

# Take a *Peak*...



## What They're saying About Take A *Peak*

"I think it could have a significant impact. And I'm really happy that it's happening. The program is really designed not to force anybody to make decisions, but to kind of gently lead the consumer in a direction towards healthier eating and healthier eating and healthier living. And that's really important step because small steps tend to be the lasting steps, the long-term steps. People are very used to going on to fad diets and making drastic changes, but one of the reasons they often fall is because the change is too drastic, too sudden. And this is a program that kind of gets people to where they're going or where they need to be a little more gradually.

With the Take a Peak program, what's significant about it is that you're going to have in-store kiosks and there will be point of decision making concept, helpful information. In other words, you might still buy a can of soup, but you're going to be able to, to find out which soups right up front have less salt in them, have less fat in them, et cetera.

Take a Peak will be promoting – especially with coupons and sort of in-store specials, et cetera, foods that really are consistent with the guidelines – the food pyramid guideline. So that's a good thing. And I especially like that it's really kind of a small steps approach. This is something that's on going not something that should be just done and then forgotten."

- **Dr. Keith Thomas Ayoob**  
**Department of Pediatrics**  
**Albert Einstein College of Medicine**

"We're interested in giving it visibility so consumers know more about the revised guidelines, and it's part of our increasing focus on consumer education."

-**Mike Duffey**  
**Spokesperson of Giant Eagle, Inc.**

"*Take a Peak* is a socially responsible program helping consumers make a transition from where they are today to the recommendations in MyPyramid. I applaud all those who have made this launch possible."

- **Tom Baranowski, Ph.D.**  
**Professor of Pediatrics (Behavioral Nutrition)**  
**USDA/ARS Children's Nutrition Research Center**  
**Baylor College of Medicine**

“GMA/FPA and its member companies are committed to providing consumers with the tools they need to make healthful and informed food choices. This one-of-a-kind program, which combines the government’s nutrition expertise and our industry’s marketing prowess, is an important collaboration that will benefit individual consumers, as well as our nation’s public health.”

**- Cal Dooley**  
**President and CEO, GMA/FPA**

“All our research shows that consumers are eager for healthy food choices and dietary information that will help them control the ingredients in their meals and support healthy eating at home. *Take a Peak* is an excellent example of a valuable collaboration that can reach millions of consumers and change behavior.”

**- Tim Hammonds**  
**President and CEO, FMI**

“The Federal Government will continue to give the general public healthy food guidance. The industry can see where we are headed and can tailor their marketing and R&D toward [*Take a Peak*].”

**- Eric Hentges**  
**Executive Director, Center for Nutritional Policy and Promotion, USDA**

“I am very pleased to see the food industry taking up the challenge to help consumers make healthier choices. We’ve had a tremendous response to MyPyramid and I’m confident that as awareness increases, so will the health of Americans.”

**- The Honorable Mike Johanns, Secretary of Agriculture**

“The menu modeling portion of *Take a Peak* shows that small changes in what a person eats can dramatically improve a person’s diet and move them much closer to the recommendations in the 2005 Dietary Guidelines. It’s wonderful to see the food and beverage industry undertaking such a large scale program to educate consumers on eating healthier.”

**- Theresa Nicklas, DrPH, LN**  
**Professor of Pediatrics**  
**USDA/ARS Children's Nutrition Research Center**  
**Baylor College of Medicine**  
**Former member of the 2005 Dietary Guidelines Advisory Committee**