



News Release

FOR IMMEDIATE RELEASE:

June 2, 2011

FOR ADDITIONAL INFORMATION, CONTACT:

Allison Parker, MS, RD

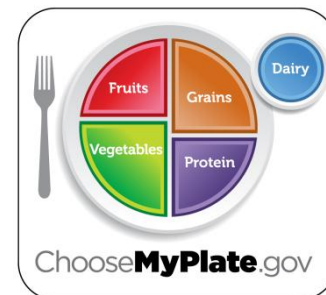
aparker@usapple.org, 1-800-781-4443

Not Sure how to Eat for a Healthy Diet? MyPlate Shows you how

Versatile, Nutritious U.S. Apples and Apple Products can Make up an Important Portion of your 'Plate'

Vienna, VA - Today, Agriculture Secretary Tom Vilsack, First Lady Michelle Obama, and Surgeon General Dr. Regina Benjamin unveiled a new food icon called *MyPlate* which replaces the Food Pyramid (also known as *MyPyramid*). The new icon serves as a reminder for consumers to make better food choices while encouraging them to think about building a healthier plate at meal times.

The new icon is exactly what it says it is—a plate. It helps consumers see how to proportion their food, instead of saying that they should count calories or aim to eat 5 servings of one food and only 2 servings of another (although that level of detail is available on the [website](#)). *MyPlate* emphasizes fruits (like apples and apple products) and vegetables—making them ½ of your plate at each meal—as well as portion size.



At the U.S. Apple Association, we are thrilled that the new icon encourages you to fill at least half of your plate with fruits and vegetables. It shows you where fruits—especially apples and apple products—fit; right on your plate. Many people know that an apple is a great snack all by itself. Did you know it can make a great center-of-your-plate component or meal accompaniment? We have plenty of recipes showcasing how versatile apples and apple products (like juice, sauce or cider) can be. Here are some of our favorites:



- [Ginger Apple Stir Fry](#)
- [Pork Fajitas with Apple Cilantro Salsa](#)
- [Easy Apple-Chicken Curry](#)
- [Cider-Baked Chicken and Sausage](#)

Why now? *MyPlate* is a visual extension of the [2010 Dietary Guidelines for Americans](#), which were released in January 2011. The *Dietary Guidelines* are issued and updated every five years by the United States Department of Agriculture and the U.S. Department of Health and Human Services. They provide authoritative advice about how good dietary habits can promote health and reduce risk for major chronic diseases. Accompanying the new icon are the following tips aimed to help Americans eat better:

- ➔ Build a healthy plate;
- ➔ Cut back on foods high in solid fats, added sugars and salt;
- ➔ Eat the right amount of calories for you; and
- ➔ Be physically active your way.

For more information about U.S. apples or apple products, visit the U.S. Apple Association at www.usapple.org or www.usappleblog.org. Or, sign up for our monthly e-newsletter by clicking [here](#).

###

The U.S. Apple Association (USApple) is the national trade association representing all segments of the apple industry. Members include 40 state and regional apple associations representing the 7,500 apple growers throughout the country, as well as more than 400 individual firms involved in the apple business. USApple's mission is to provide the means for all segments of the U.S. apple industry to join in appropriate collective efforts to profitably produce and market apples and apple products.

Phone 800- 781-4443

Fax 703-790-0845

8233 Old Courthouse Road, Suite 200 ★ Vienna, VA 22182-3816 USA