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~ Reaching Out, Every Day in Every Way ~

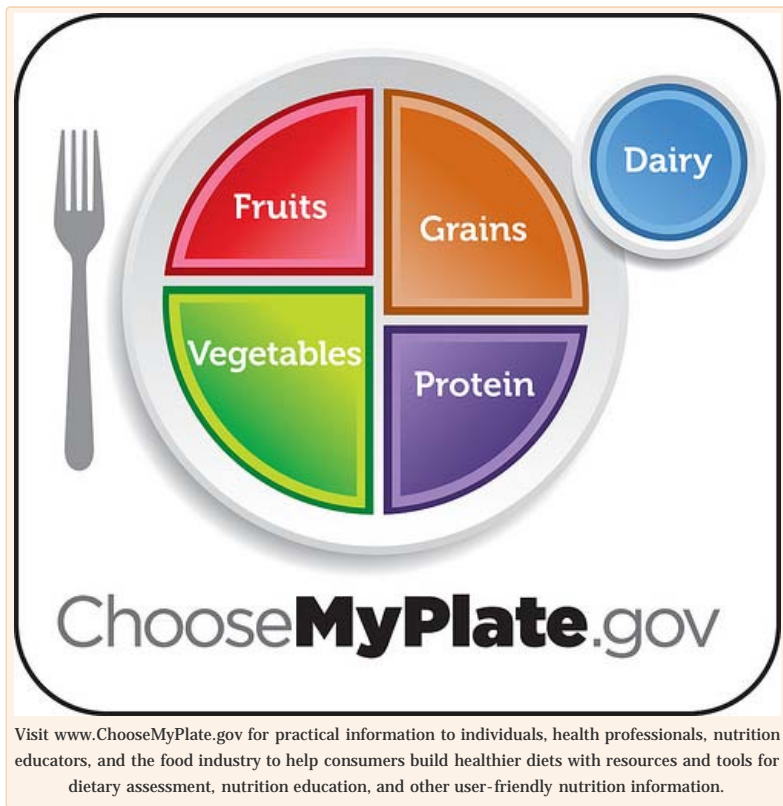
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USDA Unveils New, Simple Tips to Stay Healthy, Active and Fit

Posted by [Agriculture Secretary Tom Vilsack](#), on June 2, 2011 at 11:46 AM

Today was an exciting day at USDA as I was joined by First Lady Michelle Obama and Surgeon General Dr. Regina Benjamin to **unveil** USDA's new food icon, **MyPlate**. The icon is a departure from MyPyramid and serves as a quick, simple reminder to all consumers, built off of the **2010 Dietary Guidelines** for all Americans.

We all know that what we eat matters – *MyPlate* offers a visual reminder to make healthy food choices when you choose your next meal. *MyPlate* can help prioritize food choices by reminding us to make half of our plate fruits and vegetables and shows us the other important food groups for a well-balanced meal: whole grains, lean proteins, and low fat dairy.



Today's announcement was a monumental step forward for consumers and partners, as well. It was a pleasure to be joined by leaders from the Food Marketing Institute, United Fresh Produce Association, Mission Readiness representative Lieutenant General Norman R. Seip (Ret.) and Chef Marcus Samuelson, all committed to making a positive change in our nation's health.

MyPlate is only the first step in a multi-year effort to raise awareness and educate consumers of every age. We'll continue working closely with First Lady Michelle Obama's *Let's Move!* initiative and other stakeholders to deliver tips and information necessary to adopt healthier eating habits balanced with physical activity.

Head over to www.ChooseMyPlate.gov for information, tools, "how-to" materials about healthy eating. While you're there, check out the interactive tools like the customizable *Daily Food Plan* or *Food Tracker*. We hope that *MyPlate* becomes *your* plate in the months and years ahead. We'd love to see what's on your plate so snap a photo of your next meal and share with us on Twitter using the hashtag #MyPlate.

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