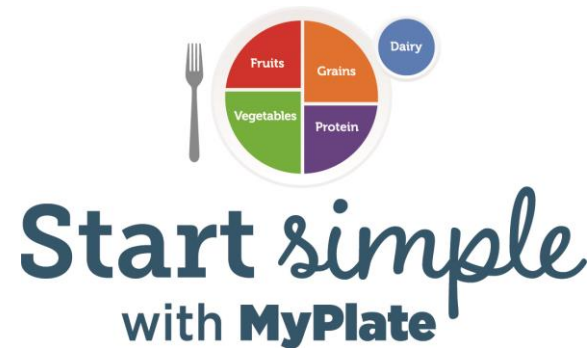


Shop Simple with MyPlate & More MyPlate Updates!

**USDA Center for Nutrition Policy and Promotion
Connect Extension Webinar
October 21, 2021**



Speakers - USDA Center for Nutrition Policy & Promotion



Jo Mandelson, MS, RDN



Corey Holland, RD



Stephenie Fu



Erica Evans, RD

Agenda

- Introduction
 - Jo Mandelson
- MyPlate Overarching Themes & Consumer Insights
 - Stephenie Fu
- Demonstration of Shop Simple with MyPlate
 - Corey Holland
- MyPlate Resources – MyPlate Quiz Levels
 - Erica Evans
- Q&A

CNPP Priority Areas



Health equity

Cost consciousness

Nutrient density

Insights from Consumers and Educators

- In-depth interviews

- SNAP participants
- SNAP-eligible individuals
- SNAP educators



- Consumer app concepts

- Healthy food shopping, prep/meal ideas, recipes, menus
- Location-specific offerings, eg, SNAP retailers, incentive programs

Respondents experience common barriers to eating healthy, especially on a budget

Expensive

“It’s easy, but it’s pricey. **The budget is tight, especially with the little one.** It’s out there, but money-wise it’s hard because it’s pricey.”
(SNAP Participant, Younger, Kids)

“It’s just the cost; you can’t get around it. **If you’re gonna eat healthy, you’re gonna pay.**”
(SNAP Participant, Older, No Kids)

Spoils Faster

“It’s tough. **Things go bad if they’re mostly fresh, especially vegetables.** [But] I like to eat more of [that] than canned vegetables.” *(SNAP-eligible, Younger, Kids)*

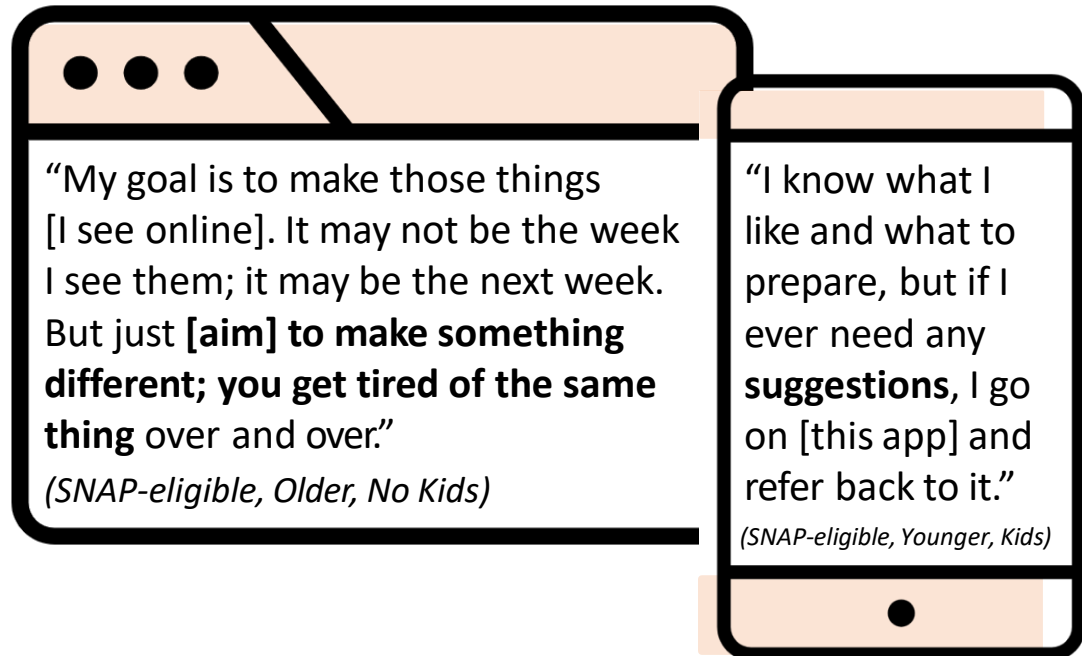
“**You can’t buy a lot of vegetables because they’ll go bad.** I love salads, but you can’t buy lettuce in bulk.” *(SNAP-eligible, Older, No Kids)*

Appealing to Entire Household

“My significant other is not the healthiest, so he would prefer fast food. It’s a little difficult that I sometimes have to meal prep for two of us, so **it’s just the preference of food that makes it difficult.**”
(SNAP-eligible, Younger, Kids)

When shopping for food, respondents walk a fine line between routine and rut

- They tend to shop for the same foods and prepare them in familiar styles but seek ways to add some variety.
- Most online explorations into food/healthy eating stem from the desire to find new ideas to cook/serve, but respondents also shared concerns about trying new recipes, especially with unfamiliar ingredients.



Barriers

“Sometimes you see these fancy meals—they’re not really fancy, but **they’re things that you wouldn’t find in a typical grocery store**—so I look to make sure it’s things I can find in a typical grocery store.” *(SNAP-eligible, Older, No Kids)*

“Usually, we have a pretty set menu at the house because my toddler is **pretty picky**.” *(SNAP-eligible, Younger, Kids)*

Interviewees use similar methods to keep costs low and find healthy recipes—but none note a resource that help with both.

Food shopping on a budget

- **Digital Coupon Apps** (i.e., coupon aggregators)
- **Store Memberships** (coupons in app, other exclusive deals/sales)
- **Online Deals from Stores**
- **Bargain hunting**

“I usually just **stick to meal ideas and meal prepping type of apps.**”
(SNAP-eligible, Younger, Kids)

Finding healthy, varietal recipes

- **Apps** (incl. Plan to Eat, Mealime, Easy Recipes)
- **Dedicated Recipe Websites** (incl. EatingWell.com, CookingLight.com)
- **Other Websites** (incl. YouTube, Pinterest)

“Mealime [recipe app] lets you clip 2 coupons on it too...but the things I want—especially **vegetables and fruits—there’s hardly any coupons for it.**”
(SNAP Participant, Younger, Kids)

No one, however, could identify a site or app focused on healthy eating on a budget

SNAP educator perspective: An app could help



Access to Information Empowers Better Choices

“Offering nutrition information in an app would be important. Once participants learn to read the labels, they're really excited about it. They like that information. **Anytime we can include that info, it empowers them to make better choices.**” (SNAP Educator)



An App Could Help Support Key Ideas from SNAP Curriculum

“That's why I value what we do: because we show them it's not expensive, but it takes time. **You have to be organized and make a list and plan your meals, but once it's planned, it's easy.** You have food for the whole week. And in the long run, **you will feel better and stretch your food dollars.**” (SNAP Educator)



App Allows for Customization, Which Can Be Inclusive

Having it customizable is very important. **If it's going to be used all over, different locations, cultures, they're going to want it customized to their preferences.** Everyone will want something different.” (SNAP Educator)

SNAP educator perspective: Simplicity is key to app use

SNAP educators offered some advice to keep in mind in order to best serve the audience with whom they work.

Simplicity

The app needs to be simple to use and offer simple meals and recipes

“I think it would need to be simple type recipes—not too many ingredients, common items, easy to find, things they are familiar with, not any herbs or spices they aren't familiar with. If it does have certain things that they aren't familiar with, then have substitute options.”

Attainability

The app should meet users where they are—potentially early on their path to healthy eating or meal planning

“1-3 day menu or meal plan...More than that and they won't do it. So, I need to slow it down in my classes, so they are able to plan for one day.”

Access

For those without smartphones or with data limitations, a web-based option might improve reach.

“Because we work with low income, **not everyone has smartphone**. And if you have one, **the data plans might not be unlimited**. So, I guess that's the reason we haven't turned [our website] into an app. It is compatible with mobile. My guess is the reason we haven't gone that way is because we're not sure if that would be the most equitable way.”

Branding

USDA gets mixed feedback, especially when asking questions to allow for customization.

“It can say it somewhere small tiny print, but that will be a red flag for a lot of communities. **It's just no going to have the reach intended if it's in anyway shape or form a federal program**. Then people don't want to put their information in there.”

Curriculum

The app needs to be in their curriculum for these educators to teach it/ share it.

“We talk about a lot of these things when trying to help them, so would point them in the direction. Just telling them it's a resource available. **We have certain curriculum we follow, so unless it was in that, not sure we could spend time on it.**”

Current Incentive Programs

Double Up Food Bucks

Use your SNAP EBT card to buy fresh vegetables and fruit at a participating grocery store. For every \$1 you spend on fresh produce, earn \$1 FREE Double Up Food Bucks, up to \$25 per day. Spend your Double Up rewards on more fresh fruits or vegetables from the same store at a future time.

Farmer's Market dollar matching programs

Use your SNAP EBT card to buy fruits and vegetables at a participating farmer's market. Earn \$1 for every \$1 you spend, to be used to buy more fruits and vegetables in the future.

Grocery store coupons for fruit and vegetable purchases

Retailers may offer their own program or participate in others that provide coupons specifically for buying fruits and vegetables.

Healthy Milk Incentive Program

Shoppers use SNAP benefits at certain stores to purchase qualifying milk and receive a coupon for additional free milk.

Tool to find stores offering rewards for healthy purchases

All respondents expressed interest in rewards tied to healthy eating purchases

“Anything that’s gonna help me save money is a plus for me...especially for fruits and vegetables, that’s a plus.” (SNAP-eligible, Younger, Kids)

SNAP-eligible individuals and participants expressed little concern about USDA's sponsorship of the app; Educators thought differently

Eligible individuals and participants reasoned that USDA's participation made the information on the app more reliable and/or more helpful.



App Content

"I probably would **trust it a little bit more than just some random app builder**. Because it's something we **grew up learning to trust**, you see it around on all the food packaging, they're the ones that make recalls, it seems like **they would know**." (SNAP-eligible, Younger, Kids)



Disclosing Information

"You **don't always want your information out there, but they're well-known**. It's not just another scary app. I'm assuming I could trust them. **I would rather do it through USDA** than creating an account with someone else." (SNAP-eligible, Younger, Kids)



Incentive Programs

"[Being sponsored by USDA] tells me **it's not a gimmick**. It's not a scam." (SNAP Participant, Older, No Kids)

SNAP Educators noted some of their clientele would be uncomfortable with the association with the Federal government.

Introducing Shop Simple with MyPlate

NEW! [MyPlate.gov/ShopSimple](https://www.MyPlate.gov/ShopSimple)

Shop Simple

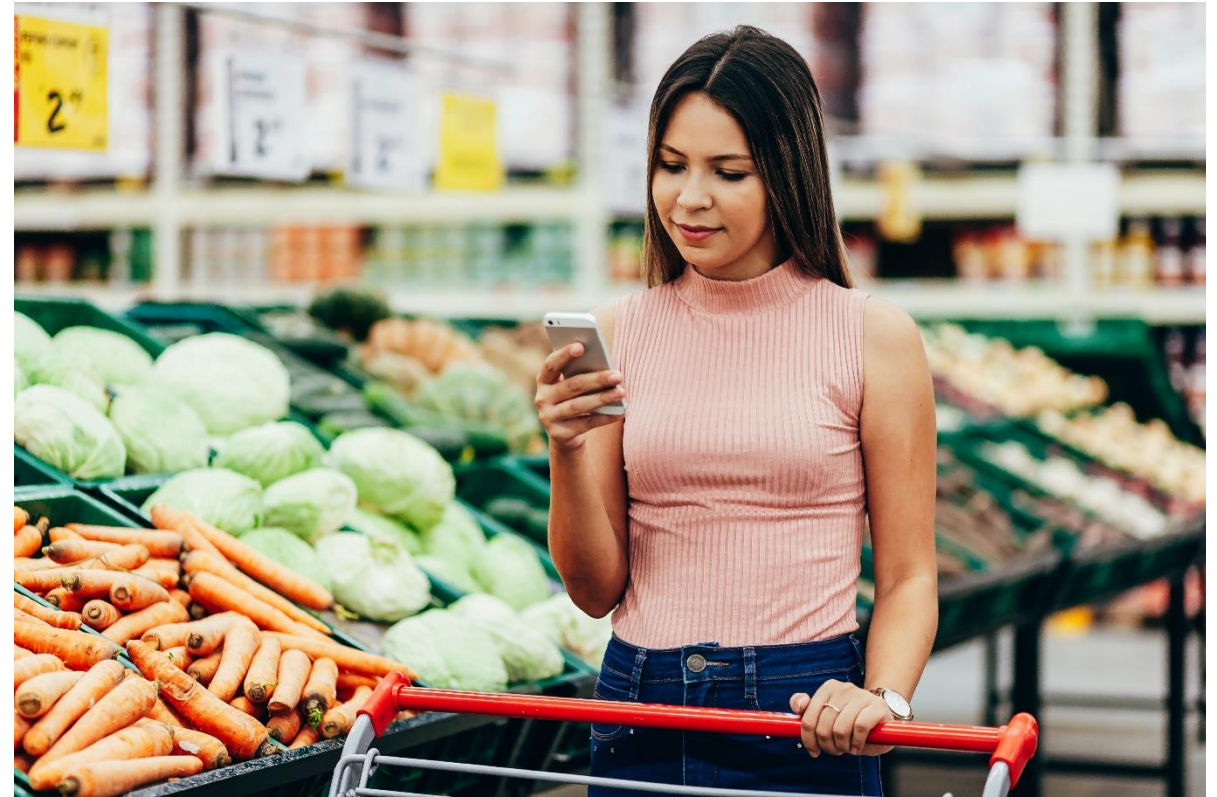
with MyPlate

The graphic features a teal background with a white shopping bag icon containing the MyPlate logo. A smartphone displays the app's interface, which includes a 'Discover' section for 'Budget-friendly Foods' with a photo of canned pears, a 'Browse by MyPlate Food Groups' button, and a 'Ways to Save' section with a photo of a grocery store checkout.

Shop Simple with MyPlate

Goal

Shop Simple with MyPlate is a web app to help Americans save money while shopping for healthy food choices



Shop Simple with MyPlate

Key Features

Consumers can use this tool to:

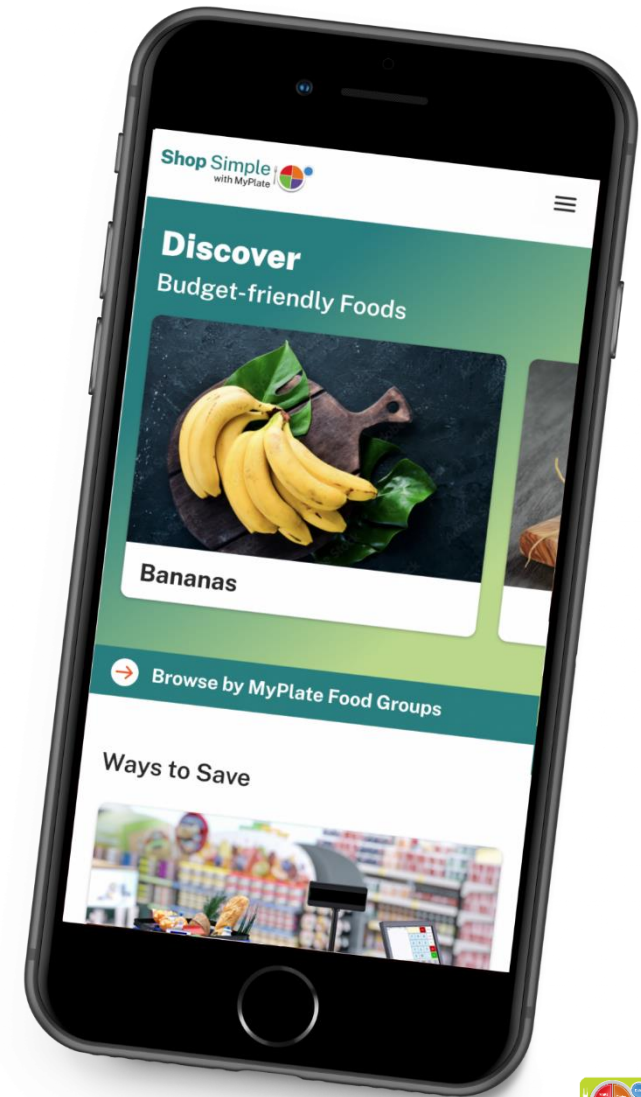
1. Quickly find SNAP savings in their local area
2. Discover new ways to prepare budget-friendly foods



Shop Simple with MyPlate

How to access

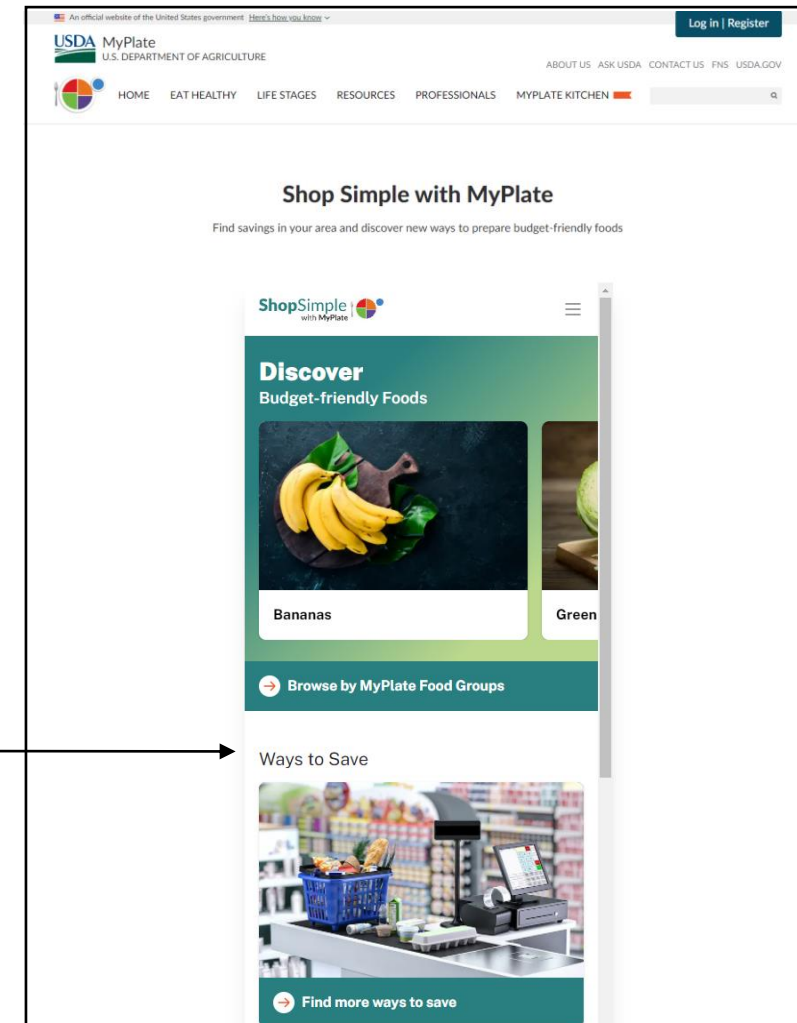
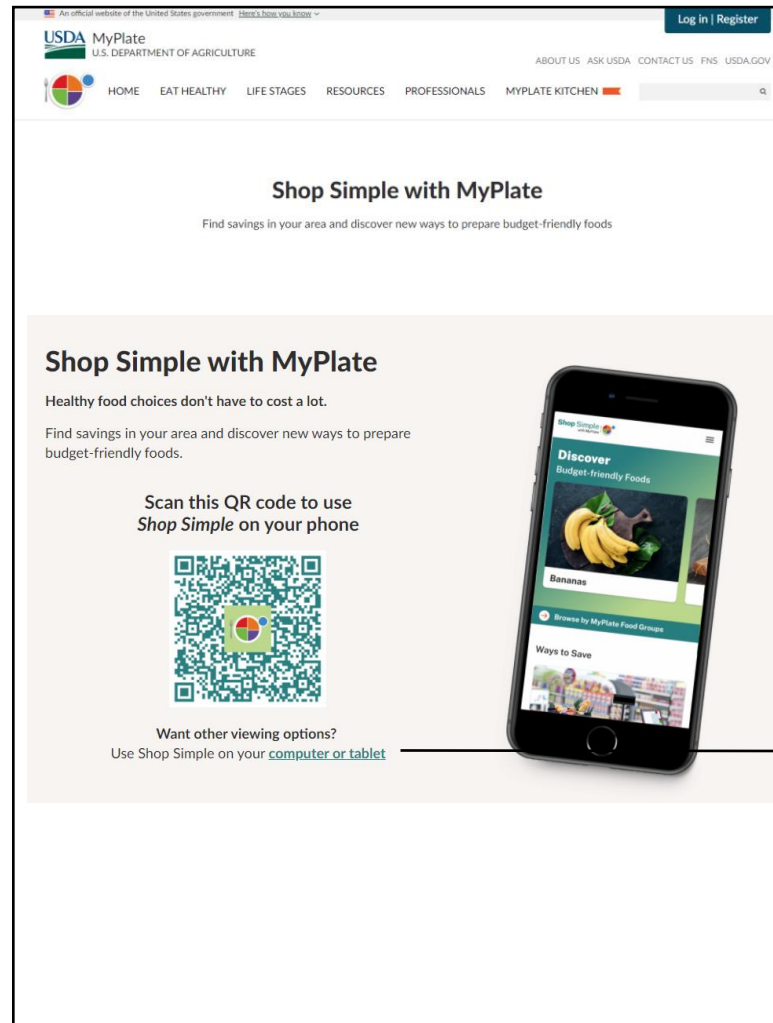
- *Shop Simple* is a web-based application optimized for use on a smartphone (*feels* like an app)
- Available directly at [MyPlate.gov/ShopSimple](https://www.MyPlate.gov/ShopSimple); nothing to download from the App Store or Google Play



Shop Simple with MyPlate

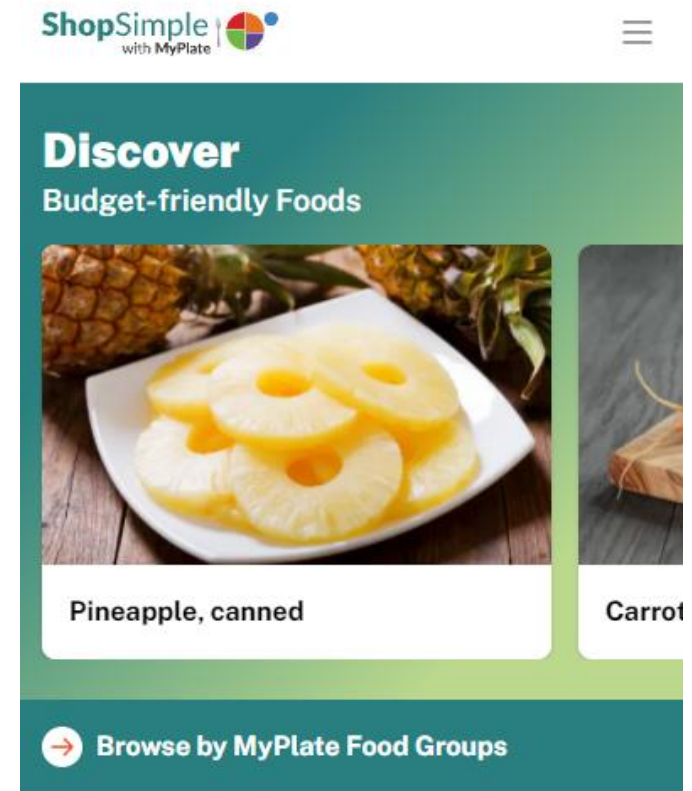
Works on all devices

- For users without access to a smartphone, it can be used on a desktop, laptop, or tablet in an iframe



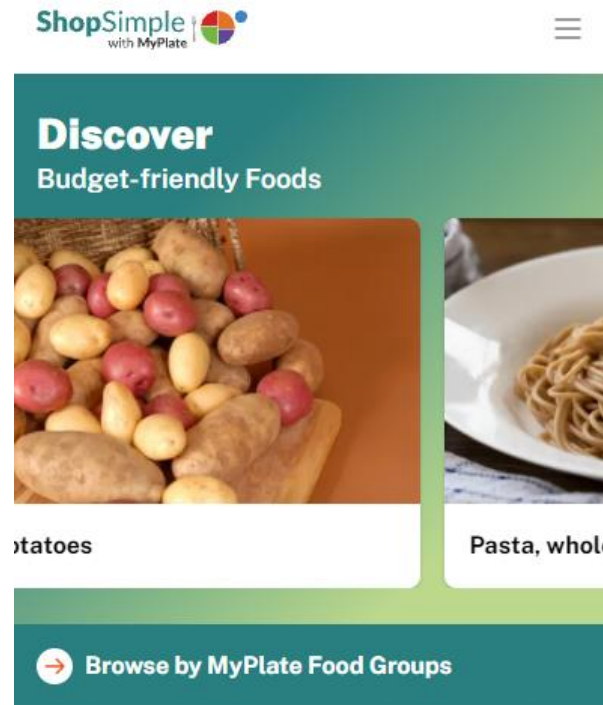
Home Screen

- Browse budget-friendly foods in the photo carousel
- Browse budget-friendly foods by MyPlate food group
- Find ways to save, including general tips and local SNAP savings

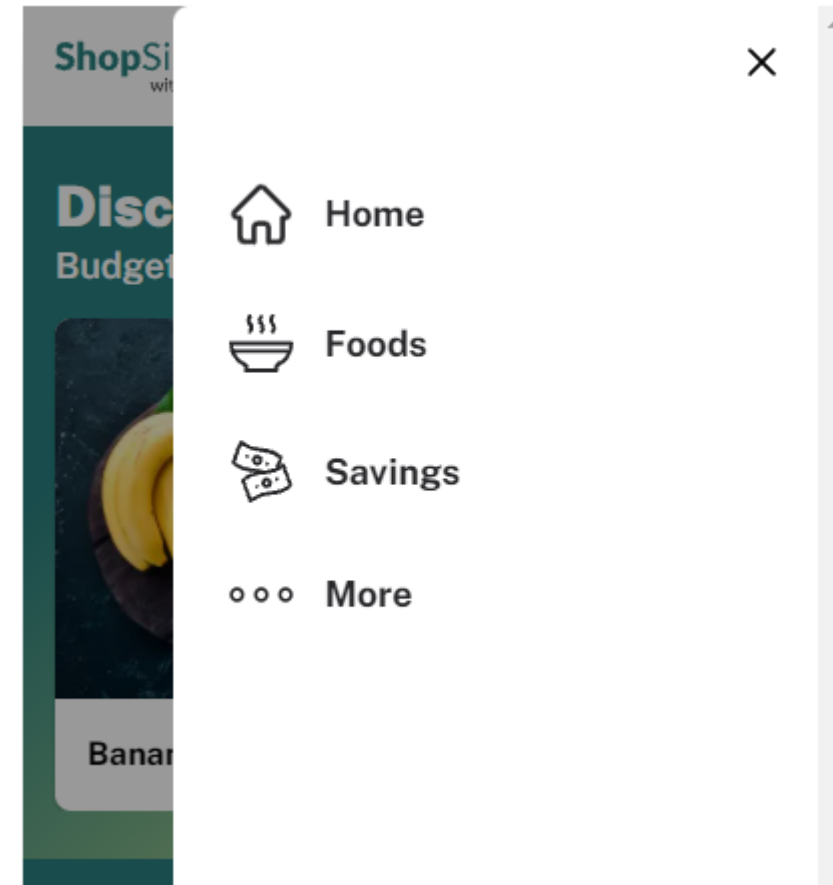


Navigation Menu

At any time when using *Shop Simple*, you can use the menu icon (three lines in the upper right corner) to go to a section of the tool

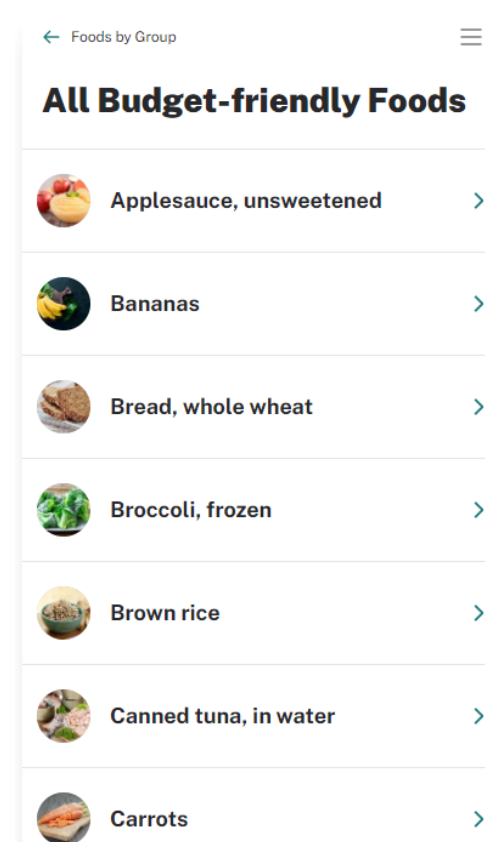
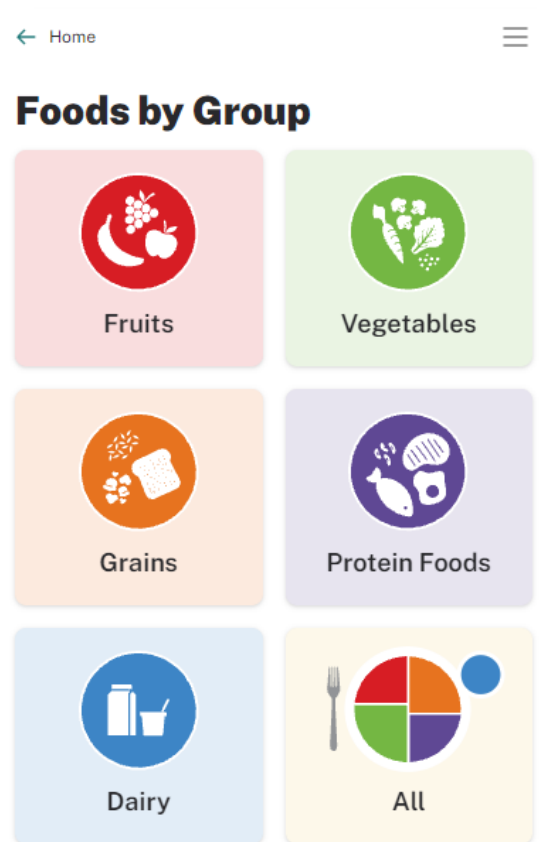


Menu:



Browse by food groups

- Browse through budget-friendly foods by food group, or view all foods in the tool listed alphabetically



Budget-friendly foods

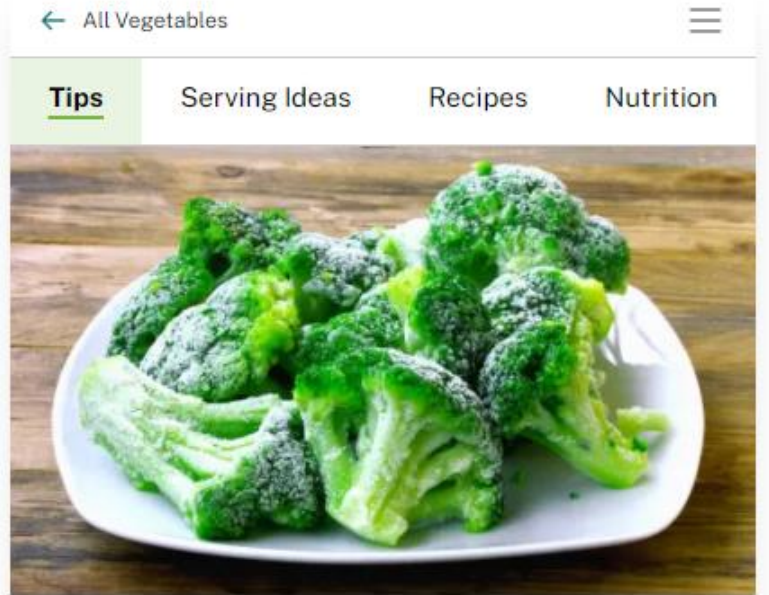
- 25 foods available at time of launch
- Foods were chosen for the tool based on a variety of factors:
 - **Cost** (data from Thrifty Food Plan report)
 - **How common** is the food (counts from What We Eat in America dataset)
 - **Variety** of forms: canned, frozen, fresh
 - **Subgroup** representation for Vegetables, Grains, and Protein Foods
 - **Recipes** available in MyPlate Kitchen
- Future: add more foods that represent all Americans



Food: Tips

Tap or click on a food to view **tips**, including:

- Storage information (food safety)
- Purchasing guidance (ways to save, types available, things to look for on the label)
- Other general tips



Broccoli, frozen

Tips

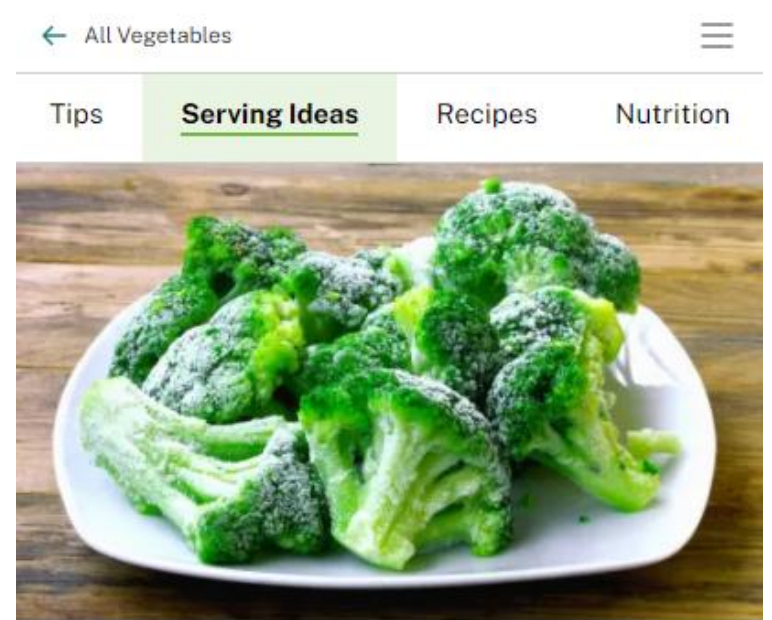
- Frozen broccoli can be stored in the freezer for 10-18 months.
- You can often save money by purchasing larger bags of frozen broccoli. Thaw only what you need at a time.
- Frozen broccoli is typically available in 3 cuts: spears (stem plus floret), florets (just the top portion), and chopped (diced stems and florets). Choose the one that works best for your family's taste and budget.

[Next: Serving Ideas >](#)

Food: Serving Ideas

Use the tab at the top to view **serving ideas**:

- Quick, easy ways to use the food
- Not full recipes; simple ideas to get you started



Broccoli, frozen

Serving Ideas

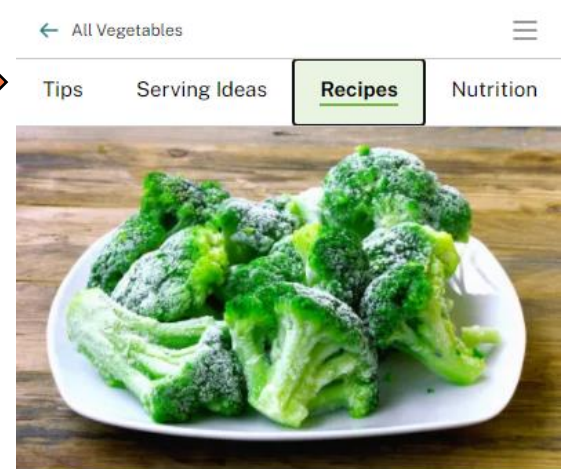
- Steam frozen broccoli on the stove until it is a rich, dark green color - usually 5-8 minutes. Add a dash of seasoning and enjoy!
- Broccoli pasta: Add frozen broccoli to the pot of boiling pasta about three minutes before the end of the cooking time. Season as desired.
- Roasted broccoli: Toss frozen broccoli with oil and a sprinkle of salt. Spread on a baking sheet and roast at 400 degrees F until browned.

[Next: Recipes >](#)

Food: Recipes

Use the tab at the top to view **recipes**:

- Low-cost recipes from MyPlate Kitchen (\$ or \$\$)
- 3 to 4 recipes per food
- Mixture of main dishes and sides
- Future: add more recipes that represent all Americans



Broccoli, frozen

Recipes



Broccoli and Corn Bake



Cream of Broccoli Soup




Basic Quiche

Food: Recipes

Tap or click on a recipe to view the full recipe, including photo, number of servings, ingredients, directions, and nutrition info

← All Recipes

Broccoli and Corn Bake



Makes: 6 servings
Total cost: \$\$\$\$

This recipe will help you make half your plate fruits and vegetables. Serve this broccoli and corn dish warm at any meal.

Ingredients

- 1 can cream-style corn (14.75 ounce)
- 3 3/4 cups broccoli (frozen, cooked)
- 1 egg (beaten)
- 1/2 cup cracker crumbs (crushed)
- 1/4 cup vegetable oil
- 6 saltine crackers (crushed)
- 1 tablespoon tub margarine (or butter) (melted)

Directions

1. Mix corn, broccoli, egg, cracker crumbs and oil together in greased 1 1/2 quart casserole.

← All Recipes

2. Mix topping ingredients together in small bowl. Sprinkle over corn mixture.
3. Bake at 350 degrees for 40 minutes.

Nutrition Information

Serving Size:
1/6 of recipe

| Nutrients | Amount |
|-----------------------|---------------|
| Total Calories | 214 |
| Total Fat | 13 g |
| Saturated Fat | 2 g |
| Cholesterol | 31 mg |
| Sodium | 135 mg |
| Carbohydrates | 23 g |
| Dietary Fiber | 3 g |
| Total Sugars | 3 g |
| Added Sugars | 0 g |
| Protein | 5 g |
| Calcium | 34 mg |
| Potassium | 216 mg |
| Iron | 1 mg |
| Vitamin D | 0 mcg |

N/A - data is not available

Show More Information

Food: Nutrition Information

Back on the food screen, use the tab at the top to view **nutrition information**:

- How much of that food counts as a cup or ounce in the MyPlate food group
- Full nutrition facts panel for that amount of the food

← All Vegetables

Tips Serving Ideas Recipes **Nutrition**

Broccoli, frozen

Nutrition

MyPlate Food Groups

Amount that counts as 1 cup of Vegetables:

- 1 cup, chopped or florets, fresh or frozen

← All Vegetables

Tips Serving Ideas Recipes **Nutrition**

Nutrition Information

Serving Size:
1 cup, chopped or florets, fresh or frozen

| Nutrients | Amount |
|----------------|--------|
| Total Calories | 52 |
| Total Fat | 0 g |
| Saturated Fat | 0 g |
| Cholesterol | 0 mg |
| Sodium | 20 mg |
| Carbohydrates | 10 g |
| Dietary Fiber | 6 g |
| Total Sugars | 3 g |
| Added Sugars | 0 g |
| Protein | 6 g |
| Calcium | 77 mg |
| Potassium | 294 mg |
| Iron | 1 mg |
| Vitamin D | 0 mcg |

N/A - data is not available

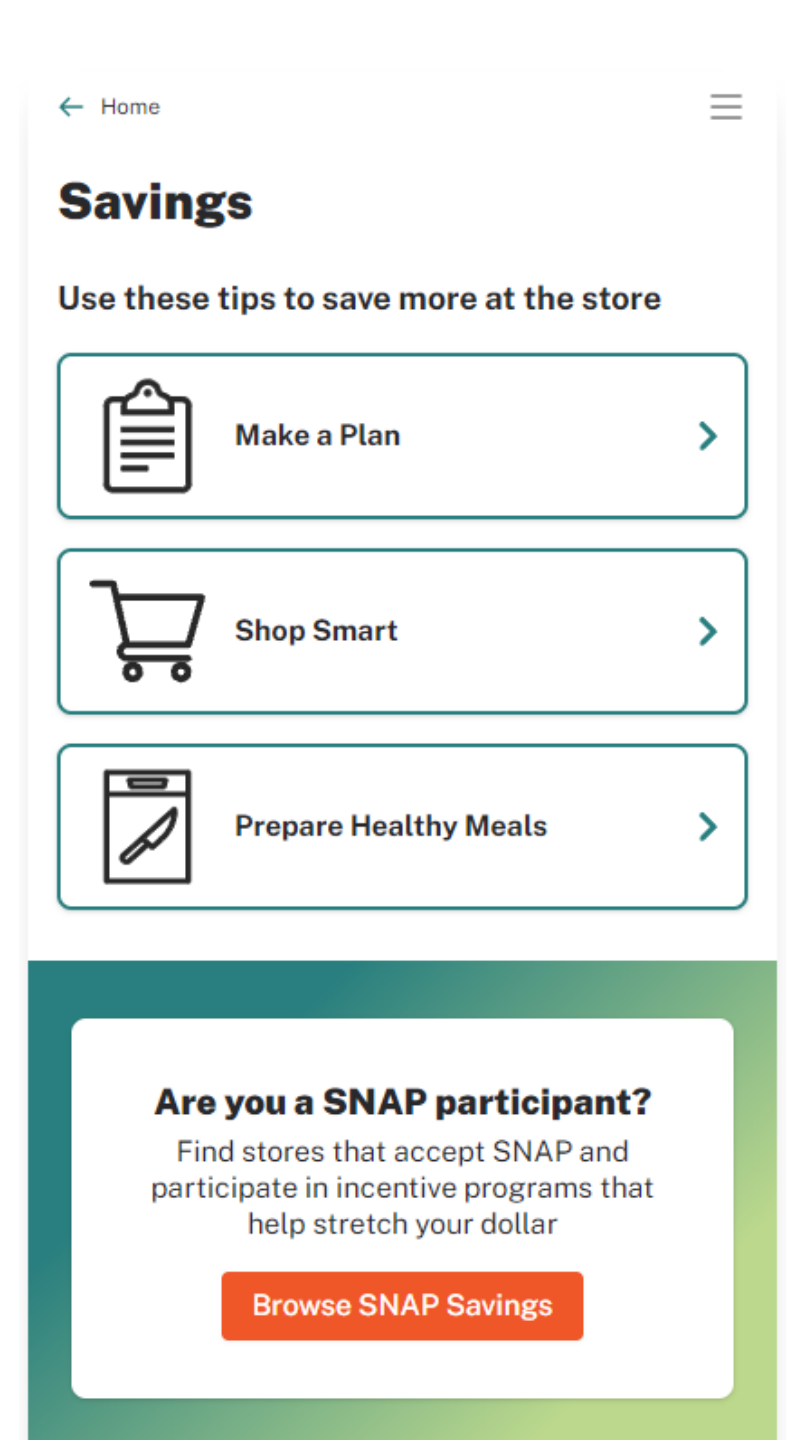
Show More Information

Savings

Discover tips for saving money when purchasing and preparing healthy food choices



Find SNAP savings in your local area






Savings: General Tips

Use the buttons to view content from MyPlate.gov

← Home

Savings


Use these tips to save more at the store

-  **Make a Plan** >
-  **Shop Smart** >
-  **Prepare Healthy Meals** >

← Savings

Make a Plan

Making a plan before heading to the store can help you get organized, save money, and choose healthy options.



Plan Your Weekly Meals

Here are some simple tips to get you started:

e. **Write down your meals.**

r. It's helpful to write out your meals for the week including breakfast, lunch, dinner and snacks. You can also use the [Create a Grocery Game Plan - Weekly Calendar](#) as a guide.


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Fi and wh you th Sh

← Savings

Shop Smart

To get the most for your dollar, follow the tips in this section as you shop at your favorite food store.



Tips for Every Aisle

Use the tips below to fill your cart with budget-friendly and healthy options from each food group.

- Fruits and Vegetables** >
- Grains** >
- Protein Foods** >
- Dairy** >

← Savings

Prepare Healthy Meals

Use these tips to save time when cooking at home. [Browse Shop Simple Recipes](#) to discover delicious and budget-friendly recipes your family will love.



Kitchen Timesavers

Try these kitchen timesavers to cut back on time and make less work for you. By taking the stress and hassle out of cooking, you'll have more time to enjoy it and to spend with your loved ones.

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Have everything in place.

Grab all ingredients needed for your meal — chopped vegetables, measured spices, and thawed meats. It will be easier to spot missing items and avoid skipping steps.

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Local SNAP Savings

Enter your zip code to find cost-saving opportunities in your local area

Are you a SNAP participant?
Find stores that accept SNAP and participate in incentive programs that help stretch your dollar

[Browse SNAP Savings](#)



← Home

SNAP Savings

What is SNAP? ⓘ

Enter your zip code to find local retailers that accept SNAP benefits and participate in additional incentive programs that help stretch your dollar.

ZIP Code

Distance





[Find Stores](#)



← SNAP Savings

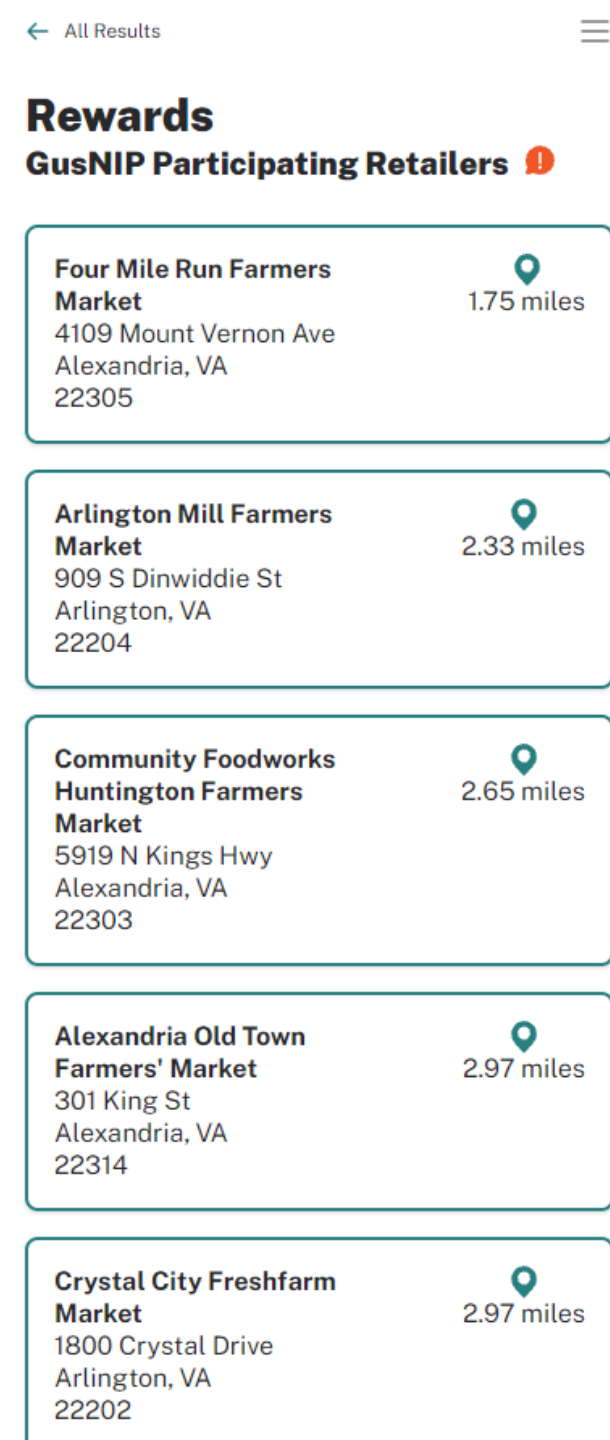
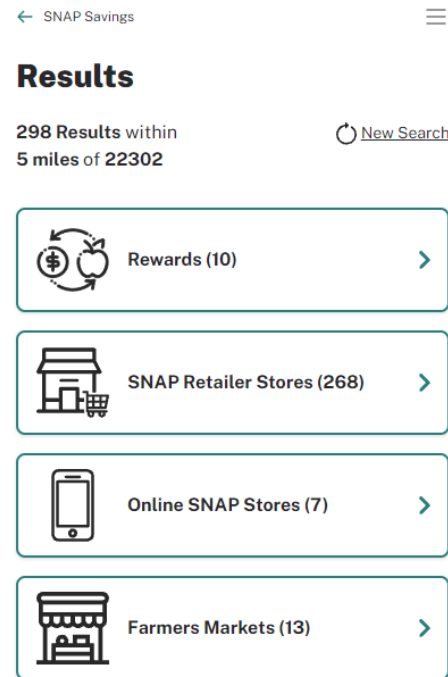
Results

298 Results within 5 miles of 22302 [New Search](#)

-  Rewards (10) >
-  SNAP Retailer Stores (268) >
-  Online SNAP Stores (7) >
-  Farmers Markets (13) >

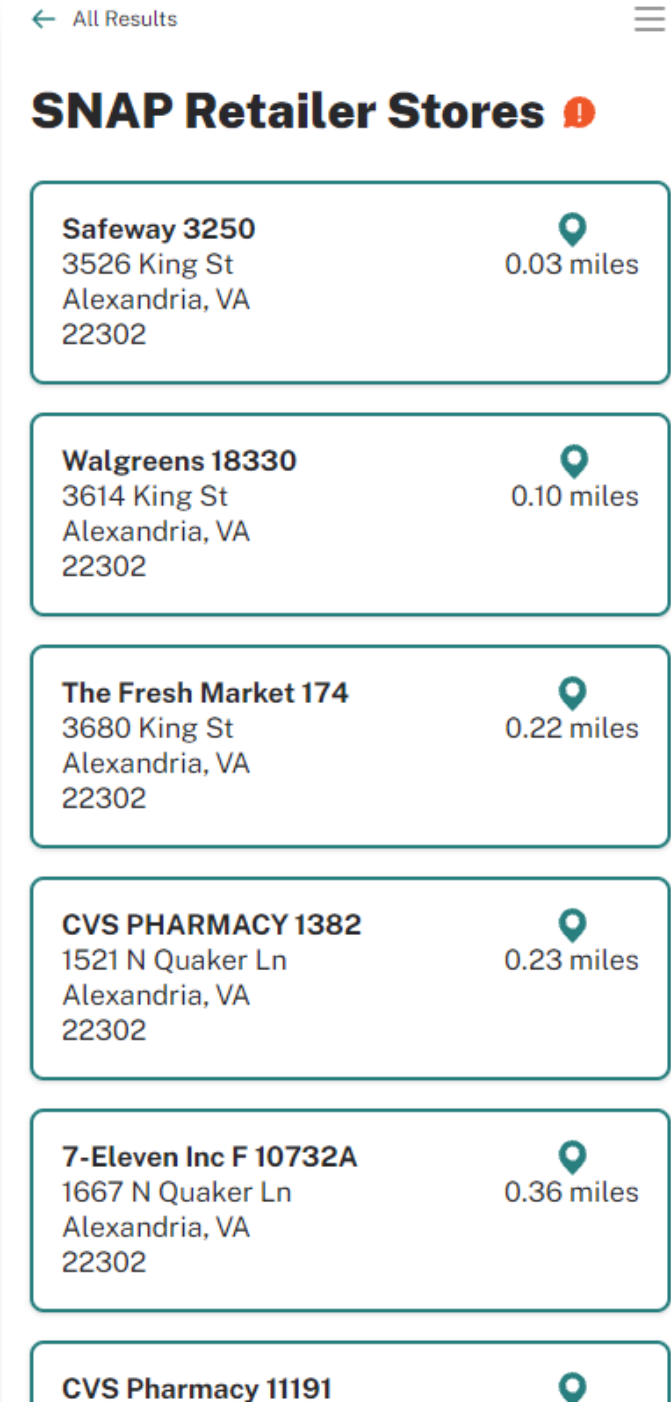
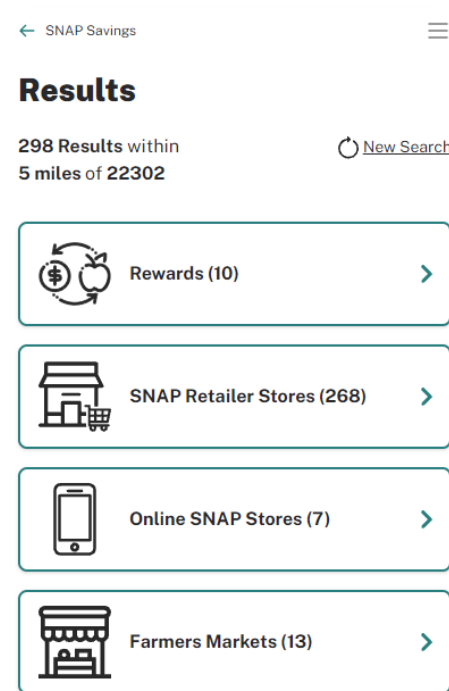
Local SNAP Savings: Rewards

- GusNIP Participating Retailers: The retailers on this list participate in a reward program for purchasing fruits and vegetables (programs may vary by location)
- Plans to add more incentive programs in the future, as available



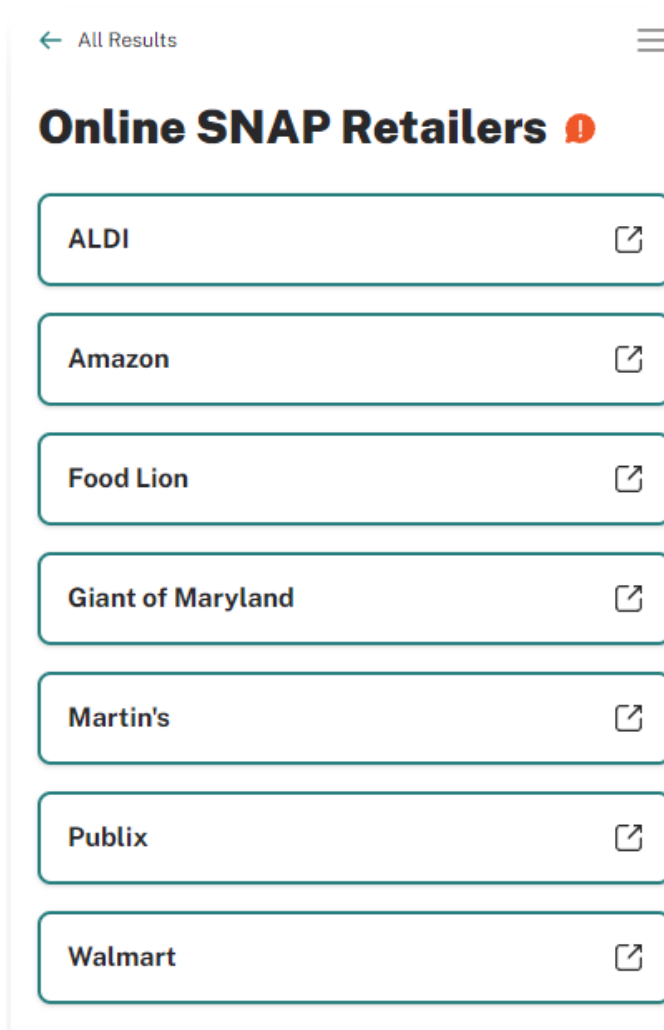
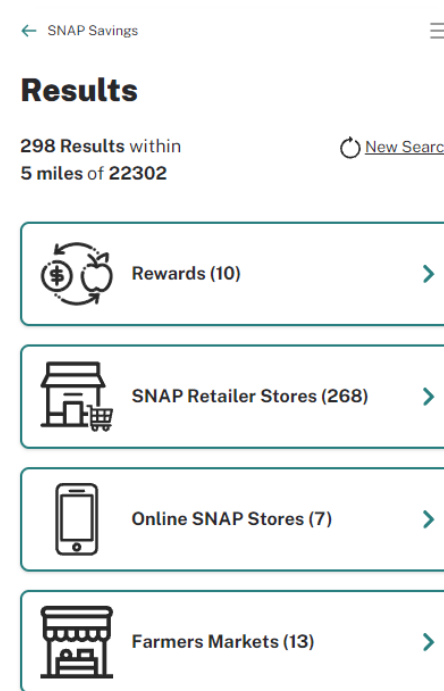
SNAP Retailer Stores

- Retailers that accept EBT cards for in-store SNAP-eligible purchases



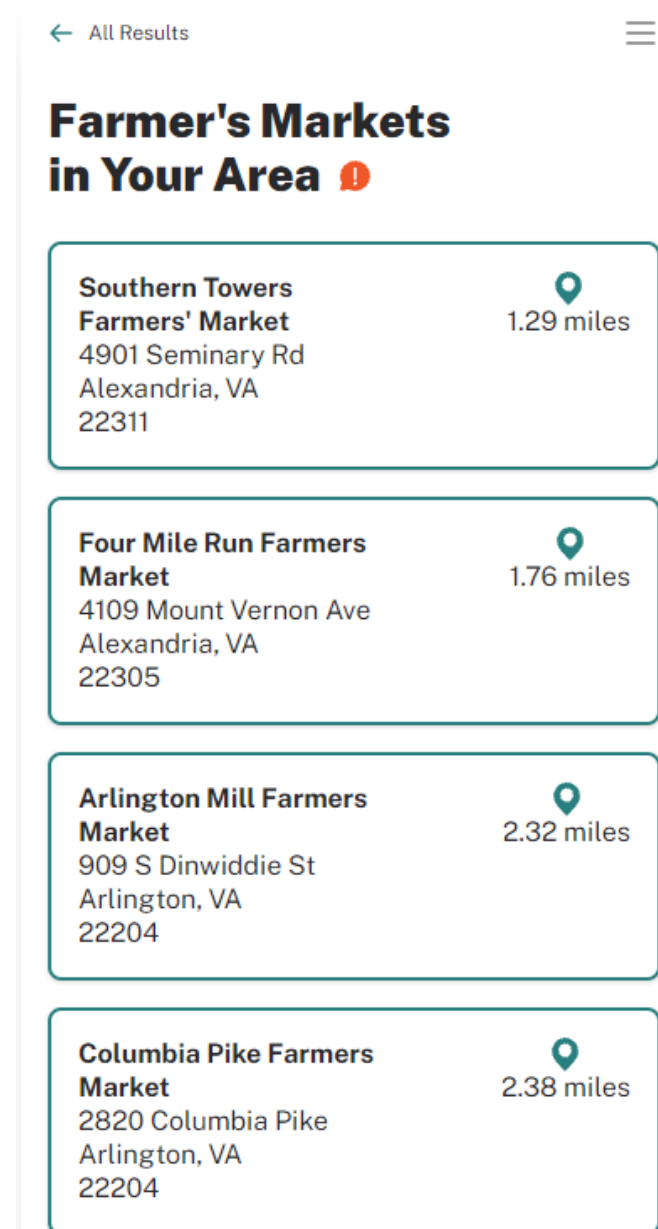
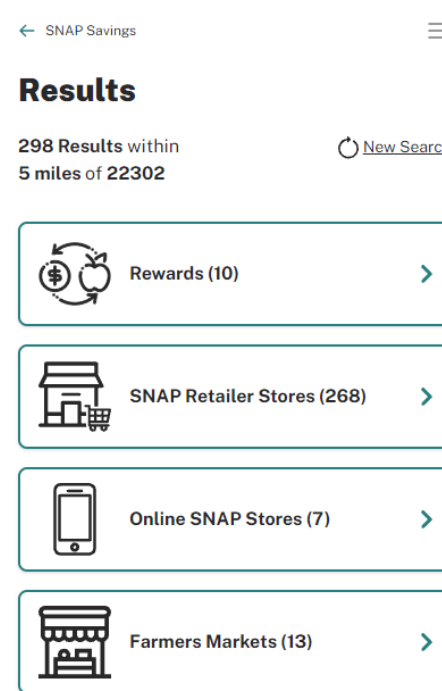
Online SNAP Stores

- Retailers currently participating in a SNAP Online Purchasing Pilot in that area



Farmers Markets

- Farmers Markets that accept SNAP EBT cards



Shop Simple with MyPlate

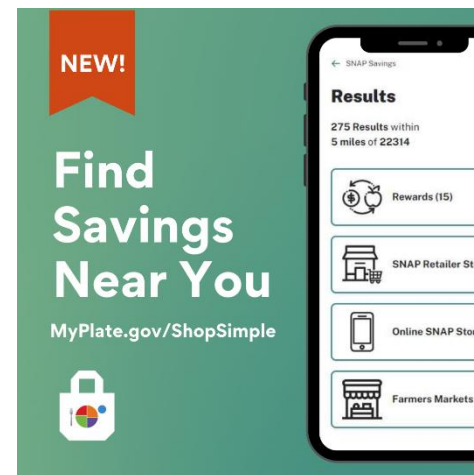
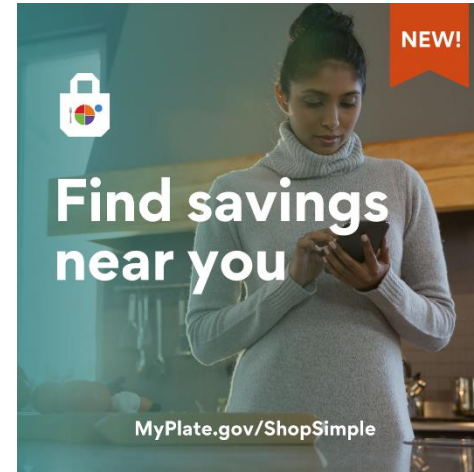
Summary

Shop Simple with MyPlate is a web app to help Americans save money while shopping for healthy food choices, by

1. Finding SNAP savings in their local area
2. Discovering new ways to prepare budget-friendly foods



Promotional images available



Shop Simple with MyPlate

Future goals:

- Add more foods and recipes that represent all Americans
- Add more reward/incentive programs, as available
- Add locator tools for additional food support resources, as available
- Consider making the tool available in other languages



MyPlate Quiz

An official website of the United States government [Here's how you know](#) Log in | Register

USDA MyPlate
U.S. DEPARTMENT OF AGRICULTURE

ABOUT US ASK USDA CONTACT US FNS USDA.GOV

HOME EAT HEALTHY LIFE STAGES RESOURCES PROFESSIONALS MYPLATE KITCHEN

Click here for information on food planning during the coronavirus pandemic.

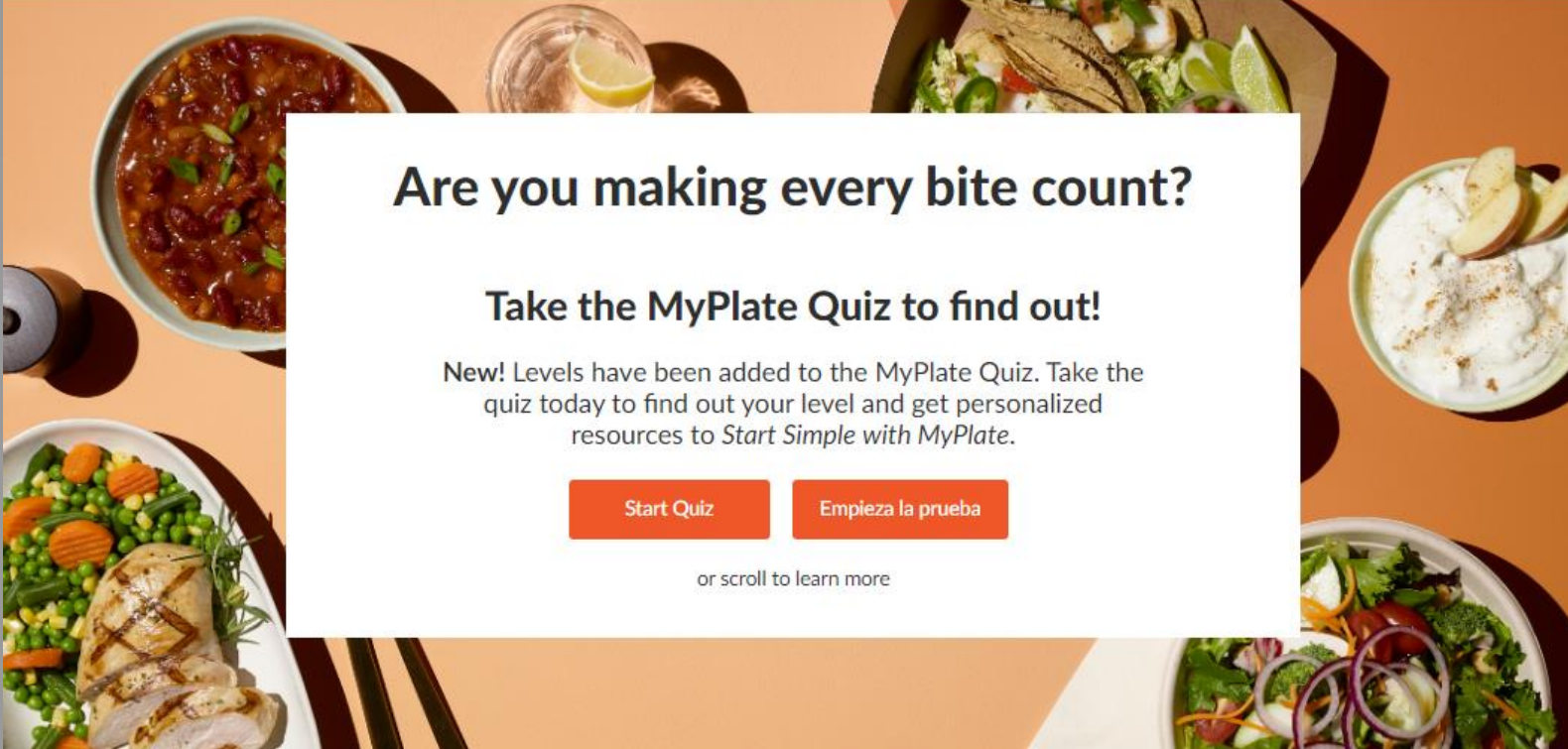
Are you making every bite count?

Take the MyPlate Quiz to find out!

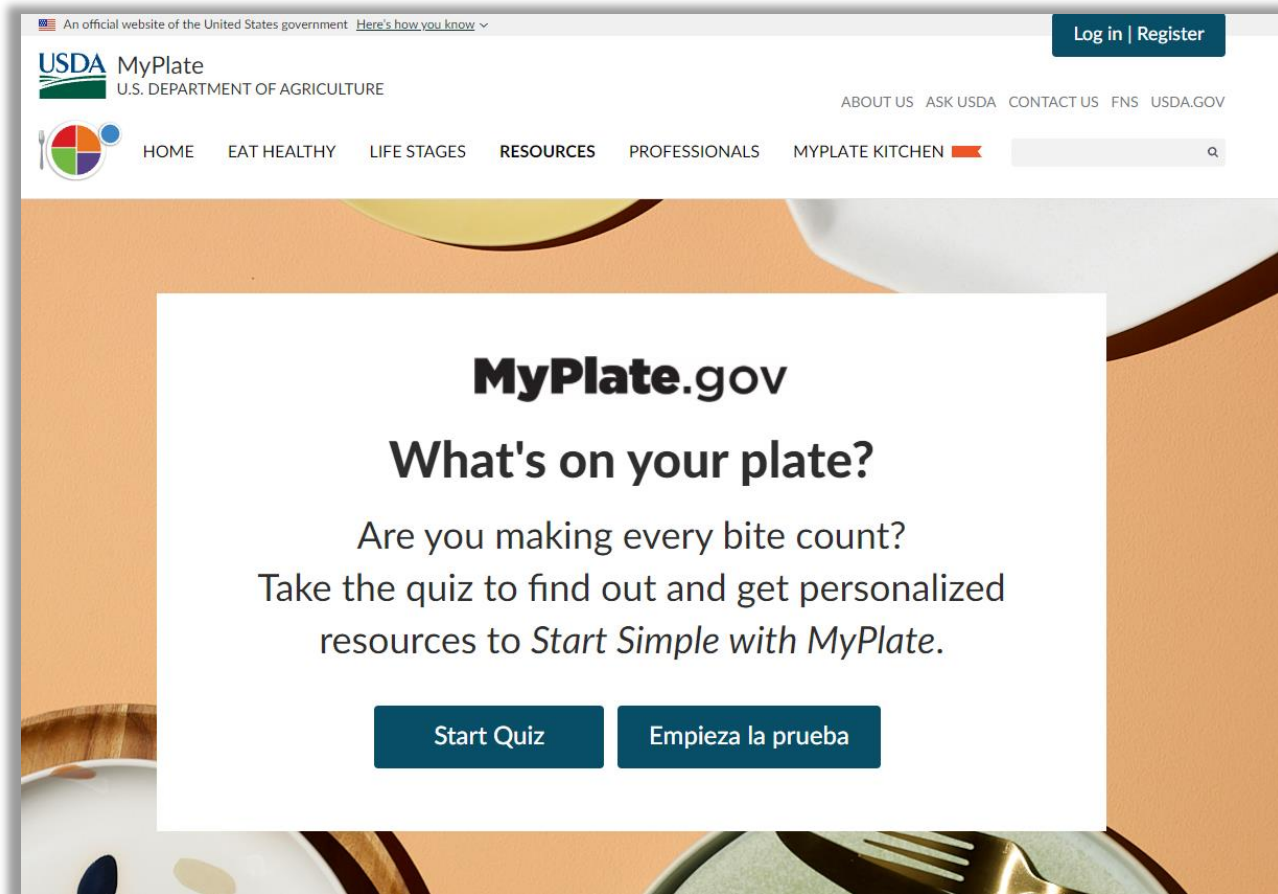
New! Levels have been added to the MyPlate Quiz. Take the quiz today to find out your level and get personalized resources to *Start Simple with MyPlate*.

[Start Quiz](#) [Empieza la prueba](#)

[or scroll to learn more](#)



MyPlate Quiz



An interactive online tool that consumers can use to assess their nutrition knowledge and eating behaviors


Now available in Spanish

Users answer a series of 20 questions about the MyPlate food groups and their healthy eating interests


< Previous Question

How often do you eat from the Grains Group?


Did you know? The Grains Group includes any food made from wheat, rice, oats, cornmeal, barley, or another cereal grain. Bread, pasta, breakfast cereals, grits, and tortillas are examples of grain products. Foods such as popcorn, rice, and oatmeal are also included in the Grains Group.



Never/Rarely
0-2 days per week




Occasionally
3-5 days per week



Often/Always
6+ days per week

Continue

52% Complete



< Pregunta anterior

¿Con qué frecuencia come alimentos del grupo de cereales?

¿Sabía que...? El grupo de cereales incluye cualquier alimento hecho de trigo, arroz, avena, maíz, cebada u otros granos de cereal. Pan, tortillas de trigo, tortillas de maíz, pasta, cereales para el desayuno (fríos), crema de trigo o arroz, y polenta son ejemplos de productos derivados de cereales. Las palomitas de maíz, el arroz y la avena también se incluyen en el grupo de cereales.



Nunca/Casi nunca
0-2 días a la semana



Ocasionalmente
3-5 días a la semana



A menudo/Siempre
más de 6 días a la semana

Continuar

52% Completado

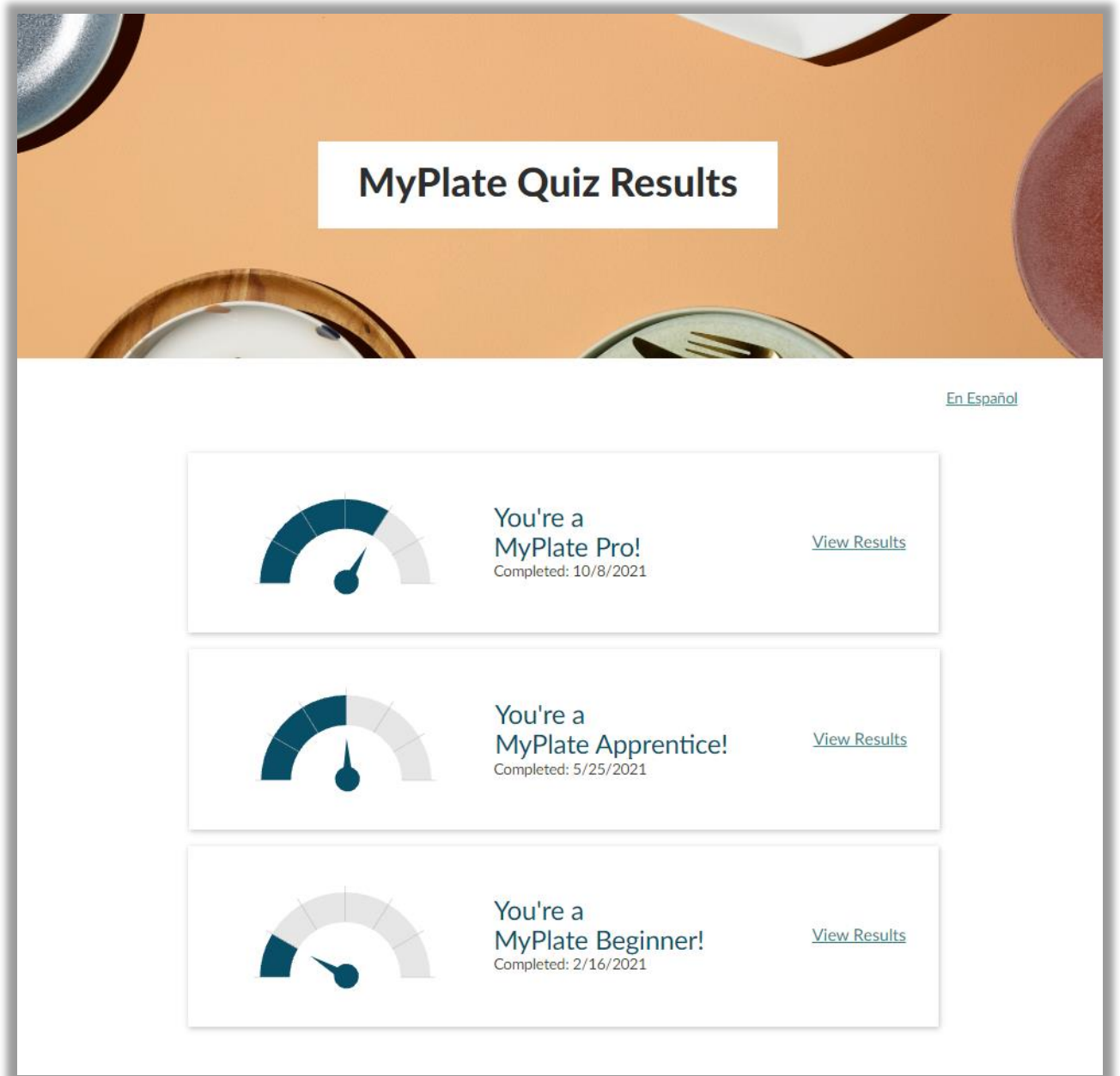


MyPlate Quiz Results page

Consumers receive a snapshot of how they're doing on the MyPlate food groups

The screenshot shows the MyPlate Quiz Results page. At the top, there's a navigation bar with 'Log in | Register' and 'USDA MyPlate U.S. DEPARTMENT OF AGRICULTURE'. Below that, there's a search bar and navigation links like 'HOME', 'EAT HEALTHY', 'LIFE STAGES', 'RESOURCES', 'PROFESSIONALS', and 'MYPLATE KITCHEN'. The main content area features a gauge titled 'You're a MyPlate All Star!' with levels: Beginner, Rookie, Apprentice, Pro, All Star, and Hall of Famer. Below the gauge, it says 'Hey MyPlate User! Check out your MyPlate quiz results and personalized resources.' and 'Do more with your results:' with two buttons: 'Save your Results' and 'Download Results (PDF)'. An orange arrow points to the 'Save your Results' button. To the right, under 'Your Results', there are sections for 'Fruits', 'Vegetables', 'Grains', 'Protein Foods', and 'Dairy'. The 'Fruits' section shows 'You're doing great!' and a slider for 'How often do you eat from the Fruit Group?' with markers for 'Never/Rarely', 'Occasionally', and 'Often/Always'. The 'Vegetables', 'Grains', 'Protein Foods', and 'Dairy' sections also show 'You're doing great!' and 'Review Answers' buttons.

Saved MyPlate Quiz Results



MyPlate Quiz Results page

An official website of the United States government [Here's how you know](#) Log in | Register

USDA MyPlate
U.S. DEPARTMENT OF AGRICULTURE

ABOUT US ASK USDA CONTACT US FNS USDA.GOV

HOME EAT HEALTHY LIFE STAGES RESOURCES PROFESSIONALS MYPLATE KITCHEN

You're a MyPlate All Star!

Apprentice Pro
Rookie All Star
Beginner Hall of Famer

Hey MyPlate User! Check out your MyPlate quiz results and personalized resources.

Do more with your results:

[Save your Results](#)

[Download Results \(PDF\)](#)

Your Results

- Fruits** You're doing great! ✓ ^
How often do you eat from the Fruit Group?
Never/Rarely Occasionally Often/Always
Your Answer
- Vegetables** Review Answers ☰ ▾
- Grains** You're doing great! ✓ ▾
- Protein Foods** Review Answers ☰ ▾
- Dairy** You're doing great! ✓ ▾



United States Department of Agriculture



You're a MyPlate All Star!

Hey MyPlate User!
Here are your results.
Completed: 6-Oct-2021



Fruits

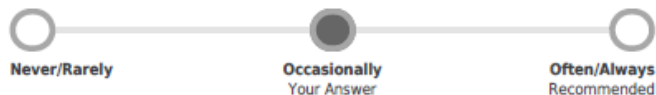
You're doing great! ✓

How often do you eat from the Fruit Group?



Vegetables

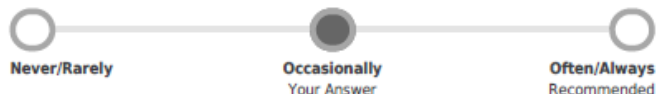
How often do you eat from the Vegetable Group?



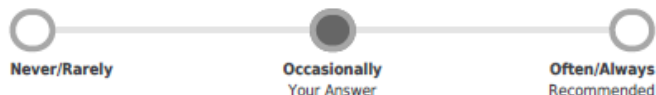
How often do you eat dark green vegetables?



How often do you eat red and orange vegetables?



How often do you eat beans, peas, and lentils?



Grains

You're doing great! ✓

How often do you eat from the Grains Group?



How often do you eat whole grains?

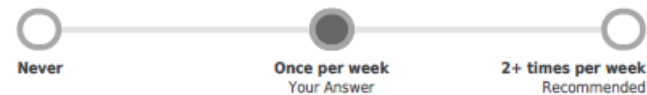


Protein Foods

How often do you eat from the Protein Foods Group?



How often do you eat seafood per week?



How often do you eat other Protein Foods?



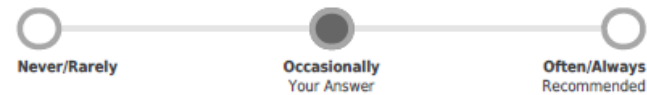
Dairy

You're doing great! ✓

How often do you eat from the Dairy Group?



How often do you drink low-fat (1%) or fat-free (0%) dairy milk?



How often do you drink lactose-free milk or fortified soy beverages (soymilk)?



MyPlate Quiz Results page

Free resources and tools for you

Start Simple with MyPlate App

Use your quiz results code to set food group goals in the [Start Simple with MyPlate app](#)

Your results code:

6 5 1 5 1 8



Available on:  

MyPlate Plan

Get your [MyPlate Plan](#) to see your food group targets – what and how much to eat within your calorie allowance.



MyPlate Kitchen Recipes

Find recipes on [MyPlate Kitchen](#) for all of the MyPlate food groups.

-  [Fruits](#)
-  [Vegetables](#)
-  [Protein Foods](#)

[View all recipes](#)

Tip Sheets



Start Simple with MyPlate

[View the tip sheet](#)



Vary Your Protein Routine

[View the tip sheet](#)



Healthy Snacking with MyPlate

[View the tip sheet](#)



Vary Your Veggies

[View the tip sheet](#)

The results page also provides the user with a list of personalized resources based on their quiz results

- *Start Simple with MyPlate app*
- MyPlate Plan
- MyPlate Kitchen Recipes
- Tip Sheets


Set Goals from the MyPlate Quiz



Start Simple with MyPlate App

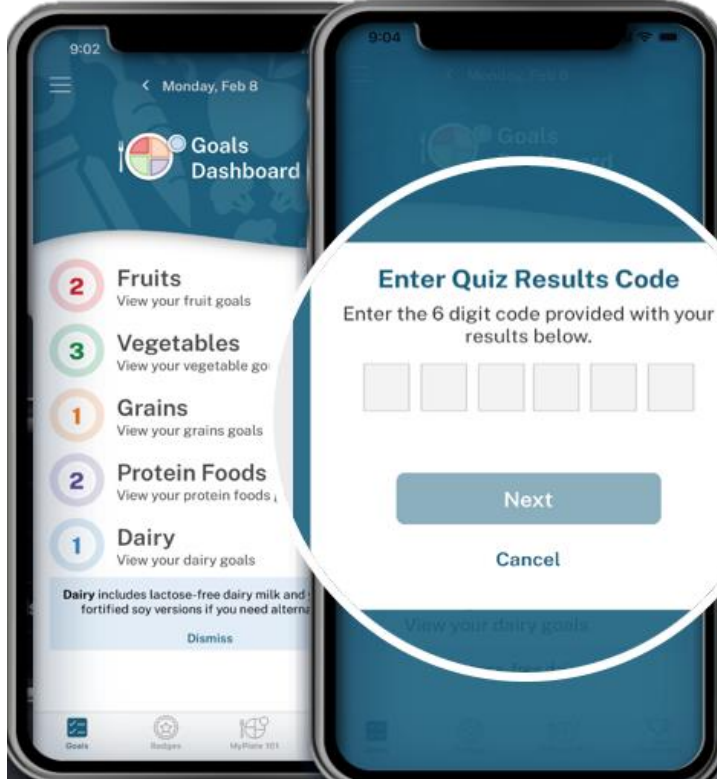
Use your quiz results code to set food group goals in the [Start Simple with MyPlate app](#)

Your results code:

1 6 0 7 1 5



Available on:  



Monday, Feb 8

Goals Dashboard

- 2 Fruits View your fruit goals
- 3 Vegetables View your vegetable goals
- 1 Grains View your grains goals
- 2 Protein Foods View your protein foods goals
- 1 Dairy View your dairy goals

Dairy includes lactose-free dairy milk and fortified soy versions if you need alternatives

Dismiss

Enter Quiz Results Code

Enter the 6 digit code provided with your results below.

Next

Cancel



Pick fruit goals

Set your goals from your results

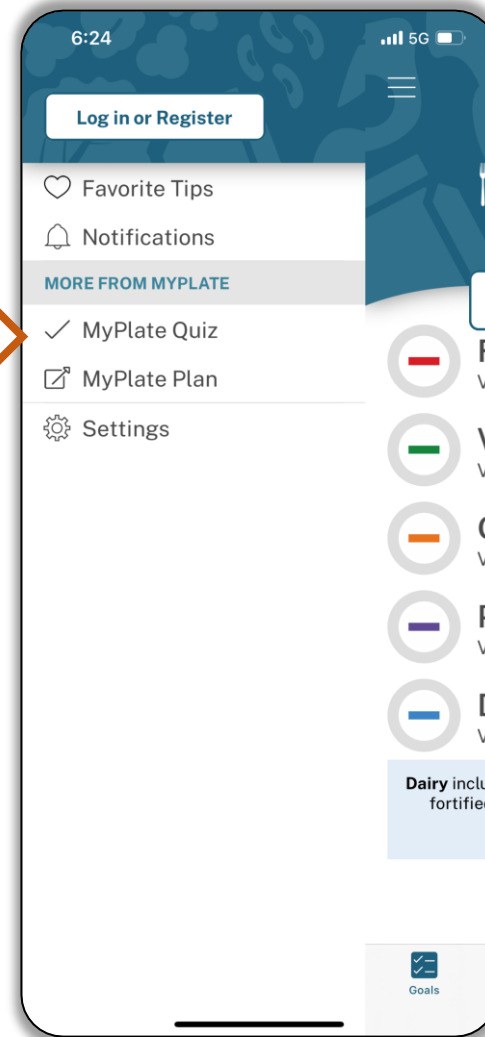
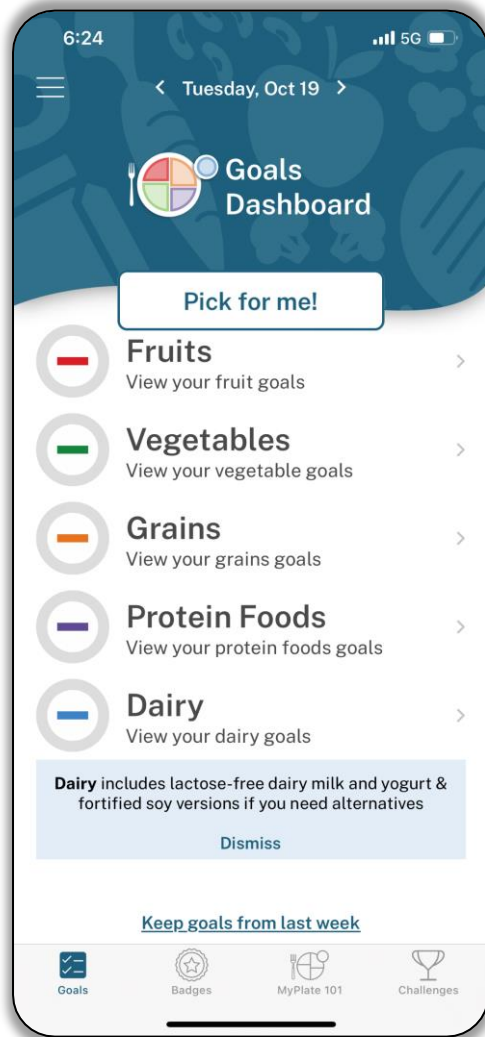
Tap "Set goals from results" to automatically set your goals based on your Quiz Results.

Set goals from results

Keep my current goals

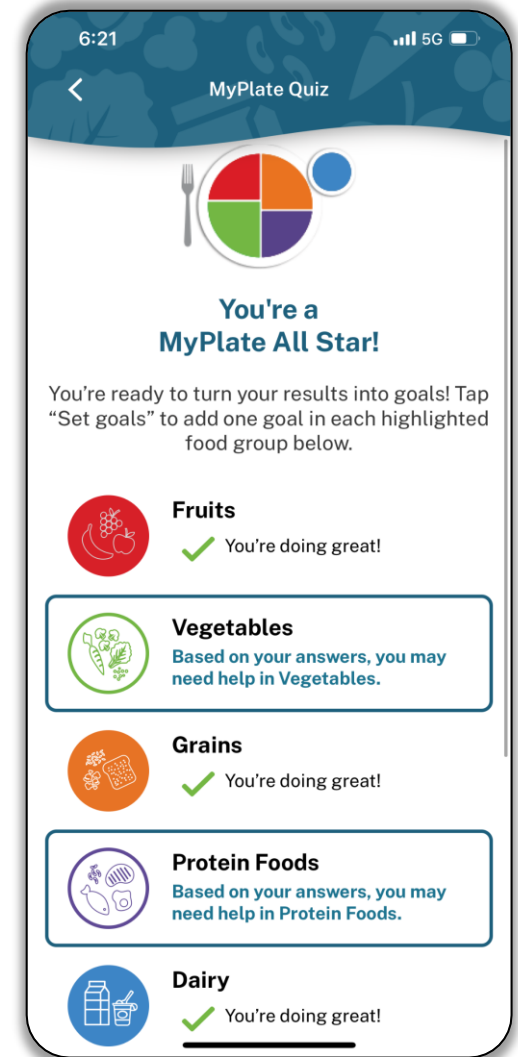
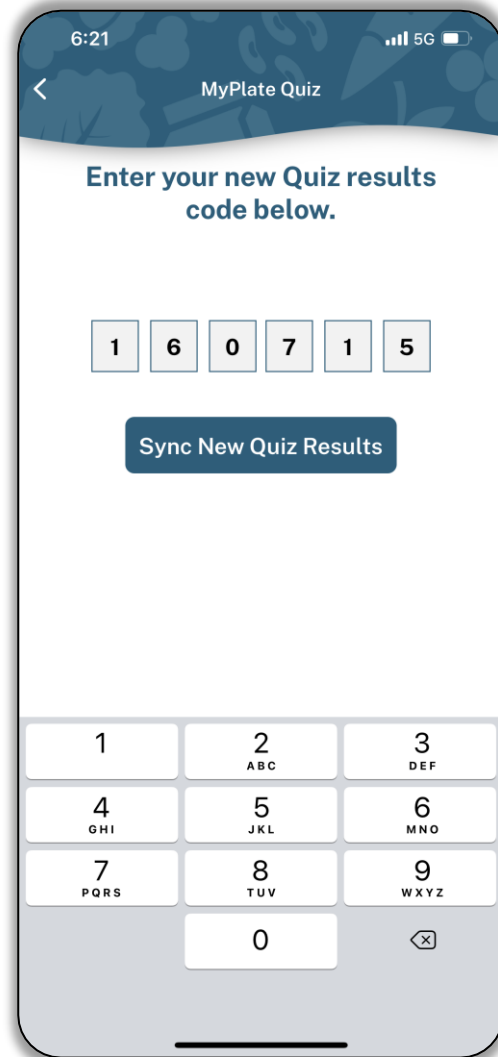
Users receive both a custom 6-digit code & QR code on their quiz results page that can be used to set goals in the *Start Simple with MyPlate* app

— Closer look – Sync with the Start Simple App

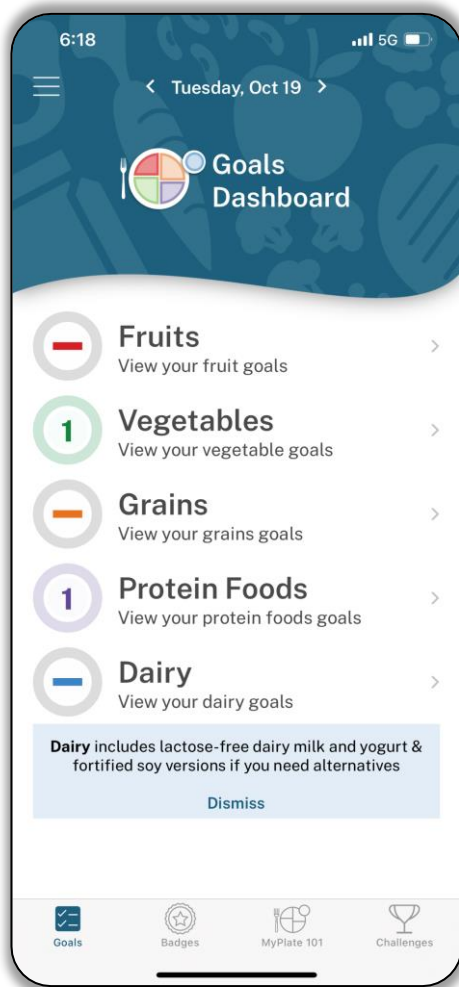


— Closer look – Sync with the Start Simple App

- 1 Enter your Quiz Results Code
- 2 Earn the MyPlate Quiz Badge
- 3 View your MyPlate Level and sync goals



Final Step: Sync with the Start Simple App



Once you set goals from your MyPlate Quiz results, **one goal from each recommended food group will be added to your daily goals**

Note: Goals reset weekly (Monday morning), you can select to 'Keep goals from last week' if you would like to continue to work on them.

New Resources on MyPlate

- **Alexa Skill**
 - 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 Plan PDFs (English & Spanish)**
- **Tip sheet pages are available in Spanish**



MyPlate on Alexa

Future plans:

- Linking users to relevant information on MyPlate.gov through quick links (“For more information about iron sources for your baby, visit myplate.gov/infants”)
- Expanding to ages 2+
- Adding information for those who are pregnant or breastfeeding



MyPlate Plan PDFs

www.MyPlate.gov/MyPlate-Plan

USDA Food and Nutrition Service
United States Department of Agriculture



Start
The benefits of
Start Simple v

A healthy eating routine is important to eat a variety of fruits deciding what to eat or drink, cho

Food G

| | |
|---|---|
| | |
| 2 cups | 2 1/2 cups |
| Focus on whole fruits | Vary your |
| Focus on whole fruits that are fresh, frozen, canned, or dried. | Choose a v fresh, froze vegetables include dar orange cho |

Limit
Choose foo
added suga
Limit:
• Added sug
• Saturated f
• Sodium to

Small cha
ects that add
rtified soy alt
ite count.
4+ Years
rotein
nces
rotein
rotein foods to
od; beans, peas,
salted nuts and
oducts; eggs;
ts and poultry.
tive your way:
en 6 to 17 years o
minutes every day.
ally active at leas

Can
Limitar

| 2 tazas | 2 1/2 tazas | 6 onzas |
|--|--|---|
| <p>ese en las frutas</p> <p>ese en frutas enteras, ser frescas, congeladas, as o deshidratadas.</p> | <p>Varié sus vegetales</p> <p>Elija vegetales de colores variados pueden ser frescos, congelados y enlatados; asegúrese de incluir opciones de color verde oscuro, rojo y naranja.</p> | <p>Haga que la mitad d granos sean integral</p> <p>Busque alimentos de g enteros leyendo la eti de información nutricio la lista de ingredientes.</p> |
| <p>Escoja alimentos y bebidas que sean bajos en azúcares añadidos, grasa saturada y sodio.</p> <p>Limitar:</p> <ul style="list-style-type: none"> • Azúcares añadidos a <50 gramos por día. • Grasa saturada a <22 gramos por día. • Sodio a <2,300 miligramos por día. | | |


forma sencilla
le se acumulan con el tiempo, bocado a bocado.
omience hoy de una forma sencilla con MiPlato.
de la vida y puede tener efectos positivos que se acumulan ranos, proteínas y productos lácteos o derivados de la soya los nutrientes. Haga que cada bocado cuente.
2,000 calorías diarias para mayores de 14 años

Promotional Graphics Available

"Alexa, open MyPlate"

Hands-free healthy eating tips when life gets busy

For parents & caregivers of babies & toddlers



Available as a free resource through the Amazon Alexa app and devices.





NEW


Introducing USDA's

1st Alexa Skill

"Alexa, open MyPlate"



Healthy eating tips for parents & caregivers of babies & toddlers. Available as a **free** resource through the Amazon Alexa app and devices.



MyPlate now available on Amazon Alexa

Find healthy eating tips for babies and toddlers

"Alexa, open MyPlate"

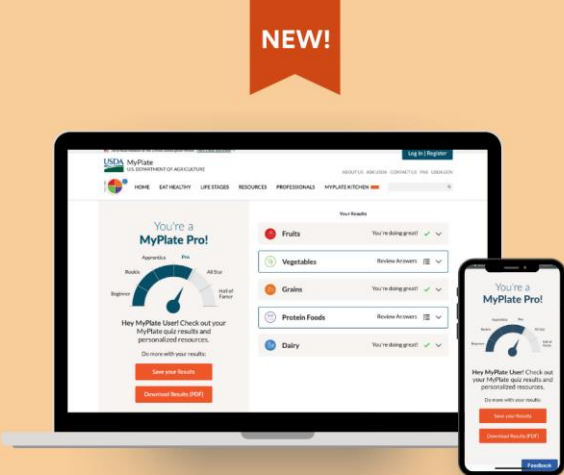


Available as a **free** resource through the Amazon Alexa app and devices.




Promotional Graphics Available

NEW!



Levels have been added to the MyPlate Quiz!



Take the MyPlate Quiz
TO DISCOVER YOUR MYPLATE LEVEL

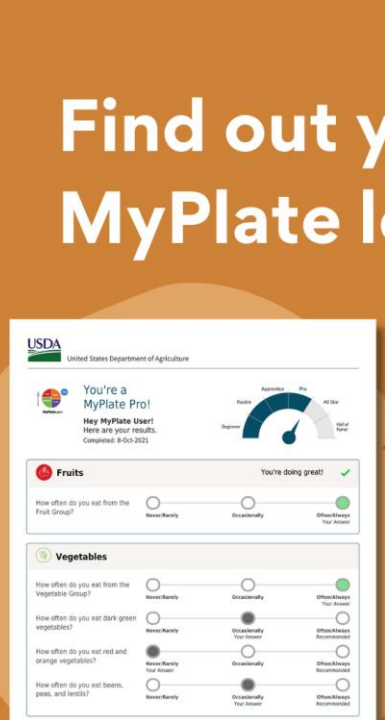


Now available in Spanish!




NEW!

Find out your MyPlate level



The MyPlate Quiz is now available in Spanish!

MyPlate.gov



Thank you!

An official website of the United States government [Here's how you know](#) Log in | Register

USDA MyPlate U.S. DEPARTMENT OF AGRICULTURE

ABOUT US ASK USDA CONTACT US FNS USDA.GOV

HOME EAT HEALTHY LIFE STAGES RESOURCES PROFESSIONALS MYPLATE KITCHEN

Click here for information on food planning during the coronavirus pandemic.

Are you making every bite count?

Take the MyPlate Quiz to find out!

New! Levels have been added to the MyPlate Quiz. Take the quiz today to find out your level and get personalized resources to *Start Simple with MyPlate*.

[Start Quiz](#) [Empieza la prueba](#)

or scroll to learn more

NEW! [MyPlate.gov/ShopSimple](https://www.MyPlate.gov/ShopSimple)

Shop Simple with MyPlate

Broccoli, frozen

Recipes

- Broccoli and Corn Bake
- Cream of Broccoli Soup

Any Questions?