

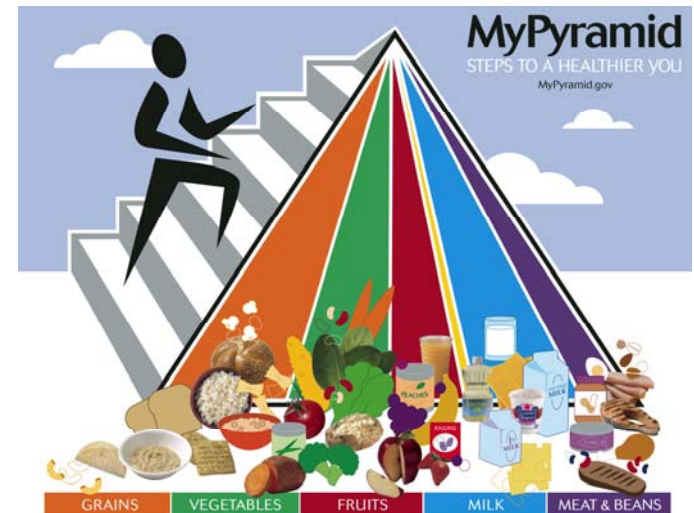
In April, 2005, the United States Department of Agriculture (USDA) introduced MyPyramid, an updated version of the 1992 Food Guide Pyramid. MyPyramid is a daily food plan based on the 2005 Dietary Guidelines for Americans. MyPyramid retained some of the original pyramid's key messages but also introduced some new ideas. The following slide show takes a look at the transition from the old pyramid to MyPyramid.

# How did we get...

from here...



to here?



# The Food Guide Pyramid

*Created by the USDA in 1992*

## Key Messages

### **Moderation**

The serving sizes listed for each food group show how much food to eat from each food group daily.

### **Proportionality**

The food groups in the pyramid are different sizes meaning different amounts of food should be chosen from each group daily.

### **Variety**

Foods from each of the pyramid's five food groups should be chosen daily.



The original pyramid presented three key messages: **Moderation**, **Proportionality**, and **Variety**. The food groups were organized into horizontal layers decreasing in size from bottom to top. The **Grains** group served as the base of the pyramid and was the largest single food group. **Vegetables** and **Fruits** made up the next layer and **Milk** and **Meat** covered the third layer of the pyramid. The tiny tip of the pyramid was dedicated to **Fats**, **Oils**, and **Sweets** to show that these items should only be used sparingly.

# MyPyramid

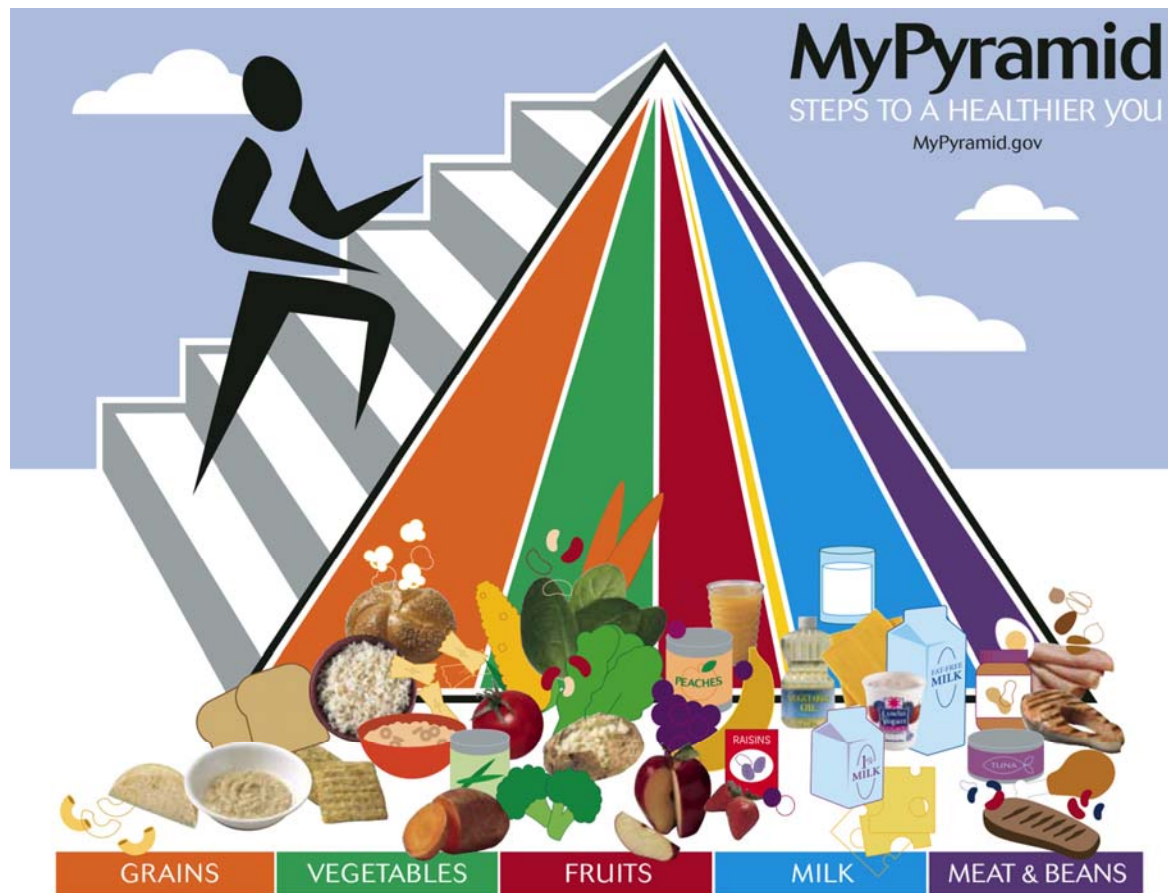
## A 2005 Revision of the Original Pyramid

### **Why make the change?**

Every five years the USDA reviews the Dietary Guidelines for Americans and the supporting visual graphic (i.e. the pyramid) to incorporate new research and scientific understanding.

MyPyramid was meant to serve as a simpler and easier-to-understand tool. MyPyramid is different from the old Food Guide Pyramid in two ways.

1. *Each food group is now represented by colored bands running from the bottom of the pyramid up to the top.*
2. *MyPyramid conveys the three original messages in new ways, plus added three new messages about physical activity, gradual improvement, and personalization.*



**Let's take a look at MyPyramid in the making** 

# MyPyramid *IN THE MAKING*



## GRAINS

While the food groups look different in MyPyramid, the foods within them haven't changed. **Grains** include any food made from wheat, rice, oats, cornmeal, barley or another cereal grain. Bread, pasta, oatmeal, breakfast cereals, tortillas, and grits are examples of grain products. At least half the choices from the grain group should be whole grains such as brown rice, oatmeal, and whole wheat bread.

# MyPyramid *IN THE MAKING*



GRAINS

VEGETABLES

Any vegetable or 100% vegetable juice counts as a member of the **vegetable** group. Vegetables may be raw or cooked; fresh, frozen, canned, or dried/dehydrated; and may be whole, cut-up, or mashed.

# MyPyramid *IN THE MAKING*



GRAINS

VEGETABLES

FRUITS

Any fruit or 100% fruit juice counts as part of the **fruit** group. Fruits may be fresh, canned, frozen, or dried, and may be whole, cut-up, or pureed.

# MyPyramid *IN THE MAKING*



GRAINS

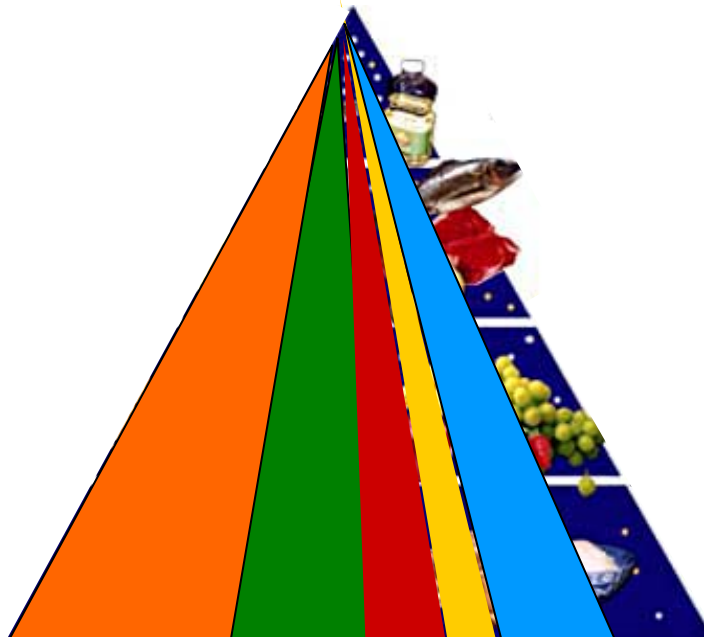
VEGETABLES

FRUITS

OILS

**Oils** are fats that are liquid at room temperature, like the vegetable oils used in cooking. Oils that come from plants and from fish are usually healthier than solid fats such as butter and lard. The Oils group was added to MyPyramid to encourage healthier fat choices.

# MyPyramid *IN THE MAKING*



GRAINS

VEGETABLES

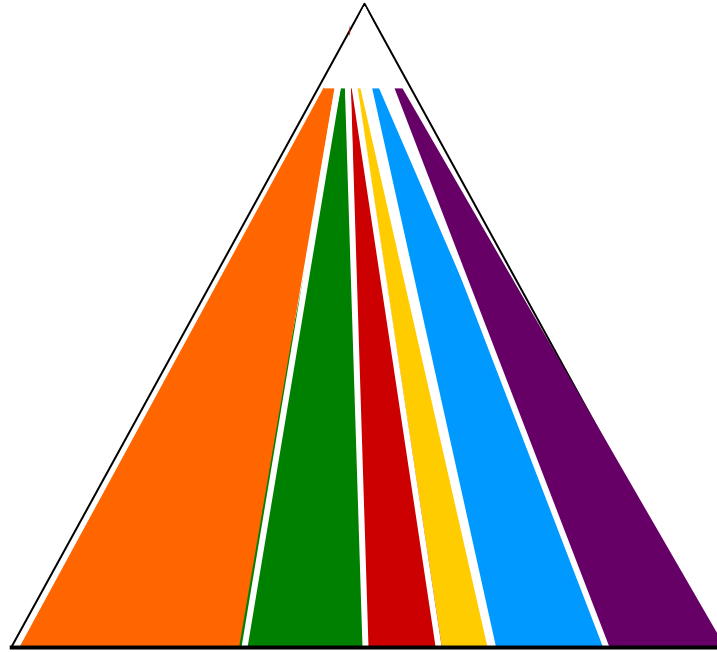
FRUITS

OILS

MILK

All fluid **milk** products and many foods made from milk are considered part of this food group. Foods made from milk that retain their calcium content are part of the group, while foods made from milk that have little or no calcium, such as cream cheese, cream, and butter, are not. Most milk group choices should be fat-free or low-fat.

# MyPyramid *IN THE MAKING*



GRAINS

VEGETABLES

FRUITS

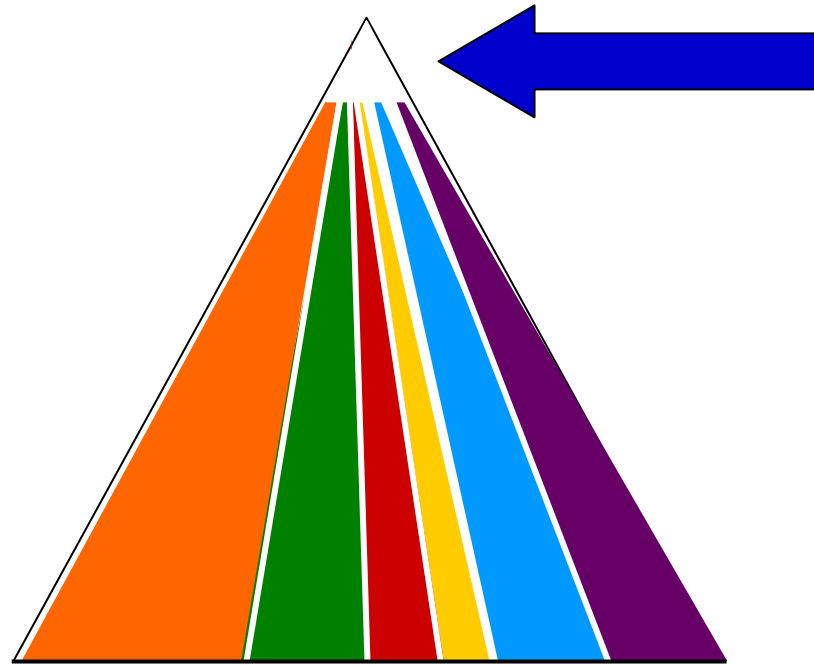
OILS

MILK

MEAT &  
BEANS

All foods made from **meat**, poultry, fish, dry **beans** or peas, eggs, nuts, and seeds are considered part of this group. Lean meats, poultry, and fish prepared with little added fat should be chosen over high fat meats and poultry.

# MyPyramid *IN THE MAKING*



GRAINS

VEGETABLES

FRUITS

OILS

MILK

MEAT &  
BEANS

The small white area at the top of the pyramid stands for "Extra Calories." We need a certain number of calories to meet our nutrient needs and to provide energy for physical activities. Choosing low-fat, low-calorie foods from each of the food groups is the healthiest way to meet these needs. By making these healthy choices, most people can afford to eat a small number of extra calories in order to reach the amount needed to meet energy needs. These extra calories can be eaten in the form of additional food from any of the food groups or as occasional higher-fat, higher-calorie food choices (such as high-fat meats, sugar-sweetened cereals, and alcohol).

# MyPyramid *IN THE MAKING*



**MyPyramid.gov**  
STEPS TO A HEALTHIER YOU

## **Moderation**

Represented by the narrowing of the food groups from bottom to top. The wider base stands for foods with little or no solid fats or added sugars. These should be selected more often. The narrower top area stands for foods containing more added sugars and solid fats. The more active you are the more of these foods you can fit into your diet.

GRAINS

VEGETABLES

FRUITS

OILS

MILK

MEAT &  
BEANS

The three key messages of the original pyramid (**Moderation**, **Proportionality**, and **Variety**) remained. The **Moderation** message now more clearly describes how often to choose different types of foods within a single food group.

# MyPyramid *IN THE MAKING*



## **Moderation**

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## **Proportionality**

Shown by the different widths of the food group bands. The widths suggest how much food a person should choose from each group.

**MyPyramid.gov**  
STEPS TO A HEALTHIER YOU

GRAINS

VEGETABLES

FRUITS

OILS

MILK

MEAT &  
BEANS

The **Proportionality** message still suggests that different amounts of food are needed from each of the five food groups.

# MyPyramid *IN THE MAKING*



**MyPyramid.gov**  
STEPS TO A HEALTHIER YOU

## ***Moderation***

Represented by the narrowing of the food groups from bottom to top. The wider base stands for foods with little or no solid fats or added sugars. These should be selected more often. The narrower top area stands for foods containing more added sugars and solid fats. The more active you are the more of these foods you can fit into your diet.

## ***Proportionality***

Shown by the different widths of the food group bands. The widths suggest how much food a person should choose from each group.

## ***Variety***

Symbolized by the 6 color bands representing the 5 food groups of the Pyramid and oils. This illustrates that foods from all groups are needed each day for good health.

GRAINS

VEGETABLES

FRUITS

OILS

MILK

MEAT &  
BEANS

The **Variety** message still states that it is best to choose foods from each of the food groups daily.

# MyPyramid *IN THE MAKING*

## **Activity**

Represented by the steps and the person climbing them, as a reminder of the importance of daily physical activity.



## **Proportionality**

Shown by the different widths of the food group bands. The widths suggest how much food a person should choose from each group.

## **Moderation**

Represented by the narrowing of the food groups from bottom to top. The wider base stands for foods with little or no solid fats or added sugars. These should be selected more often. The narrower top area stands for foods containing more added sugars and solid fats. The more active you are the more of these foods you can fit into your diet.

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**MyPyramid.gov**  
STEPS TO A HEALTHIER YOU

GRAINS

VEGETABLES

FRUITS

OILS

MILK

MEAT &  
BEANS

The new **Activity** message states the need for daily physical activity as part of a healthy lifestyle.

# MyPyramid *IN THE MAKING*

## **Activity**

Represented by the steps and the person climbing them, as a reminder of the importance of daily physical activity.

## **Proportionality**

Shown by the different widths of the food group bands. The widths suggest how much food a person should choose from each group.

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## **Variety**

Symbolized by the 6 colored bands representing the 5 food groups of the Pyramid and oils. This illustrates that foods from all groups are needed each day for good health.



**MyPyramid.gov**  
STEPS TO A HEALTHIER YOU

## **Personalization**

Shown by the person on the steps, the slogan (MyPyramid), and the personalized website (mypyramid.gov).

GRAINS

VEGETABLES

FRUITS

OILS

MILK

MEAT &  
BEANS

The new **Personalization** message is a reminder that all individuals are unique and that one size doesn't fit all when it comes to improving health.

# MyPyramid *IN THE MAKING*

## **Activity**

Represented by the steps and the person climbing them, as a reminder of the importance of daily physical activity.

## **Proportionality**

Shown by the different widths of the food group bands. The widths suggest how much food a person should choose from each group.



**MyPyramid.gov**  
STEPS TO A HEALTHIER YOU

## **Moderation**

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## **Variety**

Symbolized by the 6 colored bands representing the 5 food groups of the Pyramid and oils. This illustrates that foods from all groups are needed each day for good health.

## **Personalization**

Shown by the person on the steps, the slogan (MyPyramid), and the personalized website (mypyramid.gov).

## **Gradual Improvement**

Encouraged by the slogan (Steps to a Healthier You). It suggests that individuals can benefit from taking small steps to improve their diet and lifestyle each day.

GRAINS

VEGETABLES

FRUITS

OILS

MILK

MEAT &  
BEANS

The new **Gradual Improvement** message suggests that improvement in diet and activity can happen in stages, over time.

# MyPyramid: *THE FINAL PRODUCT*



**MyPyramid.gov**  
STEPS TO A HEALTHIER YOU

GRAINS

VEGETABLES

FRUITS

OILS

MILK

MEAT &  
BEANS

As a whole, the USDA's new MyPyramid symbolizes a personalized approach to healthy eating and physical activity. The symbol has been designed to be simple. The six key messages of MyPyramid (Activity, Moderation, Personalization, Proportionality, Variety, and Gradual Improvement) are formulated to remind consumers to make healthy food choices and to be active every day.

For more information, visit MyPyramid at: [www.mypyramid.gov](http://www.mypyramid.gov)