

# Take a *Peak*...



## Take a *Peak* Facts

### **Background**

Promoting health and wellness and providing consumers with the tools and information they need to make educated food choices is a top priority for America's food and beverage companies. GMA/FPA and its member companies are taking the lead by reformulating products, altering marketing practices and investing in initiatives that educate consumers on the importance of a healthy diet and increased physical activity. Since 2002, the industry has introduced more than 4,500 new and reformulated products with more whole grains, reduced calories, saturated fat, *trans* fat, sodium and sugar.

Today, GMA/FPA, its member companies, and our retail partners take another important step in the battle against obesity by providing consumers with a new, innovative program that will bolster our nation's transition into a healthier, fitter society.

In April 2005, the U.S. Department of Agriculture (USDA) introduced MyPyramid, a new symbol and interactive food guidance system that emphasizes the need for a more individualized approach to improving diet and lifestyle. MyPyramid was developed to carry the messages of the *2005 Dietary Guidelines for Americans* and to make Americans aware of the vital health benefits of simple and modest improvements in nutrition, physical activity and lifestyle behavior.

**Take a *Peak*** is a collaborative effort between GMA/FPA, the Food Marketing Institute (FMI), and MatchPoint Marketing to take USDA's MyPyramid to the grocery aisle—where consumers make most of their food choices. Leveraging the vast marketing power of food manufacturers and retailers, **Take a *Peak*** will arm consumers with key nutritional information, when and where they need it most, helping Americans transition to more a more healthful diet.

### **What is *Take a Peak*?**

**Take a *Peak*** is a multi-year, in-store promotion program aimed at bringing MyPyramid, the government's recommendations for healthy eating, into the everyday lives of Americans by reaching them at the point of decision—in their local grocery store—and helping them move a step closer to eating the way the *2005 Dietary Guidelines for Americans* recommend.

### **What is the Goal of the *Take a Peak* Program?**

**Take a *Peak*** seeks to leverage the marketing power of the food industry to help make the federal government's MyPyramid dietary recommendations a part of consumers' everyday grocery shopping experience. By helping consumers make small but meaningful changes that will gradually improve their eating habits and patterns, **Take a *Peak*** will incrementally transition Americans' diets closer to the *2005 Dietary Guidelines*.

### **How does it work?**

- With easy to follow guidance, **Take a Peak** shows consumers how to take small steps to incorporate more foods and beverages into their diets that provide a meaningful amount of nourishment from the five food groups and oils in MyPyramid. The program illustrates to consumers that easy, small changes will yield huge results for themselves, their families and our nation's public health. See the **Take a Peak Nutritional Criteria** for more details.
- **Take a Peak** is like a coach helping consumers take incremental steps on the right track to better health. The program shows consumers that eating healthier can be as simple as walking the aisles of their grocery store and filling their carts with healthier combinations of their favorite foods, including their favorite brands.
- **Take a Peak** will reach millions of Americans through point-of-purchase messages and materials, including educational coupon booklets, aisle banners, informational kiosks, floor graphics, wobblers, displays, "display ready" shippers, and other means (i.e., coupons, weekly specials) at their local grocers.
- **Take a Peak** will reach ethnic and minority populations. Retailers can customize weekly promotions to meet the needs and diversity of their shoppers.

### **What Foods will be Promoted as Part of Take a Peak?**

Only foods and beverages that provide a meaningful contribution toward helping consumers meet the goals of MyPyramid are eligible for promotion under the **Take a Peak** program. See the **Take a Peak Nutritional Criteria** for more details.

### **Will Take a Peak be in My Neighborhood?**

Retailers across 17 states have adopted the **Take a Peak** program, and implementation will begin in more than 2,000 retail locations this year. **Take a Peak** retail locations are expected to grow substantially throughout 2007 and beyond. Retailers and wholesalers are encouraged to participate by calling 877-5PYRAMID or by visiting [www.TapintoMyPyramid.com](http://www.TapintoMyPyramid.com) for more information about the program.

### **Why will Take a Peak work?**

- **Take a Peak** will promote weekly specials of the very foods that help build MyPyramid, making it more economical for all Americans to eat healthier. **Take a Peak** will help dispel the myths that healthy eating is too expensive and hard to do.
- **Take a Peak** provides consumers with ways to steadily transition to healthier diets in a way that fits their lifestyles. The food and beverage industry has introduced thousands of new and reformulated products to help Americans eat healthier and begin making small changes in what they eat with all the taste and convenience consumers demand. The products featured in **Take a Peak** provide consumers with realistic and practical solutions to their food and beverage needs directionally consistent with meeting the ultimate aims of MyPyramid. The featured foods will show how small changes in product choices can help consumers enjoy the foods that provide the most nourishment for themselves and their families.

- **Take a Peak** harnesses the basic economic rules of supply and demand to help produce positive, sustainable changes in public health. Through simple, point-of-purchase messaging, **Take a Peak** will provide concrete advice that encourages consumers to move along a progressive path of good nutrition decisions that will lead to improved health.
- Government and public health guidelines (see [www.smallstep.gov](http://www.smallstep.gov)) show that meaningful, small changes in food choices can produce huge results for individuals and the population.
- Market research shows that consumers respond favorably to positive, simple messages at point-of-purchase.
- Human behavior research supports the concept of gradual, meaningful changes rather than drastic, unrealistic measures to change and sustain overall eating habits and patterns.

For more information on **Take a Peak**, please call or visit:

877-5PYRAMID

[www.TapintoMyPyramid.com](http://www.TapintoMyPyramid.com)