

# Take a *Peak*...

**Food Product Composition, Consumer  
Health and Public Policy Conference**

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# What is Take a *Peak* into MyPyramid?

- Take a *Peak* is a landmark effort to move the federal government's dietary advice – MyPyramid – from the Internet to the grocery aisle, where consumers make the bulk of their food choices.
- Led by MatchPoint Marketing—a leader in consumer in-store promotions--and supported by the Grocery Manufacturers/ Food Products Association (GMA/FPA) and the Food Marketing Institute (FMI)
- Leverages the vast marketing power of food manufacturers and retailers to expose millions of Americans to move them through the transitional phase to a more healthful eating pattern by following MyPyramid.
- Retailers can adapt TAP to meet the diverse ethnic and cultural needs of their local shoppers, bringing it further to life for shoppers.





The established single, unifying creative theme to accompany 'MyPyramid' is:

# Take a *Peak*...

- Creative theme is inviting and encourages action.
- By taking a peek (peak), theme suggests that consumer may grasp concept at a quick glance.
- Theme leads the consumer to make healthier choices during their grocery shopping experience.



# Publix Direct Mail Brochure (12 page format) Campaign began January 2007



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

look inside  
for over  
**\$24**  
in money-saving  
coupons

GRAINS VEGETABLES FRUIT OILS MILK MEAT & BEANS

AVAILABLE AT  
**Publix.** Take a *Peak...*



# In-Store Promotion's Nutritional Guidelines



The **Take a Peak** nutritional criteria, based on MyPyramid, address foods that:

1. Contribute meaningful portions of a food group – provide at least 1 of the following:
  - Grain Group - 1/2 ounce equivalent of grain, e.g., at least 8 grams of dry whole grains or refined, enriched grains
  - Vegetable Group - 1/2 cup of vegetable or 100% vegetable juice
  - Fruit Group - 1/2 cup of fruit or 100% fruit juice
  - Milk Group - 1/2 cup of dairy
  - Meat & Beans Group - 1 ounce equivalent of meat and beans
2. Limit nutrients to avoid
3. Contribute nutrients to encourage

# National Launch

## Take a *Peak* into MyPyramid

*January 11, 2007 – Washington, DC – National Press Club*

### Keynote Speakers:

- Mike Johanns, Secretary of the U.S. Department of Agriculture
- Cal Dooley, President and CEO of GMA/FPA
- Timothy Hammonds, President and CEO of FMI

### Key Outcomes:

- Demonstrated, with expert support and menu modeling, the validity and benefits of MyPyramid Take A *Peak*
- Unprecedented national media publicity since January 11



# National Launch

## Take a *Peak* into MyPyramid

*January 11, 2007 – Washington, DC – National Press Club*

- Over 100 Newspaper hits nationwide
- Over 75 TV/Radio hits (NBC-CBS-ABC-Fox affiliates)
- Countless online media/blogs

The New York Times The Washington Post San Francisco Chronicle MiamiHerald

AP Associated Press

BRANDWEEK

SN  
SUPERMARKET NEWS

PROGRESSIVE  
GROCER  
THE COMPREHENSIVE SOURCE FOR FOOD RETAILERS

Forbes  
.com

abc NEWS

FOX

CBS NEWS

NBC

MSNBC



# Take a *Peak* into MyPyramid National Media Support

## Key Outcomes:

- MyPyramid.gov Web Traffic week after results



**41.3 million hits**

Highest number since introduction of site in 2005





# TAPintoMyPyramid.com

- Web site specific to in-store initiative
  - Launched January 11, 2007
  - Immediate results - **114,269 hits** in first 20 days



## Menu Modeling Objectives

- To demonstrate, with a series of transitional menus, how small, practical changes in food choices at the grocery store can bring consumers closer to meeting the goals of MyPyramid.
- Illustrate how participation in **Take A Peak** helps consumers move along a path of gradual dietary change to get them closer to recommendations in MyPyramid and, as a result, improve their diet quality as measured by changes in USDA's Revised Healthy Eating Index 2005.



# Menu Modeling Process

Step 1: Create a snapshot of the typical American diet

Step 2: Measure the gap

Step 3: Close the gap

Step 4: Results & validation



# Menu Modeling

- The menu modeling exercise demonstrates that simple, small steps work.

HEI score increases from baseline to week 4:

**40.2 → 93.4**

- Incorporating products that qualify for **Take a Peak** in gradual changes over 4 weeks can dramatically move consumers towards the goals of MyPyramid.