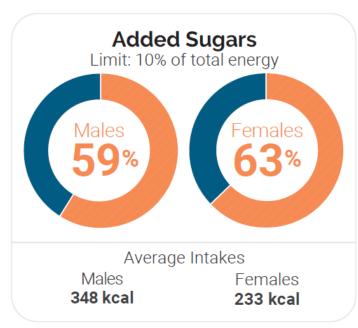


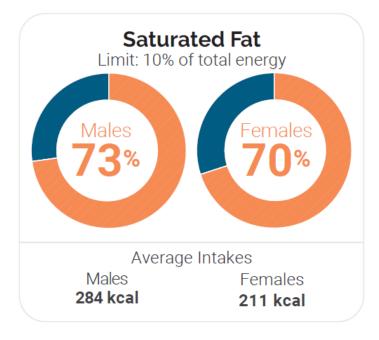


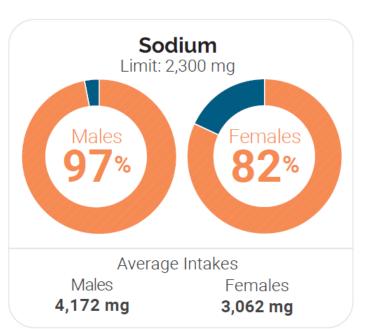


Current Intakes: Ages 31 Through 59 Added Sugars, Saturated Fat & Sodium

Percent Exceeding Limits of Added Sugars, Saturated Fat, and Sodium







Exceeding Limit Within Recommended Limit





Special Considerations: Adults

The prevalence of overweight and obesity and diet-related chronic disease becomes more apparent during this life stage, making the following food components of particular concern:

- » Dietary Fiber
- » Calcium and Vitamin D
- » Saturated Fat
- » Sodium
- » Added Sugars
- » Alcoholic Beverages







Supporting Healthy Eating: Adults

- Health professionals play an important role in supporting adults' healthy eating behaviors and can help adults:
 - » Prepare and consume healthy meals at home, when possible, and make careful food selections away from home
 - » Adopt new habits and/or learn new skills, such as meal planning or cooking
- Changing organizational practices, approaches, and/or policies to support improved dietary patterns is also needed.





Resources

Federal Programs						
SNAP	Supplemental Nutrition Assistance Program					
FDPIR	Food Distribution Program on Indian Reservations					
SNAP-Ed	SNAP Education					
EFNET	Expanded Food and Nutrition Education Program					













Healthy U.S. Style Dietary Pattern: Women Who Are Pregnant or Lactating

CALORIE LEVEL OF PATTERN ^a	1,800	2,000	2,200	2,400	2,600	2,800	
FOOD GROUP OR SUBGROUP ^b	Daily Amount of Food From Each Group (Vegetable and protein foods subgroup amounts are per week.)						
Vegetables (cup eq/day)	2 ½	2 ½	3	3	3 ½	3 ½	
		Vege	etable Subgroups	s in Weekly Amo	ounts		
Dark-Green Vegetables (cup eq/wk)	1 ½	1 ½	2	2	2 ½	2 1/2	
Red & Orange Vegetables (cup eq/wk)	5 ½	5 ½	6	6	7	7	
Beans, Peas, Lentils (cup eq/wk)	1 ½	1 ½	2	2	2 ½	2 ½	
Starchy Vegetables (cup eq/wk)	5	5	6	6	7	7	
Other Vegetables (cup eq/wk)	4	4	5	5	5 ½	5 ½	
Fruits (cup eq/day)	1 ½	2	2	2	2	2 ½	
Grains (ounce eq/day)	6	6	7	8	9	10	
Whole Grains (ounce eq/day)	3	3	3 ½	4	4 ½	5	
Refined Grains (ounce eq/day)	3	3	3 ½	4	4 ½	5	
Dairy (cup eq/day)	3	3	3	3	3	3	
Protein Foods (ounce eq/day)	5	5 ½	6	6 ½	6 ½	7	
	Protein Foods Subgroups in Weekly Amounts						
Meats, Poultry, Eggs (ounce eq/wk)	23	26	28	31	31	33	
Seafood (ounce eq/wk) ^c	8	8	9	10	10	10	
Nuts, Seeds, Soy Products (ounce eq/wk)	4	5	5	5	5	6	
Oils (grams/day)	24	27	29	31	34	36	
Limit on Calories for Other Uses (kcal/day) ^d	140	240	250	320	350	370	
Limit on Calories for Other Uses (%/day)	8%	12%	11%	13%	13%	13%	





Estimated Change in Calorie Needs: Women Who Are Pregnant or Lactating

Estimated Change in Calorie Needs During Pregnancy and Lactation for Women With a Healthy^a Prepregnancy Weight

Stage of Pregnancy or Lactation	Estimated Change in Daily Calorie Needs Compared to Prepregnancy Needs		
Pregnancy: 1st trimester	+ 0 calories		
Pregnancy: 2 nd trimester	+ 340 calories		
Pregnancy: 3 rd trimester	+ 452 calories		
Lactation: 1st 6 months	+ 330 calories ^b		
Lactation: 2 nd 6 months	+ 400 calories ^c		

NOTE: Estimates are based on Estimated Energy Requirements (EER) set by the Institute of Medicine. Source: Institute of Medicine. *Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein, and Amino Acids.* Washington, DC: The National Academies Press; 2005.

Estimates apply to women with a healthy prepregnancy weight. Women with a prepregnancy weight that is considered overweight or obese should consult their healthcare provider for guidance regarding appropriate caloric intake during pregnancy and lactation.





Weight Management: Women Who Are Pregnant or Lactating



Weight Gain Recommendations for Pregnancy^a

Pre- pregnancy Weight Category	Body Mass Index	Range of Total Weight Gain (lb)	Rates of Weekly Weight Gain ^b in the 2nd and 3rd Trimesters (mean [range], lbs)
Underweight	Less than 18.5	28-40	1 [1-1.3]
Healthy Weight	18.5-24.9	25-35	1 [0.8-1]
Overweight	25-29.9	15-25	0.6 [0.5-0.7]
Obese	30 and greater	11-20	0.5 [0.4-0.6]

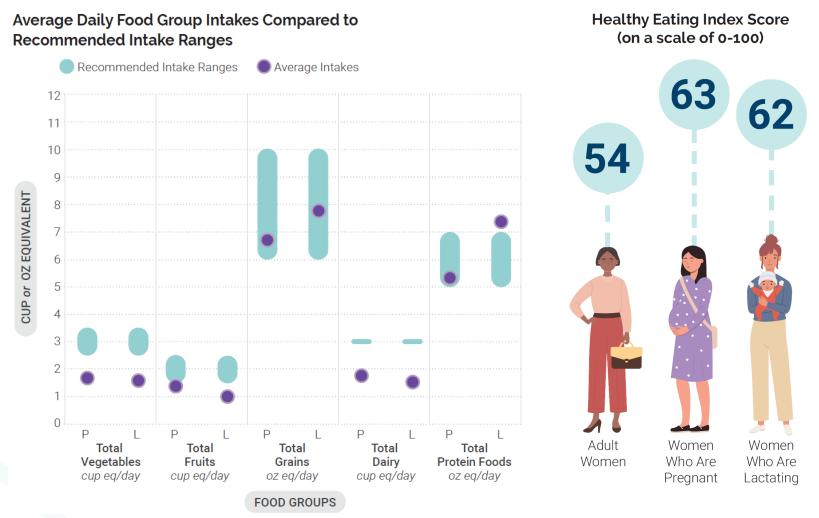
^aReference: Institute of Medicine and National Research Council. 2009. Weight Gain During Pregnancy: Reexamining the Guidelines. Washington, DC: The National Academies Press. doi.org/10.17226/12584.



^b Calculations assume a 1.1 to 4.4 lb weight gain in the first trimester.



Current Intakes: Women Who Are Pregnant or Lactating

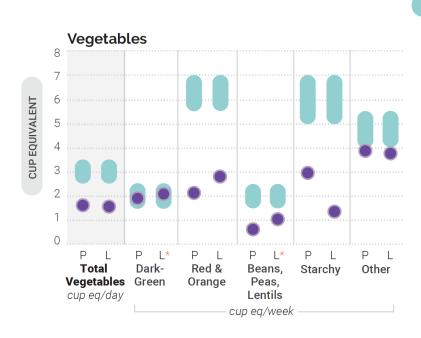


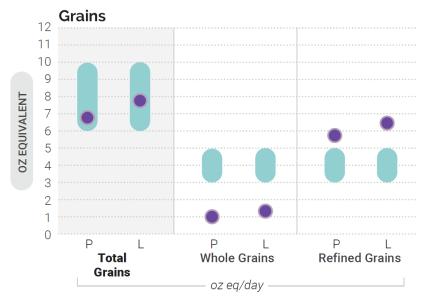


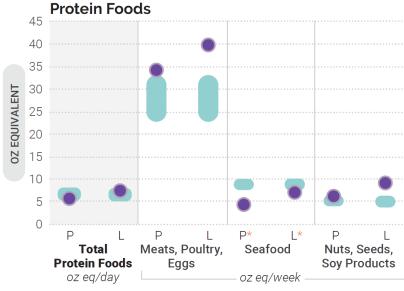


Average Intakes of Subgroups Compared to Recommended Intake Ranges: Women Who Are Pregnant or Lactating

Recommended Intake Ranges







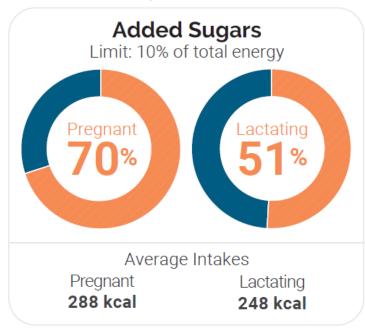


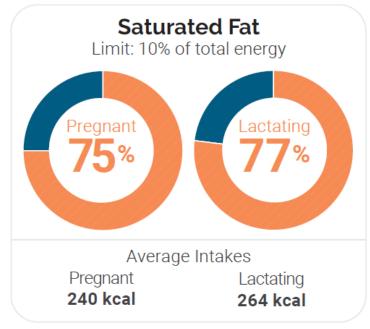
Average Intakes

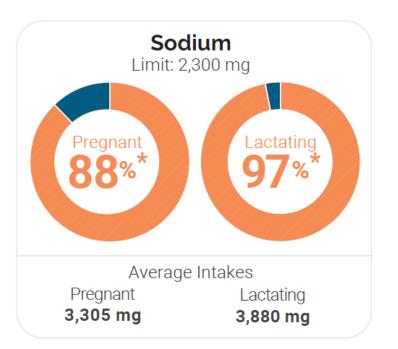


Current Intakes: Women Who Are Pregnant or Lactating Added Sugars, Saturated Fat & Sodium

Percent Exceeding Limits of Added Sugars, Saturated Fat, and Sodium







Exceeding Limit Within Recommended Limit





Special Considerations: Women Who Are Pregnant or Lactating

- Pregnancy: increased nutrient needs
 - » Meet needs primarily through nutrient dense foods and beverages, especially those providing folate, iron, iodine, and choline
 - » Daily folic acid supplementation of 400-800 mcg is recommended Begin 1 month prior to conception through at least the 2nd or 3rd month of pregnancy
 - » A daily prenatal vitamin and mineral supplement may also be recommended
- Lactation: increased nutrient needs
 - » Meet needs primarily through nutrient dense foods and beverages, especially those providing folate, iron, iodine, and choline Menstruation status will impact iron needs
 - » Discuss appropriate supplementation with a healthcare provider Continued use of prenatal supplements may exceed folic acid and iron needs





Special Considerations: Women Who Are Pregnant or Lactating (continued)

Seafood

- » Intake during pregnancy is associated with favorable measures of cognitive development in young children
- » Consume 8-12 ounces per week from choices lower in methylmercury, following <u>FDA/EPA joint advice</u>

Alcohol

- » Women should not drink during pregnancy
- » Not drinking is also the safest option during lactation

Caffeine

- » Women should discuss caffeine intake with their healthcare provider
- » During lactation, moderate caffeine intake (≤300 milligrams) usually does not have adverse effects







Supporting Healthy Eating: Women Who Are Pregnant or Lactating

- Many women experience increased motivation to make healthy lifestyle changes during pregnancy and lactation, and these changes can have long-term health effects.
- However, barriers include:
 - » Time and financial resources
 - » Limited access to high-quality childcare and family leave
 - » Inadequate breastfeeding support
- Ensuring women have access to healthy, safe food is vital due to the critical role nutrition plays in health promotion during these life stages.









ResourcesPregnancy and Lactation

Federal Programs and Resources				
SNAP	Supplemental Nutrition Assistance Program			
WIC	Special Supplemental Nutrition Program for Women, Infants, and Children			
FDPIR	Food Distribution Program on Indian Reservations			
	USDA's Healthy Eating on A Budget			







Resources Lactation

Community and Federal Resources

Worksite programs and policies

Childcare access

Breastfeeding peer counselors or support groups

USDA WIC Breastfeeding Support

HHS Your Guide to Breastfeeding

HHS National Breastfeeding Helpline







Older Adults





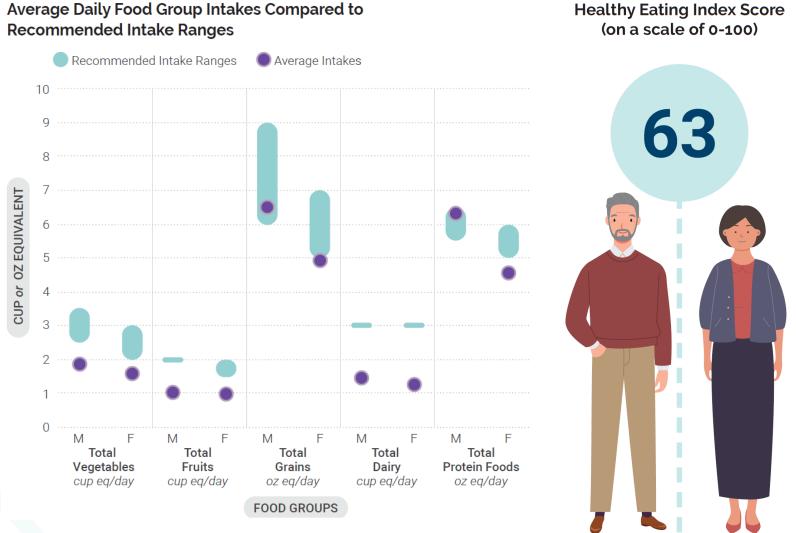
Healthy U.S.
Style Dietary
Pattern:
Older Adults
Ages 60 and
Older

CALORIE LEVEL OF PATTERN®	1,600	1,800	2,000	2,200	2,400	2,600
FOOD GROUP OR SUBGROUP ^b	Daily Amount of Food From Each Group (Vegetable and protein foods subgroup amounts are per week.)					
Vegetables (cup eq/day)	2	2 ½	2 ½	3	3	3 ½
	Vegetable Subgroups in Weekly Amounts					
Dark-Green Vegetables (cup eq/wk)	1 ½	1 ½	1 ½	2	2	2 ½
Red & Orange Vegetables (cup eq/wk)	4	5 ½	5 ½	6	6	7
Beans, Peas, Lentils (cup eq/wk)	1	1 ½	1 ½	2	2	2 ½
Starchy Vegetables (cup eq/wk)	4	5	5	6	6	7
Other Vegetables (cup eq/wk)	3 ½	4	4	5	5	5 ½
Fruits (cup eq/day)	1 ½	1 ½	2	2	2	2
Grains (ounce eq/day)	5	6	6	7	8	9
Whole Grains (ounce eq/day)	3	3	3	3 ½	4	4 1/2
Refined Grains (ounce eq/day)	2	3	3	3 ½	4	4 1/2
Dairy (cup eq/day)	3	3	3	3	3	3
Protein Foods (ounce eq/day)	5	5	5 ½	6	6 ½	6 ½
	Protein Foods Subgroups in Weekly Amounts					
Meats, Poultry, Eggs (ounce eq/wk)	23	23	26	28	31	31
Seafood (ounce eq/wk)	8	8	9	9	10	10
Nuts, Seeds, Soy Products (ounce eq/wk)	4	4	5	5	5	5
Oils (grams/day)	22	24	27	29	31	34
Limit on Calories for Other Uses (kcal/day) ^c	100	140	240	250	320	350
Limit on Calories for Other Uses (%/day)	7%	8%	12%	12%	13%	5%





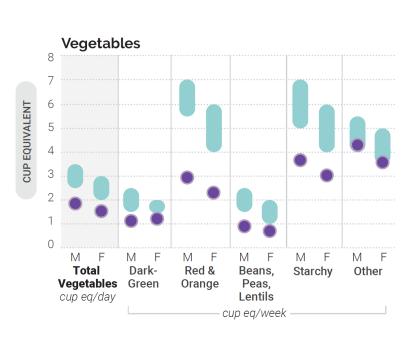
Current Intakes: Ages 60 and Older

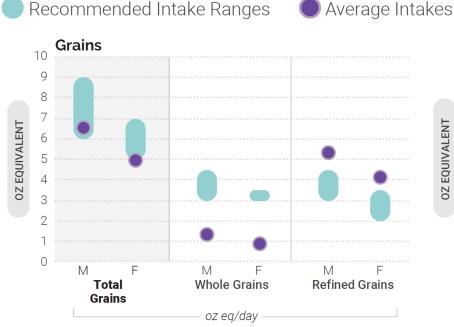


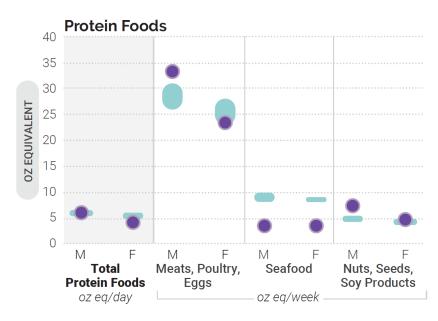




Average Intakes of Subgroups Compared to Recommended Intake Ranges: Ages 60 and Older





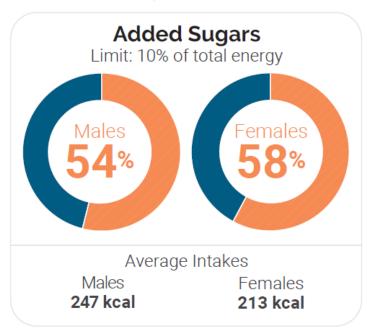


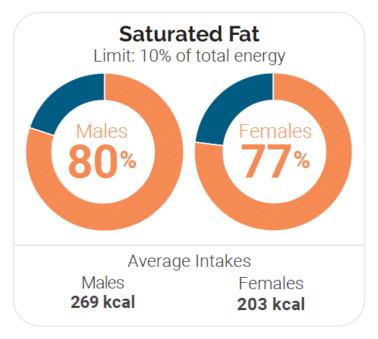


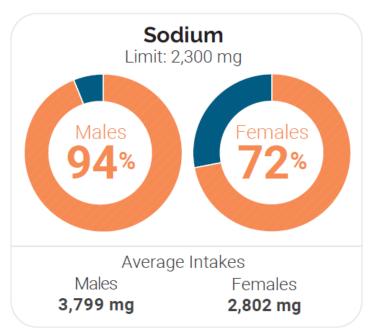


Current Intakes: Ages 60 and Older Added Sugars, Saturated Fat & Sodium

Percent Exceeding Limits of Added Sugars, Saturated Fat, and Sodium







Exceeding Limit 🌑 Within Recommended Limit





Special Considerations: Older Adults

- Consuming enough protein is important to prevent the loss of lean muscle mass that occurs naturally with age.
- The ability to absorb vitamin B₁₂ can decrease with age and use of certain medications can decrease absorption.
- Drinking plenty of water and other nutrient-dense beverages (e.g., 100% fruit or vegetable juice and low-fat or fat-free milk) will help older adults stay hydrated.
- The effects of alcohol may be experienced more quickly. Older adults can choose not to drink or drink in moderation (i.e., 2 drinks or less in a day for men and 1 drink or less in a day for women).







Supporting Healthy Eating: Older Adults

- Sharing meals with friends and family can help increase food enjoyment and promote adequacy of dietary intake.
- Identifying textures that are acceptable, appealing, and enjoyable is important for adults who have difficulties chewing or swallowing.
- Practicing safe food handling procedures is of particular importance for older adults due to a decline in immune system function that accompanies age.





Resources: Older Adults

Federal Resources				
	Congregate Nutrition Services			
	Home-Delivered Nutrition Services			
SNAP	Supplemental Nutrition Assistance Program			
CSFP	Commodity Supplemental Food Program			
CACFP	Child and Adult Care Food Program			













2020 - 2025

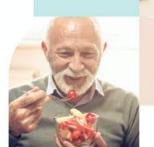














Customizing the *Dietary Guidelines* Framework: Vegetables





- Dark-Green Vegetables: All fresh, frozen, and canned dark-green leafy vegetables and broccoli, cooked or raw: for example, amaranth leaves, bok choy, broccoli, chamnamul, chard, collards, kale, mustard greens, poke greens, romaine lettuce, spinach, taro leaves, turnip greens, and watercress.
- Red and Orange Vegetables: All fresh, frozen, and canned red and orange vegetables or juice, cooked or raw: for example, calabaza, carrots, red or orange bell peppers, sweet potatoes, tomatoes, 100% tomato juice, and winter squash.
- Beans, Peas, Lentils: All cooked from dry or canned beans, peas, chickpeas, and lentils: for example, black beans, black-eyed peas, bayo beans, chickpeas (garbanzo beans), edamame, kidney beans, lentils, lima beans, mung beans, pigeon peas, pinto beans, and split peas. Does not include green beans or green peas.

- Starchy Vegetables: All fresh, frozen, and canned starchy vegetables: for example, breadfruit, burdock root, cassava, corn, jicama, lotus root, lima beans, plantains, white potatoes, salsify, taro root (dasheen or yautia), water chestnuts, yam, and yucca.
- Other Vegetables: All other fresh, frozen, and canned vegetables, cooked or raw: for example, asparagus, avocado, bamboo shoots, beets, bitter melon, Brussels sprouts, cabbage (green, red, napa, savoy), cactus pads (nopales), cauliflower, celery, chayote (mirliton), cucumber, eggplant, green beans, kohlrabi, luffa, mushrooms, okra, onions, radish, rutabaga, seaweed, snow peas, summer squash, tomatillos, and turnips.







Customizing the *Dietary Guidelines* Framework: Fruits





All fresh, frozen, canned, and dried fruits and 100% fruit juices: for example, apples, Asian pears, bananas, berries (e.g., blackberries, blueberries, currants, huckleberries, kiwifruit, mulberries, raspberries, and strawberries); citrus fruit (e.g., calamondin, grapefruit, lemons, limes, oranges, and pomelos); cherries, dates, figs, grapes, guava, jackfruit, lychee, mangoes, melons (e.g., cantaloupe, casaba, honeydew, and watermelon); nectarines, papaya, peaches, pears, persimmons, pineapple, plums, pomegranates, raisins, rhubarb, sapote, and soursop.





Customizing the *Dietary Guidelines* Framework: Grains





- whole grains: All wholegrain products and whole grains used as ingredients: for example, amaranth, barley (not pearled), brown rice, buckwheat, bulgur, millet, oats, popcorn, quinoa, dark rye, whole-grain cornmeal, whole-wheat bread, wholewheat chapati, whole-grain cereals and crackers, and wild rice.
- Refined grains: All refinedgrain products and refined grains used as ingredients: for example, white breads, refined-grain cereals and crackers, corn grits, cream of rice, cream of wheat, barley (pearled), masa, pasta, and white rice. Refined-grain choices should be enriched.





Customizing the *Dietary Guidelines* **Framework: Dairy and Fortified Soy Products**





 All fluid, dry, or evaporated milk, including lactose-free and lactose-reduced products and fortified soy beverages (soy milk), buttermilk, yogurt, kefir, frozen yogurt, dairy desserts, and cheeses. Most choices should be fat-free or low-fat. Cream, sour cream, and cream cheese are not included due to their low calcium content.





Customizing the *Dietary Guidelines* Framework: Protein Foods





- Meats, Poultry, Eggs: Meats include beef, goat, lamb, pork, and game meat (e.g., bison, moose, elk, deer). Poultry includes chicken, Cornish hens, duck, game birds (e.g., ostrich, pheasant, and quail), goose, and turkey. Organ meats include chitterlings, giblets, gizzard, liver, sweetbreads, tongue, and tripe. Eggs include chicken eggs and other birds' eggs. Meats and poultry should be lean or low-fat.
- Seafood: Seafood examples that are lower in methylmercury include: anchovy, black sea bass, catfish, clams, cod, crab, crawfish, flounder,

- haddock, hake, herring, lobster, mullet, oyster, perch, pollock, salmon, sardine, scallop, shrimp, sole, squid, tilapia, freshwater trout, light tuna, and whiting.
- Nuts, Seeds, Soy Products: Nuts and seeds include all nuts (tree nuts and peanuts), nut butters, seeds (e.g., chia, flax, pumpkin, sesame, and sunflower), and seed butters (e.g., sesame or tahini and sunflower). Soy includes tofu, tempeh, and products made from soy flour, soy protein isolate, and soy concentrate. Nuts should be unsalted.







Making Healthy Choices: One Day At a Time Breakfast

Small changes to more nutrient-dense, single food and beverage choices that, when combined, become a nutrient-dense meal, can lead to a whole day made up of nutrient-dense meals and snacks. The following example, which comes in under 2,000 calories, shows how people can make thoughtful choices that meet their food group needs, stay within limits, and, importantly, that they can enjoy.



Breakfast

- Banana-Walnut Overnight Oats (350 calories):
 - » Oats (½ cup raw)
 - » Low-fat, plain Greek yogurt (¼ cup)
 - » Fat-free milk (¼ cup)
 - » Banana (½ banana)
 - » Walnuts (4 nuts)
 - » Honey (1 tsp)
- Coffee (25 calories):
 - » Coffee (1 cup)
 - » Fat-free milk (¼ cup)



Making Healthy Choices: One Day At a Time Lunch

Small changes to more nutrient-dense, single food and beverage choices that, when combined, become a nutrient-dense meal, can lead to a whole day made up of nutrient-dense meals and snacks. The following example, which comes in under 2,000 calories, shows how people can make thoughtful choices that meet their food group needs, stay within limits, and, importantly, that they can enjoy.



Lunch

- Chicken Burrito Bowl (710 calories)
 - » Brown rice (1 cup)
 - » Romaine lettuce (½ cup)
 - » Black beans, low sodium (⅓ cup)
 - » Grilled chicken with spice rub (2 ounces)
 - » Grilled vegetables (⅓ cup)
 - » Sliced avocado (5 slices)
 - » Fresh salsa/pico de gallo (¼ cup)
 - » Reduced-fat cheese (⅓ cup)
 - » Jalapeño (5 slices)
- Iced Tea, No Sugar (16 ounces) (5 calories)



Making Healthy Choices: One Day At a Time Dinner

Small changes to more nutrient-dense, single food and beverage choices that, when combined, become a nutrient-dense meal, can lead to a whole day made up of nutrient-dense meals and snacks. The following example, which comes in under 2,000 calories, shows how people can make thoughtful choices that meet their food group needs, stay within limits, and, importantly, that they can enjoy.



Dinner

- Oven-Roasted Tilapia and Vegetables With Pasta (510 calories)
 - » Tilapia (4 ounces)
 - » Broccoli (½ cup)
 - » Carrots (⅓ cup)
 - » Summer squash (⅓ cup)
 - » Pasta (¾ cup cooked)
 - » Garlic-herb oil (1 Tbsp)
- Orange (1 medium) (75 calories)
- Sparkling Water (8 ounces) (0 calories)



Making Healthy Choices: One Day At a Time Snacks

Small changes to more nutrient-dense, single food and beverage choices that, when combined, become a nutrient-dense meal, can lead to a whole day made up of nutrient-dense meals and snacks. The following example, which comes in under 2,000 calories, shows how people can make thoughtful choices that meet their food group needs, stay within limits, and, importantly, that they can enjoy.





Snacks

- Air-Popped Popcorn (2 cups) (60 calories)
- Yogurt and Peaches (240 calories)
 - » Plain, low-fat Greek yogurt (1 cup yogurt)
 - » Canned peaches packed in 100% juice (½ cup)





The Importance of Physical Activity

Physical activity is an important component of a healthy lifestyle across all life stages.

The U.S. Department of Health and Human Service's *Physical Activity Guidelines for Americans* and related *Move Your Way* resources have information about the benefits of physical activity and tips on how to get started.

Available at health.gov/paguidelines



Food Safety

Follow Food Safety Recommendations

An important part of healthy eating is keeping food safe. Individuals in their own homes can help keep food safe by following safe food handling practices. Four basic food safety principles work together to reduce the risk of foodborne illness—Clean, Separate, Cook, and Chill.



1: Clean

Wash hands and surfaces often.



2: Separate

Separate raw meats from other foods.





3: Cook

Cook food to safe internal temperatures.



4: Chill

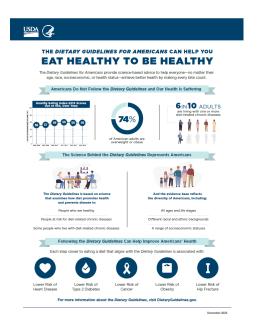
Refrigerate foods promptly.

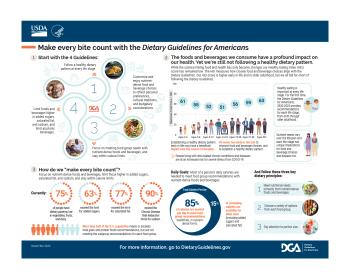


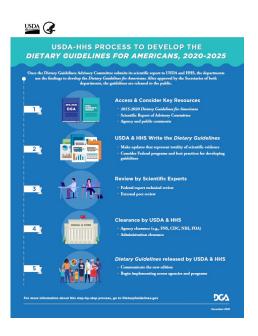


Access the *Dietary Guidelines* and Supporting Materials

- Visit DietaryGuidelines.gov to access the Dietary Guidelines and onlineonly supporting materials.
- Sign up to receive email updates about additional materials.











Online Resources DietaryGuidelines.gov





Visit DietaryGuidelines.gov to access online resources









Professional Presentations

Infographics

Healthcare Provider Toolkit

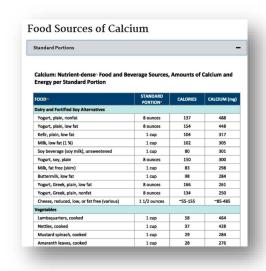
Most Popular Questions





Visit DietaryGuidelines.gov to access online resources (continued)







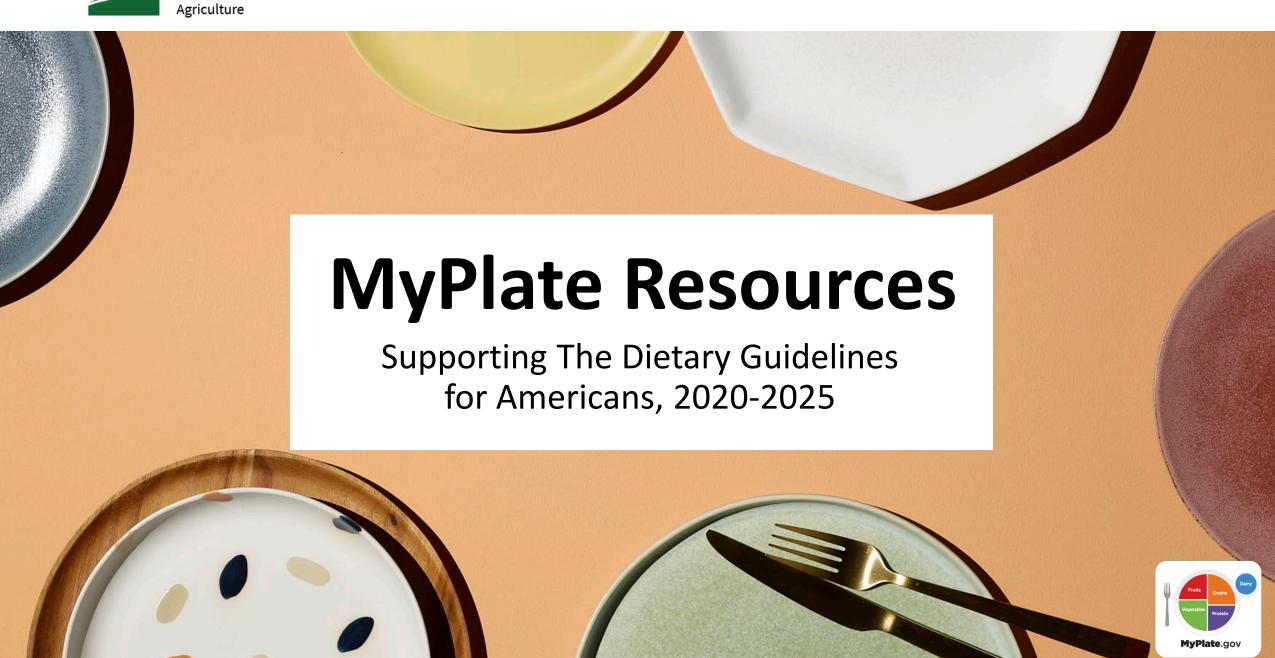
Customizing the Dietary Guidelines

Food Source Lists

All Figures







Implementing the Dietary Guidelines Through MyPlate

- MyPlate is used by professionals to help people become more aware of and informed about making healthy food and beverage choices over time.
- USDA's Start Simple with MyPlate campaign offers resources to help Americans put the Guidelines into practice starting today.
- The benefits of healthy eating add up over time, bite by bite. Small changes matter.
 Start Simple with MyPlate.



MyPlate Consumer Messaging







2020-2025 DGA call to action ("what")



MyPlate call to action ("how")

Make every bite count with the Dietary Guidelines

Encourages people to choose foods, beverages, meals that are full of important nutrients



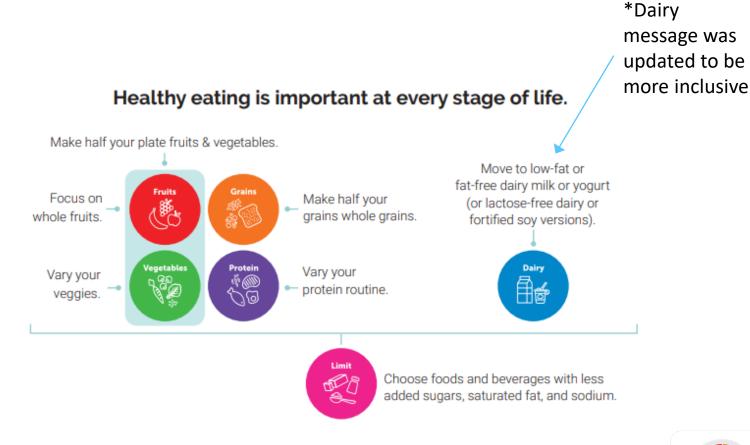
Start Simple with MyPlate

Provides inspiration and simple ideas people can incorporate into their busy lives to help them improve their health and well-being over time



Key Consumer Messages

- A healthy eating routine is important at every stage of life and can have positive effects that add up over time.
- It's important to eat a variety of fruits, vegetables, grains, protein foods, and dairy and fortified soy alternatives.
- When deciding what to eat or drink, choose options that are full of nutrients. Make every bite count.



The benefits add up over time, bite by bite.



Key MyPlate Tools and Resources



MyPlate.gov

The newly designed website will be more visual and streamlined with easy-to-find information.



MyPlate on Alexa

MyPlate is now available as an Alexa skill! Get MyPlate healthy eating tips for feeding babies and toddlers.



MyPlate Quiz

Consumers receive a snapshot of how they're doing on the MyPlate food groups and get personalized resources based on their quiz results.



Toolkits for Partners and Professionals

Targeted roadmaps to key assets for dietitians, food industry, public health, educators, and communication partners.



Start Simple with MyPlate app

Set simple daily food group goals, see progress, and earn badges to celebrate success! **NEW**: sync results from the MyPlate Quiz to set goals! Available in the App Store and Google Play.

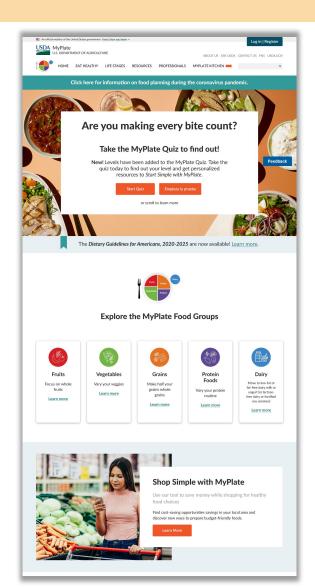


Shop Simple with MyPlate tool

Find savings in your area and discover new ways to prepare budget-friendly foods.



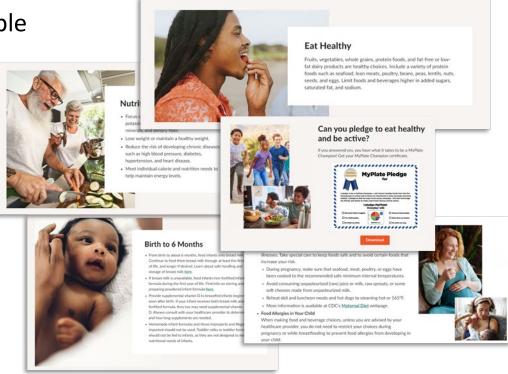
MyPlate.gov



MyPlate.gov— new design and layout

Information and resources available organized by **Life Stages**:

- Pregnancy, Breastfeeding, Infants, Toddlers
- Preschoolers, Kids, Teens
- Young Adults, Adults, Older Adults
- Families



MyPlate.gov

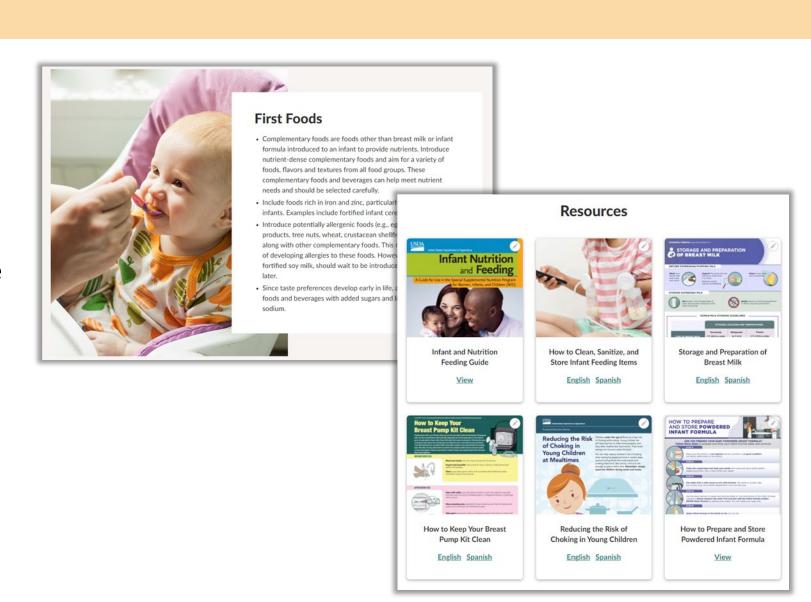


Closer Look: MyPlate.gov

Life Stages

Each life stage page contains:

- Key information for that audience from the Dietary Guidelines
- Links to additional resources for that particular life stage





Closer Look: Healthy Eating on a Budget

Healthy Eating on a Budget

Empower consumers to stretch food dollars with tips and links to budget-friendly resources



Make a Plan

Making a plan can help you get organized, save money, and choose healthy options



Shop Smart

To get the most for your dollar, follow the tips in this section as you shop

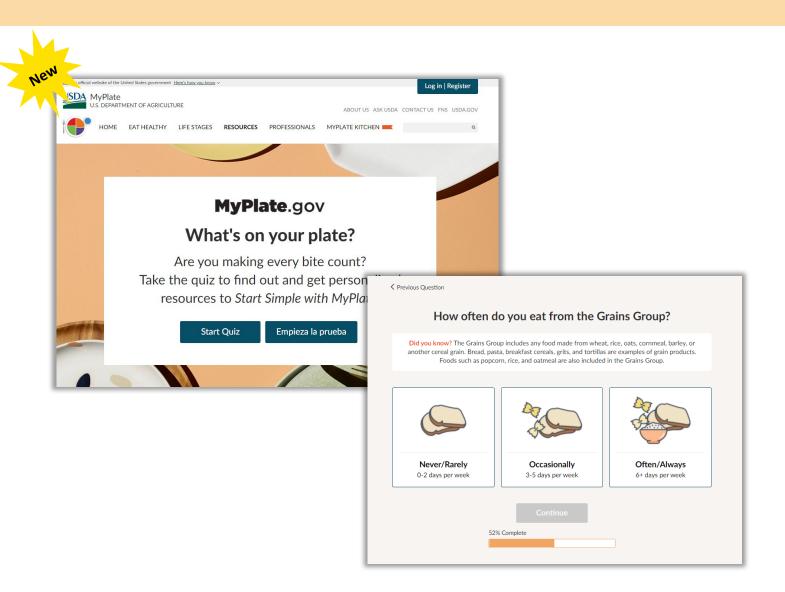


Prepare Healthy Meals

Find tips and tricks for making healthier meals that fit your schedule



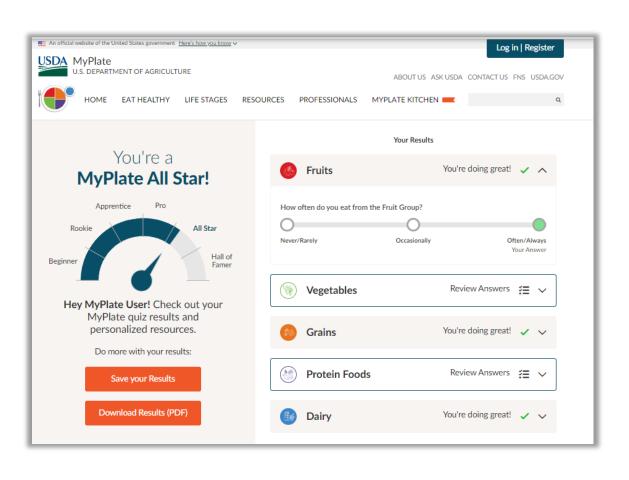
MyPlate Quiz



- An interactive online tool that consumers can use to get a general assessment of their eating behaviors
- Users answer a series of 20 questions about the MyPlate food groups and their healthy eating interests
- The MyPlate Quiz and supporting materials are available in Spanish



MyPlate Quiz – Results Page

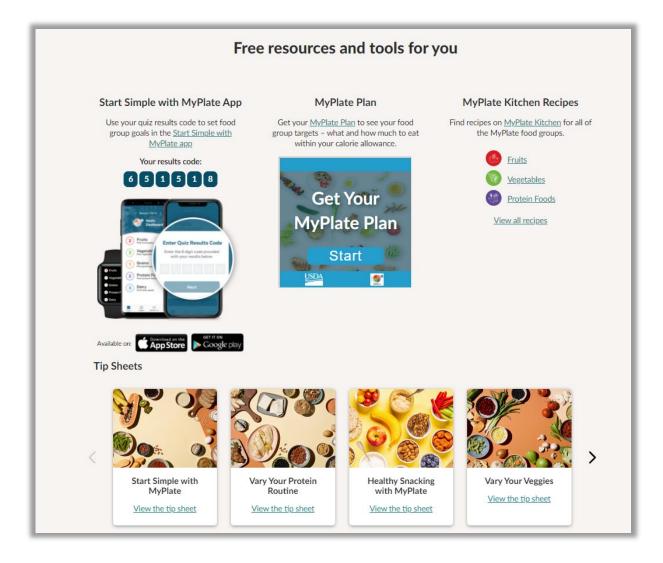


On the results page, consumers receive:

- A snapshot of how they're doing on the MyPlate food groups
- A MyPlate Level; there are 6 levels ranging from MyPlate Beginner to MyPlate Hall of Famer
- Ability to save quiz results and download a PDF
- Take the quiz, save your results, and take the quiz again to see if your level has improved overtime



MyPlate Quiz – Results Page



Also on the results page, consumers receive tailored information and resources, including:

- Ability to sync their Quiz results with the Start Simple with MyPlate app
- The MyPlate Plan
- Recipes from MyPlate Kitchen in the targeted food groups
- Suggested tip sheets based on the quiz responses





Closer Look: MyPlate Resources

Print Materials & Graphics

- Browse our collection of resources, including 29 new tip sheets
- Search by Audience, Topic, and Resource
 Type
- Find tip sheets, infographics, lesson plans, activity sheets, and more
- New Dietary Guidelines 2020-2025 consumer brochure (available in Spanish)
- MyPlate icon available in 22 languages

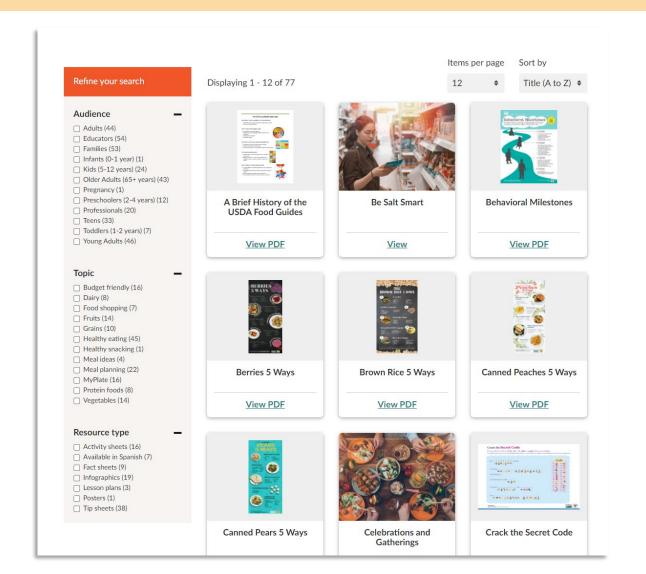




Closer Look: MyPlate Resources

New Print Materials search tool

- Filter through resources by Audience, Topic, and/or Resource Type
- Over 75 print materials available
- Results are displayed as gallery "cards" to give a preview of the material before clicking/tapping
- Optimized to work well on both desktop/laptop and mobile, for on-the-go education needs



New Toolkits for Partners and Professionals





Registered Dietitian Nutritionists

This toolkit presents a roadmap to MyPlate information and resources for Registered Dietitian Nutritionists and food and nutrition professionals.

Learn More



Food Producers and Retailers

In this toolkit, people working across the food supply chain can find ideas for using MyPlate with employees, customers, and consumers.

Learn More



Community and Professional Organizations

In this toolkit, public health and health professionals are guided to resources that provide a foundation for working with patients and clients in the community.

Learn More



Communicators and Educators

This toolkit directs those who incorporate MyPlate messages into their communications and lesson plans to a broad array of information and resources.

Learn More

Registered Dietitian Nutritionists

As Registered Dietitian Nutritionists (RDN), you're at the forefront of educating patients, consumers, and students about healthy eating. Incorporate MyPlate's free, ready-made resources as a simple starting point to help people of all ages and stages of life to follow the <u>Dietary Guidelines for Americans</u>, 2020-2025.

Back to Toolkits

Start Simple with MyPlate

Start Simple with MyPlate is at the core of helping people to eat a healthy diet at every age and stage of life. MyPlate encourages small changes that are doable, affordable, and result in lasting eating routines that promote good health.

- · Looking for resources that can be personalized? MyPlate tools can help. For example:
- The new MyPlate Quiz is a quick self-assessment tool that provides tailored resources based answers to a series of simple questions about current eating habits. The results page provides a snapshot of how the user is doing in meeting food group
- The user can then sync quiz results with the <u>Start Simple with MyPlate</u> app to set daily
 goals organized by food group. Each goal can be personalized to personal preference,
 cultural foodways, and budget needs, and includes sample tips as starter ideas. Get the
 most out of the app with its <u>Scavenger Hunt Worksheet</u>, <u>Student Lesson Plan</u>, and
 Community Lesson Plan.
- MyPlate Kitchen serves up recipes with nutrition-focused search filters, as well as recipe videos, and other helpful resources. Users can also favorite recipes and create their own cookbooks to keep online or print at home.
- MyPlate can be adapted to fit every budget. The <u>Healthy Eating on a Budget</u> section provides tips and resources for making a shopping plan, shopping smart, and preparing healthy meals to stretch food dollars while making wise decisions about what to eat.



Start Simple with MyPlate App

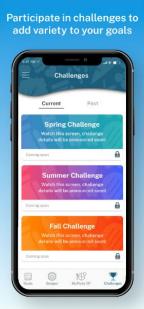
















For more information and a video tutorial, visit: Start Simple with MyPlate App page on MyPlate.gov



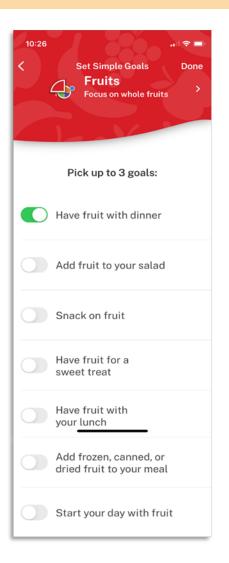
Start Simple with MyPlate App: Overview

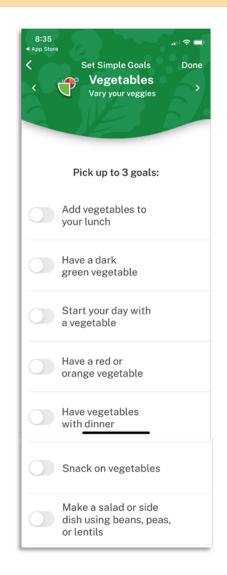


Overview

- Goal-setting tool for consumers, to meet them where they are
- Designed with simplicity in mind to engage a broad audience of users
- Highly customizable users choose food group goals that work for them
- See real-time progress: check off goals on the Dashboard as they are completed
- Earn badges to celebrate success: variety of badges are available as goals are completed. Share badges on social media
- Join challenges to stay motivated and try new goals

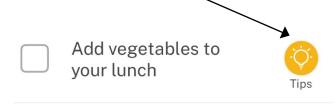
Start Simple with MyPlate App: Goals





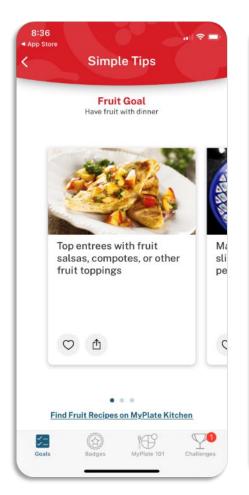
A closer look at goals:

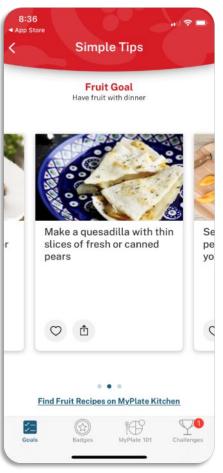
- App users choose daily food group goals that are the best fit for them
- Within each food group, users can select up to 3 goals from a bank of 7
- Users are not required to select goals for all food groups
- Each goal has 3 corresponding tips with ideas for implementing the goal or change

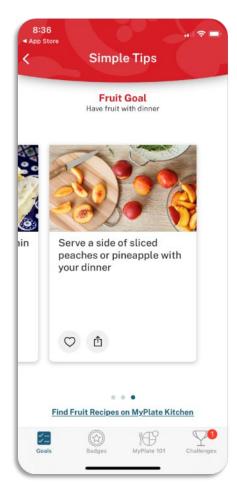




Start Simple with MyPlate App: Tips







A closer look at tips:

- Tips with written with variety in mind: ease of implementation, availability of ingredients, costs of foods
- Colorful photos accompany each tip for motivation
- Each tip can be "favorited" or shared
- At the bottom of each tip is a link for recipes from that food group

MyPlate.gov

Start Simple with MyPlate App: Badges



Earn a variety of badges including:

- First Goal Complete
- Daily Streaks
- Food Group Badges
- MyPlate Badge
- Challenge Badges

Badges can be shared with friends and family on social media









Start Simple with MyPlate App

Sync with Smartwatch

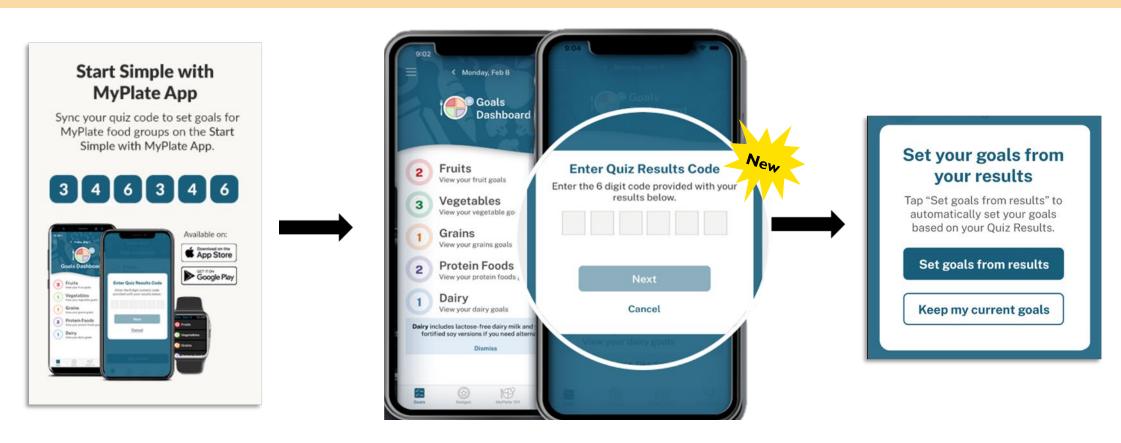








Sync Quiz with the MyPlate App

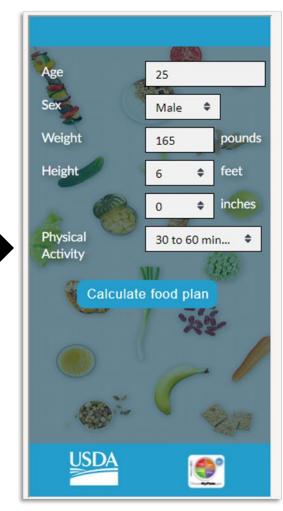


- Users have the option to use their quiz results to set goals in the Start Simple with MyPlate app
- Users receive a custom code on their quiz results page that can be used in the app



Personalized MyPlate Plans





- Consumers can use the MyPlate Plan calculator get a personalized plan based on their age, sex, height, weight, and physical activity level
- Also available in Spanish
- The calculator tool can be embedded as a widget onto any website







Closer Look: MyPlate Plans

Your MyPlate Plan: 2800 Calories, Age 14+

Below are the daily recommended amounts for each food group. Click on the food group buttons to learn more and get started.

Talk with your health care provider about an eating pattern and physical activity program that is right for you.

Back to MyPlate Plan



2½ cups

- 1 cup from the Fruit Group counts as:
- 1 cup raw, frozen, or cooked/canned fruit;
 or
- 1/2 cup dried fruit; or
- 1 cup 100% fruit juice

Read more



3½ cups

- $1\ cup\ from\ the\ Vegetable\ Group\ counts\ as:$
- 1 cup raw or cooked/canned vegetables; or
- 2 cups leafy salad greens; or
- 1 cup 100% vegetable juice

Read more



10 ounces

- 1 ounce from the Grains Group counts as:
- 1 slice bread; or
- 1 ounce ready-to-eat cereal; or
- ½ cup cooked rice, pasta, or cereal

Read more



7 ounces

- 1 ounce from the Protein Foods Group counts
- 1 ounce seafood, lean meat, or poultry; or
- 1 Tbsp peanut butter; or
- 1/4 cup cooked beans, peas, or lentils; or

Read more



3 cups

- 1 cup from the Dairy Group counts as:
- 1 cup dairy milk or yogurt; or
- 1 cup lactose-free dairy milk or yogurt; or
- 1 cup fortified soy milk or yogurt; or
- 1½ ounces hard cheese

Read more

 The resulting MyPlate Plan shows food group targets – what and how much to eat within a personalized calorie allowance

MyPlate Plans are available for 31 age/calorie levels (in English and Spanish), including new Plans for ages 12-23 months

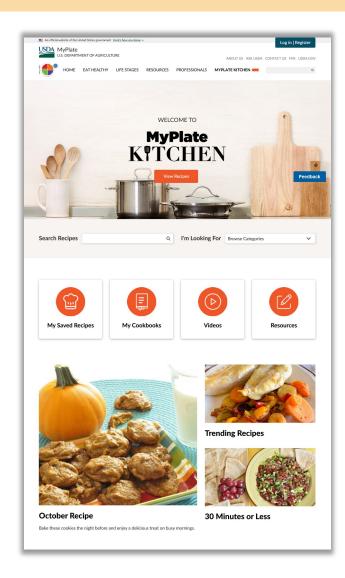
MyPlate Plan PDFs are available in both English and Spanish



Welcome to MyPlate Kitchen



MyPlate Kitchen Overview

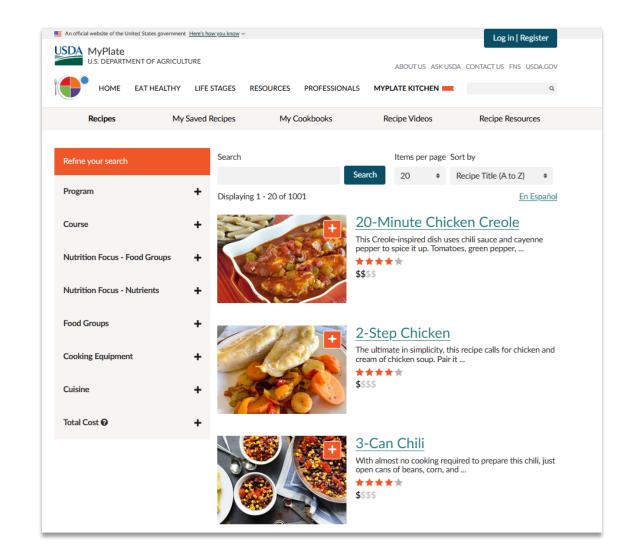


- Approximately 1,000 "MyPlate-inspired" recipes and resources to support building healthy and budget-friendly meals
- MyPlate Kitchen includes recipes from the USDA Food and Nutrition Service (FNS) programs from the Center for Nutrition Policy and Promotion (CNPP) and the Supplemental Nutrition Assistance Program (SNAP)
- Recipes are budget-friendly and include commonly available ingredients
- Homepage features: Recipe of the Month along with Trending, Seasonal, and recipes that take 30 minutes or less to make

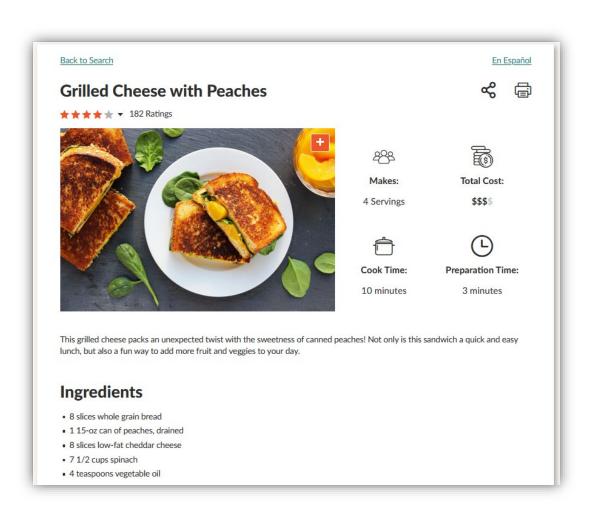


MyPlate Kitchen Features

- Comprehensive search filters such as program area, cooking equipment, cuisine as well as nutrition-related messages to help users find recipes according to personal interest
- Browse recipes by Total Cost ranges (\$, \$\$, \$\$\$, \$\$\$\$)
- Save your favorite recipes with an e-Auth account or add them to a personal online cookbook
- Recipes available in Spanish



MyPlate Kitchen Recipes



- Recipe layout includes:
 - » Yield, Total Cost Range, Cook, and Prep Time (if available), Ingredients, and Directions
- View star ratings and add your own
- Share recipes on social media
- Browse suggestions for similar recipes
- Detailed nutrition analysis and MyPlate food group amounts

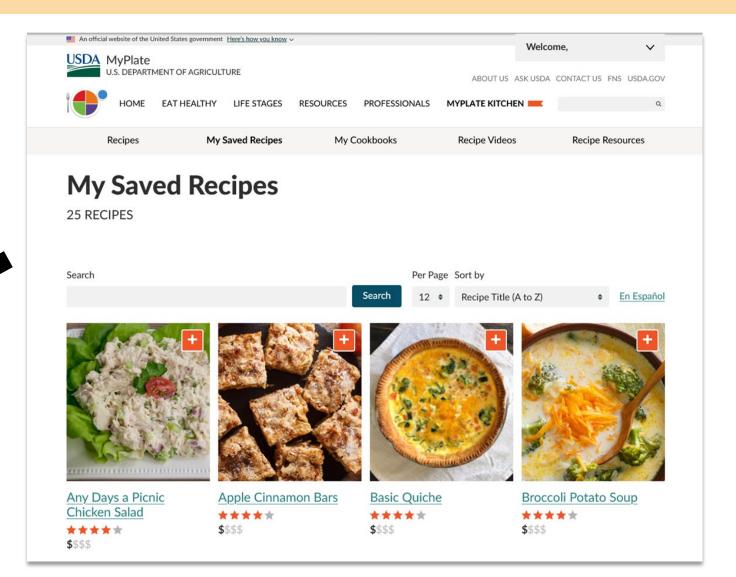




My Saved Recipes & My Cookbooks

- Create an e-Auth account
- Click the '+' on the Recipe photo and select 'My Saved Recipes' or Click the '+' on the Recipe photo and select 'My Saved Recipes' or which Cookbook you would like to add the recipe to.





MyPlate on Alexa

"Alexa, open MyPlate"

- Nutrition information for parents and caregivers on how and what foods to feed babies and toddlers based on their age
- Information available for ages 4-24 months
- Based on the Dietary Guidelines for Americans





MyPlate on Alexa: Sample Tips

Sample tip: 4-6 months



"Curious if your baby is ready to start trying food? Look for signs. If they can control their head and neck, sit up in a chair, grasp small objects, and are swallowing food rather than pushing it out, you might be ready to offer your baby food."

Sample tip: 6-11 months



"Foods that are smaller and softer will be easier for your baby to swallow. Dice up some zucchini and steam until the pieces are soft for a great vegetable option."

Sample tip: 12-24 months



"Feed your toddler the foods and flavors your family eats. A healthy diet can come in many different forms, flavors and textures. Have your child enjoy them with you."

Shop Simple with MyPlate

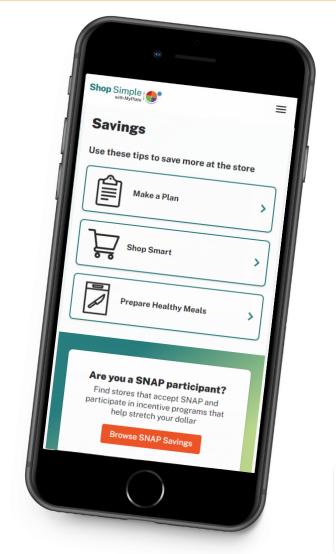
- Overview: Shop Simple with MyPlate is a web app to help Americans save money while shopping for healthy food choices
- How to access: Available directly at MyPlate.gov/ShopSimple; nothing to download from the App Store or Google Play. No login required.
- Works on all devices: Optimized for use on a smartphone (*feels* like an app), but it can be used on a desktop, laptop, or tablet in an iframe.





Shop Simple with MyPlate: Savings

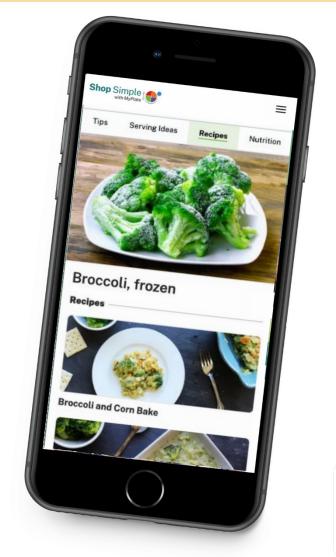
- **SNAP Savings:** Enter your zip code to find cost-saving opportunities in your local area, including:
 - SNAP Rewards
 - SNAP Retailer Stores
 - Online SNAP Stores
 - Farmer's Markets
- Healthy Eating on a Budget: Discover general tips for saving money when purchasing and preparing healthy foods





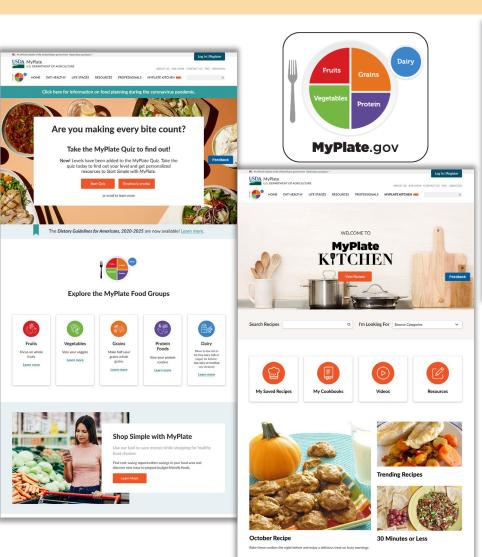
Shop Simple with MyPlate: Foods

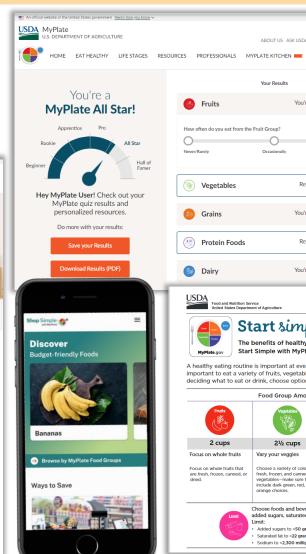
- Budget-Friendly Foods: View suggestions from each of the MyPlate food groups. Each individual food features:
 - Tips: Guidance on selecting, purchasing, storing, and seasonality
 - Serving ideas: Quick and easy ways to use the food
 - Recipes: Low-cost meal and snack recipes from MyPlate Kitchen
 - Nutrition information





Thank you!













Start simple with MyPlate Plan The benefits of healthy eating add up over time, bite by bite. Small changes matter.



Your Results

Children 6 to 17 years old should move 60 minutes every day. Adults should be physically active at least 21/2 hours per week.











2020 - 2025











