



# NUTRITION EDUCATION EXHIBITS!

(Exhibits)

## American Dietetic Association Booth #1

Jennifer Horton  
Director of Marketing  
American Dietetic Association  
120 South Riverside Plaza - Suite 2000  
Chicago, IL 60606  
Phone: 312-899-0040  
Fax: 312-899-4739  
E-Mail: [jhorton@eatright.org](mailto:jhorton@eatright.org)  
Web Site: [www.eatright.org](http://www.eatright.org)

American Dietetic Association members are the most valued source of food and nutrition services. Stop by the ADA booth and see the new Web-based Nutrition Care Manual, peruse recent publications, obtain conference materials and pick up a copy of the Journal of the American Dietetic Association. If you are not currently a member, find out how to become an ADA member and lead the future of dietetics.

## Amy's Baby Company Booth #6

Amy Spangler  
Owner  
Amy's Baby Company  
P.O. Box 501046  
Atlanta, GA 31150-1046  
Phone: 770-913-9332  
Fax: 770-913-0822  
E-Mail: [akspangler@mindspring.com](mailto:akspangler@mindspring.com)  
Web Site: [www.amysbabycompany.com](http://www.amysbabycompany.com)  
Amy's Baby Company provides educational products that give parents the confidence they need to breastfeed and professionals the knowledge they need to support breastfeeding.

## Best Start Booth #2

Joe Hecker  
Business Director  
Best Start Social Marketing  
4809 East Busch Boulevard, #104  
Tampa, FL 33617  
Phone: 813-971-2119  
Fax: 813-971-2280  
E-Mail: [jhecker@beststartinc.org](mailto:jhecker@beststartinc.org)  
Web Site: [www.beststartinc.org](http://www.beststartinc.org)

Best Start provides research, strategy, and campaign development, and technical assistance services. In addition, Best Start develops and publishes training, educational, outreach, and advertising materials.

## Body Walk Booth #18

Clarence Moehl  
Director  
TBC Partners  
7301 Watson Road - Suite 207  
St. Louis, MO 63119  
Phone: 314-253-4080  
Fax: 636-376-3808  
E-Mail: [cmoehl@charter.net](mailto:cmoehl@charter.net)  
Smart Bodies is an interactive educational program designed to help prevent childhood obesity. A joint initiative of the LSU AgCenter and the Louisiana Child Caring Foundation, Inc., a subsidiary of Blue Cross and Blue Shield of Louisiana, Smart Bodies integrates classroom activities with hands-on learning to teach children how to build strong bodies and develop active minds.

Booth	Exhibitors
1	American Dietetic Association
2	Best Start Social Marketing
3	Bright Futures/American Academy of Pediatrics
4	Produce for Better Health Foundation
5	Department of Health & Human Services
6	Amy's Baby Company
7	Sportime
8	Horizon Software International
9	International Food Information Council Foundation
10	Centers for Disease Control & Prevention (DASH)
11	Centers for Disease Control & Prevention (Food Safety)
12	WCB Products, Inc.
13	Children's Hospital, Columbus
14	The National Hypertension Association
15	NASCO
16	NEW-LIFESTYLES, Inc.
17	Learning ZoneXpress
18	TBC Partners
19	Wellness, Inc.
20	JMH Education Marketing, Inc.

## Bright Futures Booth #3

MaryJo Reynolds  
Product Manager  
Bright Futures/American Academy of Pediatrics  
141 Northwest Point Boulevard  
Elk Grove Village, IL 60004  
Phone: 847-434-7146  
Fax: 847-434-8780  
E-Mail: [mreynolds@aap.org](mailto:mreynolds@aap.org)  
Web Site: [www.brightfutures.aap.org](http://www.brightfutures.aap.org)

The American Academy of Pediatrics is pleased to present Bright Futures - valuable resources and tools that offer guidelines and proven best practices for a wide range of childhood health issues.

## Centers for Disease Control and Prevention, Division of Adolescent and School Health (DASH) Booth #10

Luis Bravo  
Outreach Manager  
Centers for Disease Control and Prevention, Division of Adolescent and School Health (DASH)  
8737 Colesville Road - #1200  
Silver Spring, MD 20910  
Phone: 240-645-0391  
Fax: 301-565-3710  
E-Mail: [LBRAVO@DANYA.COM](mailto:LBRAVO@DANYA.COM)  
Web Site: [www.cdc.gov/HealthyYouth](http://www.cdc.gov/HealthyYouth)

The Division of Adolescent and School Health (DASH) addresses the prevention of priority health risks among adolescents and youth. The DASH mission is to identify highest priority risks among youth, monitor incidence and prevalence of risks, implement national programs to prevent risks, and evaluate and improve programs. To widely disseminate the latest information about these risk behaviors and effective interventions, DASH has developed numerous resources, several of which utilize the latest computer technology.

## Colorway Booth #4

Steve Wilcox  
Vice President of Operations  
Produce for Better Health Foundation  
5341 Limestone Road  
Wilmington, DE 19808  
Phone: 302-235-2329  
Fax: 302-235-5555  
E-Mail: [swilcox@5aday.org](mailto:swilcox@5aday.org)  
Web Site: [www.shop5aday.org](http://www.shop5aday.org)

PBH is a non-profit nutrition education foundation committed to increasing the consumption of fruits and vegetables. Discover what's new with 5 A Day The Color Way, a "must see" at this FNS conference. Learn about the latest tools to educate your clientele about eating colorful fruits and vegetables.

## Department of Health & Human Services, Office of Disease Prevention and Health Promotion (ODPHP) Booth #5

Lilian Lopez  
Exhibitor  
Department of Health & Human Services, Office of Disease Prevention and Health Promotion (ODPHP)  
11300 Rockville Pike, Suite 900  
Rockville, MD 20852  
Phone: 240-221-4247  
Fax: 301-468-3028  
E-Mail: [llopez@iqsolutions.com](mailto:llopez@iqsolutions.com)  
Web Site: [www.iqsolutions.com](http://www.iqsolutions.com)

The Office of Disease Prevention and Health Promotion (ODPHP), U.S. Department of Health and Human Services, develops and leads a wide range of national disease prevention and health promotion strategies. The ODPHP exhibit will include information about the Dietary Guidelines for Americans, HealthierUS, Steps to a HealthierUS, Healthy People 2010, healthfinder.gov, and health communication.

## Horizon Software International Booth #8

Nelson Vestal  
Tradeshaw Consultant  
Horizon Software International  
5835 Highway 20  
Loganville, GA 30052  
Phone: 800-741-7100  
Fax: 770-554-6331  
E-Mail: [sales@horizon-boss.com](mailto:sales@horizon-boss.com)  
Web Site: [www.horizon-boss.com](http://www.horizon-boss.com)

Horizon Software International, LLC offers a complete A-Z Food Service Management System. In addition to Point of Service and Back of House solutions, Horizon's product offering includes Horizon TrainSmart, a web-based multimedia training tool for foodservice operations providing comprehensive training and critical tracking of your entire staff. It also includes Horizon HealthSmart, a comprehensive nutrition and activity curriculum designed to address your immediate curricular need in the area of childhood nutrition.

## International Food Information Council Foundation

### Booth #9

John Klooz  
Administrative Coordinator  
International Food Information Council Foundation  
1100 Connecticut Avenue, NW - Suite 430  
Washington, DC 20036  
Phone: 202-296-6540  
Fax: 202-296-6547  
E-Mail: [klooz@ific.org](mailto:klooz@ific.org)  
Web Site: <http://ific.org>

International Food Information Council (IFIC) is a nonprofit organization that serves as an information and education resource on food safety and nutrition issues for health professionals, journalists, educators, government officials, and other opinion leaders who communicate with the public. Subscribe to our free bi-monthly newsletter, Food Insight and visit our website at <http://ific.org>

## JMH Education Marketing, Inc.

### Booth #20

Kelly Lynch  
Vice President/Creative Services  
JMH Education Marketing, Inc.  
60 Madison Avenue, Suite 501  
New York, NY 10010

Phone: 212-924-2944  
Fax: 212-924-3052  
E-Mail: [klynch@jmheducation.com](mailto:klynch@jmheducation.com)  
Web Site: [www.jmheducation.com](http://www.jmheducation.com)

This exhibit highlights award-winning examples of grassroots education programs developed on behalf of USDA, FDA, CDC and NHTSA. Featured topics include Food Safety, Handwashing, and Safety/Well-Being. Stop by to explore multi-component programs that reach and engage children in schools; outreach programs that reach communities, families, and consumers to educate on important government issues; and gatekeeper/community educator programs that target specific groups and/or at-risk audiences. Learn how specific tools are used depending on target market and available budget; explore materials/communications vehicles that include brochures, classroom curriculums, posters, oversized/outdoor media, video and Web Sites/interactive media.

## Learning ZoneXpress

### Booth #17

Holly Thorpe  
Administrative Assistant  
Learning ZoneXpress  
Box 1022  
Owatonna, MN 55060

Phone: 507-455-9076  
Fax: 507-455-3380  
E-mail: [holly@learningzoneexpress.com](mailto:holly@learningzoneexpress.com)

Learning ZoneXpress offers you the educational tools, video aides, posters, teaching games, books, software, lesson plans, curricula, teaching aids and more to teach nutrition and life skills using, fun, innovation and relevance. You won't want to miss our new MyPyramid videos, posters, games and tablets, all developed to assist you in taking the mystery out of the new USDA nutritional guidelines.

## NASCO

### Booth #15

Barbara George  
Director of Family and Consumer Sciences  
and Nutrition  
NASCO  
901 Janesville Avenue  
Fort Atkinson, WI 53538

Phone: 920-568-5558  
Fax: 920-563-8296  
E-Mail: [bgeorge@enasco.com](mailto:bgeorge@enasco.com)  
Web Site: [www.enasco.com](http://www.enasco.com)

NASCO Nutrition is well known for its Life/form® food and fat replicas, as well as its many nutrition educational aids including books, games, videos, and hands-on learning materials. Stop by our booth today to see all the tools we have for nutrition and health care

educators everywhere. Featuring the 2005 NASCO 3-D pyramid and other new products based on the USDA/DHHS 2005 Dietary Guidelines.

## NEW-LIFESTYLES, Inc.

### Booth #16

Teresa Vollenweider  
President  
NEW-LIFESTYLES, Inc.  
5201 NE Maybrook Road  
Lee's Summit, MO 64064  
Phone: 816-373-9969  
Fax: 816-373-9929  
E-mail: [teresa@new-lifestyles.com](mailto:teresa@new-lifestyles.com)  
Web Site: [www.new-lifestyles.com](http://www.new-lifestyles.com)

NEW-LIFESTYLES is your all-in-one source for pedometers, accelerometers, activity tracking systems (like EveryStepCounts.com) and program materials. In addition to being the leading supplier of accurate and reliable pedometers & accelerometers – the DIGI-WALKER SW-series, the NEW-LIFESTYLES NL-2000 and the LIFECORDER, NEW-LIFESTYLES offers completely customizable pedometer program support systems. From simple to sophisticated, if you can dream it – we can do it. Come by to see what we have to offer and to experience what's new!

## Rewards that Educate

### Booth #12

Wayne Albright  
President  
WCB Products, Inc.  
3810 Gunn Highway  
Tampa, FL 33618

Phone: 813-960-7000  
Fax: 813-960-2700  
Email: [walbright@questech.biz](mailto:walbright@questech.biz)

WCB Products, Inc., the largest supplier of pedometers to the Government, also manufactures infant and children products that help educate new parents. From Pedometers, to safety spoons, to a unique new "Weaning Sipper Cup" that instantly weans a child, WCB's products teach healthy feeding habits to new parents. **Stop by for a free sample!**

## Snackwise Nutrition Rating System

### Booth #13

Jan Ritter  
Research Dietitian  
Children's Hospital, Columbus  
700 Childrens Drive  
Columbus, OH 43205-2696  
Phone: 614-722-2861  
Fax: 614-722-3454  
E-Mail: [ritterj@pediatrics.oho-state.edu](mailto:ritterj@pediatrics.oho-state.edu)  
Web Site: [www.snackwise.org](http://www.snackwise.org)

The Columbus Children's Hospital, Borden Center for Nutrition and Wellness mission is to use education, advocacy and research in communities and schools as a means to promote optimal health and nutrition. The Snackwise™ Nutrition Rating System is computer software that evaluates the nutritional quality of processed vended snack foods for ten nutritional parameters: calories, fat, saturated fat, fiber, sugar, protein, calcium, iron, and vitamins A & C. Snack foods are rated according to whether the nutritional parameter contributes positively or negatively to a snack food's nutrient balance as either green-best choice, yellow-choose occasionally, or red-choose rarely. Snackwise™ includes point of sale materials to help schools promote and student's select smarter choices.

## Sportime

### Booth #7

Kurt Stone  
Director of Outside Sales  
Sportime  
3155 Northwoods Parkway  
Norcross, GA 30071-1539  
Phone: 770-510-7264  
Fax: 770-325-0599  
E-Mail: [kstone@sportime.com](mailto:kstone@sportime.com)  
Web Site: [www.sportime.com](http://www.sportime.com)

Sportime and partner SPARK (Sports, Play & Active Recreation for Kids) provide solutions/products for your before/after school recreation programs! Years of research and field-testing prove SPARK Active Recreation is effective for children ages 5-14. Sportime offers thousands of innovative products to complement every program. Member of the School Specialty family.

## The Food Safe Schools Action Guide

### Booth #11

Daniel Dater  
Education Program Specialist  
Centers for Disease Control & Prevention (Food Safety)  
2900 Woodcock Boulevard  
Chamblee, GA 30341-4004  
Phone: 770-488-5635  
Fax: 770-488-5771  
E-mail: [dfz4@cdc.gov](mailto:dfz4@cdc.gov)  
Web Site: [www.foodsafeschools.org](http://www.foodsafeschools.org)

The National Coalition for Food-Safe Schools (NCFSS) is an alliance of representatives from a variety of renowned national organizations, professional associations and government agencies that have interest or active involvement in reducing food borne illness in the U.S. by improving food safety in schools. NCFSS developed the Food-Safe School's Action Guide is a multifaceted implementation tool comprised of a variety of products specially designed to help school staff in their efforts to make their school food-safe. The Food-Safe Schools Action Guide can help schools identify gaps in food safety and develop an action plan for becoming food-safe.

## The Organ Wise Guys

### Booth #19

Karen McNamara  
Vice President  
Wellness, Inc.  
3838 Song River Circle  
Duluth, GA 30097  
Phone: 770-844-8686  
Fax: 770-495-0375  
E-Mail: [organwise@aol.com](mailto:organwise@aol.com)  
Web Site: [organwise.org](http://organwise.org)

If you are interested in conveying consistent health messages throughout the lifespan that are effective and fun, come meet The OrganWise Guys! The OrganWise Guys (Hardy Heart, Madame Muscle, The Kidney Brothers, etc.) have been evaluated as effective teaching tools for conveying healthy lifestyle habits that lead to positive behavioral changes. The array of products range from book, activity books, dolls, plush toys, videos and more for children to ready-to-use speaker's kits designed for a variety of audiences such as cardiovascular disease and diabetes, the adolescent audience, the busy, growing family and the active, older adult group. Also see our new line of "MyPyramid" products!

## The Vital™ Program

### Booth #14

Lynn Manager  
Director  
The National Hypertension Association  
324 East 30th Street  
New York, NY 10016  
Phone: 212-889-3557  
Fax: 212-447-7032  
Email: [nathypertension@aol.com](mailto:nathypertension@aol.com)  
Web Site: [www.nathypertension.org](http://www.nathypertension.org)

With the VITAL™ program (Values Initiative Teaching About Lifestyle), the National Hypertension Association is strengthening its hypertension-prevention efforts and combating obesity by instilling healthy lifestyle values, especially with respect to nutrition and exercise, in young children in pre-school, kindergarten and elementary grades. The 8-lesson curriculum is designed to influence children and their parents at a time when the children are most open to new lifestyle-changing ideas. There will be a DVD explaining the 8-lesson curriculum, the Teacher Guide and posters showing the classroom activities.

## USDA and FNS Program Exhibitors

### U.S. Department of Agriculture

#### Food and Nutrition Service (FNS)

U.S. Department of Agriculture (USDA)

3101 Park Center Drive

Alexandria, VA 22302

Contact: Maria Lloyd

Phone: 703-305-1504

Fax: 703-305-2230

E-mail: maria.lloyd@fns.usda.gov

The USDA Food and Nutrition Service ensures access to nutritious, healthful diets for all Americans. Through food assistance and nutrition education, FNS encourages consumers to make healthful food choices. FNS works to empower consumers with knowledge of the link between diet and health by providing dietary guidance based on research. Come and learn about FNS programs and services including the President's HealthierUS Initiative, get your picture taken with Power Panther, the Eat Smart. Play Hard.™ campaign spokescharacter, and much more!

#### Child Nutrition Division (CND)/Team Nutrition

Food and Nutrition Service, USDA

3101 Park Center Drive, Room 632

Alexandria, VA 22302

Contact: Cheryl Wilson

Phone: 703-305-2609

Fax: 703-305-2549

Email: Cheryl.wilson@fns.usda.gov

The Child Nutrition Division, FNS/USDA, provides information on the link between nutrition and learning, USDA's *Team Nutrition*, and the Federal Child Nutrition Programs.

#### Food Distribution Division (FDD)

Food and Nutrition Service, USDA

3101 Park Center Drive, Room 502

Alexandria, VA 22302

Contact: Mary Nagle

Phone: 703-305-2892

Fax: 703-305-1410

Email: Mary.Nagle@fns.usda.gov

The mission of the Food Distribution Division is to strengthen the nutrition safety net through commodity distribution and other nutrition assistance to low-income families, emergency feeding programs, Indian Reservations, and the elderly. Schools that participate in the National School Lunch Program and other institutions also receive commodity food products. Please stop by our booth to meet our staff and learn more about our programs.

Booths	Exhibitors
FNS	Food and Nutrition Service (FNS), USDA
A	Child Nutrition Division, FNS, USDA
B	Food Distribution Division, FNS, USDA
C	Supplemental Food Programs Division, FNS, USDA
D	Economic Research Service, USDA
E	Food Safety and Inspection Service, USDA
F	Cooperative State Research, Education, and Extension Service, USDA
G	National Agricultural Library, Food and Nutrition Information Center, USDA
H	Center for Nutrition Policy and Promotion, USDA
I	Agricultural Research Service, USDA
J	Agricultural Marketing Service, USDA
K	Food Stamp Program – Food Stamp Nutrition Education, FNS, USDA
L	Food Stamp Program – Food Stamp Nutrition Connections, FNS, USDA
M	Department of Defense (DoD) Fresh Produce Program
N	Office of Analysis, Nutrition and Evaluation, FNS, USDA

#### Food Stamp Program (FSP)

Food and Nutrition Service, USDA

3101 Park Center Drive, Room 820

Alexandria, VA 22302

Contact: Alice Lockett

Phone: 703-305-2478

Fax: 703-605-0795

Email: Alice.Lockett@fns.usda.gov

The Food Stamp Program is the cornerstone of the Federal food assistance programs, and provides crucial support to needy households and to those making the transition from welfare to work. Visit our booth or web site to learn more about the Program, including our nutrition education and outreach efforts.  
<http://www.fns.usda.gov/fsp>

#### Office of Analysis, Nutrition, and Evaluation (OANE)

Food and Nutrition Service, USDA

3101 Park Center Drive, Room 1014

Alexandria, VA 22302

Contact: Heather Hopwood

Phone: 703-305-2017

Fax: 703-305-2576

Email: heather.hopwood@fns.usda.gov

The Office of Analysis, Nutrition, and Evaluation conducts program analysis and assessment that informs policymaking and management of Federal nutrition assistance and coordinates cross-program nutrition education and nutrition policy and services. Through its Nutrition Services Staff, OANE leads the effort to integrate research-based, tested nutrition education and promotion strategies into all FNS programs, to promote the health and well-being of program participants. Visit our booth to learn more about our current projects and the latest developments of the Eat Smart. Play Hard.™ Campaign.

#### Supplemental Food Programs Division

Food and Nutrition Service, USDA

3101 Park Center Drive, Room 522

Alexandria, VA 22302

Contact: Robin Young

Phone: 703-305-2730

Fax: 703-305-2196

Email: robin.young@fns.usda.gov

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) provides at no cost, supplemental foods, nutrition education, referrals to health and social services to nutritionally at risk, low income pregnant, breastfeeding and postpartum women, infants and children up to age 5. The exhibit will display how WIC helps.

#### Agricultural Marketing Service (AMS)

US Department of Agriculture

1400 Independence Avenue, SW

STOP 0259, Room 3944-South

Washington, DC 20250

Contact: Elizabeth Crosby

Phone: 202-720-2356

Fax: 202-690-0941

Email: Elizabeth.crosby@usda.gov

Better marketing for farm products is the goal of AMS. Its programs help make the food marketing process the most efficient, dependable, economical and equitable system possible. The commodity procurement program, for example, helps stabilize the market for the benefit of farmers and marketers by purchasing foods temporarily in excess supply. An additional benefit of improved diets occurs when the purchases are donated to schools and other eligible feeding programs.

**Agricultural Research Service (ARS)**

Human Nutrition Research Program  
US Department of Agriculture  
5601 Sunnyside Avenue, 1-2232B  
Beltsville, MD 20705-5130  
**Contact:** Dianne Odland  
**Phone:** 301-504-1633  
**Fax:** 301-504-1641  
**Email:** DianneOdland@ars.usda.gov

The Agricultural Research Service (ARS) is the U.S. Department of Agriculture's principal in-house research arm. The mission of ARS' Human Nutrition Research Program is to conduct basic and applied research to identify and understand how nutrients and other bioactive food components affect health. The ultimate goal of this food-based agricultural research is to identify foods and diets, coupled with genetics and physical activity, that sustain and promote health throughout the life cycle. The exhibit highlights cutting-edge research devoted to providing a nutritious food supply, promoting nutritional health and quality of life, reducing morbidity and mortality associated with chronic diseases, and developing sound dietary recommendations.

**Center for Nutrition Policy and Promotion**

US Department of Agriculture  
3101 Park Center Drive, 10th Floor  
Alexandria, VA 22302  
**Contact:** David Herring  
**Phone:** 703-305-7600  
**Fax:** 703-305-3300  
**Email:** david.herring@cnpp.usda.gov

USDA's Center for Nutrition Policy and Promotion (CNPP) works to improve the health and well-being of Americans by developing and promoting dietary guidance that links scientific research to the nutrition needs of consumers. CNPP projects released in 2005 include the much-anticipated update of the Food Guide Pyramid (MyPyramid), the interactive dietary and physical activity assessment tool (MyPyramid Tracker), and the Dietary Guidelines for Americans 2005. MyPyramid and its interactive website [www.MyPyramid.gov](http://www.MyPyramid.gov) offer more personalized approaches to healthy eating and physical activity and stress the concepts of moderation, proportionality, and variety in food choices, as well as the importance of physical activity and making gradual improvements. Connected to MyPyramid is the online interactive diary and physical activity assessment tool named MyPyramid Tracker ([www.MyPyramidTracker.gov](http://www.MyPyramidTracker.gov)), which enhances the link between good nutrition and the health benefits of regular physical activity.

**Cooperative State Research, Education and Extension Service (CSREES)**

US Department of Agriculture  
1400 Independence Avenue, SW  
Mail Stop 2225  
Washington, DC 20250-2225  
**Contact:** Shirley Gerrior  
**Phone:** 202-720-4124  
**Fax:** 202-720-9366  
**Email:** sgerrior@csrees.usda.gov

USDA's Cooperative State Research, Education, and Extension Service (CSREES) advances knowledge for agriculture, the environment, human health and well-being, and communities. Through partnerships with universities, collaborations with public and private organizations, and coordination with other Federal agencies, CSREES nutrition education and health programs strengthen the nation's capacity to address issues related to diet guidance, health, food safety, and food security. An example of such a partnership is the Children's Nutrition Research Center (CNRC) at the Baylor College of Medicine, one of six federally funded human nutrition research centers. CNRC conducts scientific investigation into the role of maternal, infant and child nutrition in optimal health, development, and growth. Opportunities to learn more about this partnership as well as coordinated activities and partnerships specific to FNS nutrition assistance programs will be available.

**Economic Research Service (ERS)**

US Department of Agriculture  
1800 M Street, NW  
Room N-2154  
Washington, DC 20036  
**Contact:** Joanne Guthrie  
**Phone:** 202-694-5373  
**Fax:** 202-694-5661  
**Email:** jguthrie@ers.usda.gov

The Economic Research Service (ERS) is the main source of economic information and research from the U.S. Department of Agriculture. ERS' Food Assistance and Nutrition Research Program (FANRP) analyzes diet and nutritional outcomes and well-being of needy Americans, food program targeting and delivery, and program dynamics and administration.

**National Agricultural Library (NAL)**

Food and Nutrition Information Center (FNIC)  
US Department of Agriculture  
10301 Baltimore Avenue, Room 105  
Beltsville, MD 20705  
**Contact:** Cathy Alessi  
**Phone:** 301-504-5039  
**Fax:** 301-504-6409  
**Email:** calessi@nal.usda.gov

The Food and Nutrition Information Center (FNIC), part of the National Agricultural Library/USDA, is a leader in disseminating reliable nutrition information resources to educators, providers and consumers. FNIC's award-winning website is the central location for key FNS program websites: Food Stamp Nutrition Connection, Healthy School Meals Resource System, Child Care Nutrition Resource System, and WICWorks. In 2004, FNIC revitalized [www.nutrition.gov](http://www.nutrition.gov) into a website geared towards consumers with a focus on weight management/obesity issues. [Nutrition.gov](http://Nutrition.gov) features up-to-date news and spotlights government resources of interest for the public.

**Food Safety and Inspection Service (FSIS)**

USDA/FSIS/FSES  
2L299, Mail Drop 5268  
5601 Sunnyside Avenue  
Beltsville, MD 20705-5268  
**Contact:** Gertie Hurley  
**Phone:** 301-504-0207  
**Fax:** 301-504-0203  
**Email:** Gertie.hurley@fsis.usda.gov

The Food Safety and Inspection Service (FSIS), a public health agency in the U.S. Department of Agriculture, ensures that the nation's commercial supply of meat, poultry, and egg products is safe, wholesome, and correctly labeled and packaged. FSIS is committed to educating consumers about the importance of safe food handling and how to reduce risks associated with foodborne illness. FSIS manages the toll-free USDA Meat and Poultry Hotline. Food Safety Specialists answer consumers' questions, in English and Spanish, on meat, poultry or egg products: 1-888-MPHotline (1-888-674-6854), TTY: 1-800-256-7072. The Hotline operates year-round, Monday through Friday, 10 a.m. to 4 p.m. EST. Recorded food safety messages are available 24 hours a day, or consumers can "Ask Karen," the FSIS' Web-based automated response system - 24/7. Access the Web site at [www.fsis.usda.gov](http://www.fsis.usda.gov).

Handouts include food safety information—fact sheets, booklets, brochures, magnets, and a variety of food safety-related give-a-ways.

**Department of Defense (DoD) Fresh Produce Program**

7701 Asateague Drive  
Jessup, MD 20785  
**Contact:** Benita Graham  
**Phone:** 410-799-3940  
**Fax:** 410-799-4131  
**Email:** Benita.graham@dla.mil

The Defense Supply Center Philadelphia Produce Division is the worldwide provider of choice for fresh fruits and vegetables. Defense Supply Center Philadelphia in partnership with the U.S. Department of Agriculture, distributes high quality produce to schools, Native American Reservations and other related Food and Nutrition Service Programs. Defense Supply Center Philadelphia uses its diverse network of produce suppliers to distribute over 300 produce items to schools. Deliveries are made at the time and place the school designates. The Defense Supply Center Philadelphia uses as much local produce and produce suppliers as possible, as long as the produce and the suppliers have met all the inspection, security, and contracting criteria required. We continually strive to bring new school districts into the DoD Fresh Produce Program, and continue to serve our regular customers with a high level of produce quality and customer service.

## Table-Top Exhibits

(in alphabetical order)

### 4-H Growing Connections

#### Table #7

Dianne H. Lamb, CFCS, MEEEd  
Nutrition and Food Specialist  
University of Vermont Extension  
310 Main Street  
PO Box 559  
Bennington, VT 05201-0559  
Phone: 802-447-7582 ext 11  
Fax: 802-447-8076  
E-Mail: dianne.lamb@uvm.edu

4-H Growing Connections is a garden-enhanced nutrition education program for youth that includes lessons on planning and planting a garden, developing nutrition and cooking skills, building food security and hunger awareness, and enhancing food safety and preservation skills. Lesson plans that utilize social cognitive theory will be shared, as well as evaluation tools and the impact results of the program during the summer of 2004.

### Arizona Department of Education – Health and Nutrition

#### Table #20

Melissa M. Steinle  
Director, Child and Adult Care Food Program  
Arizona Department of Education  
1535 West Jefferson, Bin 7  
Phoenix, AZ 85004  
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Display of CACFP training materials, outreach material, partnerships with other State agencies, and program growth.

### Breakfast Study Participation in Florida

#### Table #13

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FNMDOE Program Services Director  
Florida Department of Education-FNM  
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It is a well documented fact that eating a good breakfast not only increases student achievement but also reduces absenteeism and improves student nutrition. This project was initiated to gather historical data on statewide breakfast participation in relation to lunch participation. Participation rates have been mapped by school district according to high, above average, below average and low participation. The data analysis has helped determine the extent to which lunch participation is correlated with breakfast participation rates and if these rates vary by grade level (elementary, middle, and high). Findings reveal that districts with higher lunch (“free”) participation rates have higher breakfast participation.

Tables	Exhibitors
1	New Jersey WIC Services
2	New York State Department of Health, Division of Nutrition
3	New York State Department of Health
4	Washington State WIC
5	University of Wyoming
6	University of Vermont Extension
7	University of Vermont Extension
8	Cornell University
9	Iowa State University Extension
10	National Food Service Management Institute
11	Indiana Department of Education
12	Iowa Nutrition Network
13	Florida Department of Education-FNM
14	Washington State Department of Health
15	Florida Bureau of Child Nutrition Programs
16	Kansas State Department of Education
17	Iowa Department of Public Health
18	Montana State University Extension
19	University of New Hampshire Cooperative Extension
20	Arizona Department of Education
21	Administration for Socioeconomic Development, Puerto Rico
22	North Carolina Nutrition Network
23	Texas Department of Agriculture
24	New Mexico State University
25	National WIC Association
26	School Nutrition Association
27	California Department of Health Services
28	National Commodity Supplemental Food Program Association (NCSFPA)

### BREASTFEEDINGPARTNERS.ORG, A Website for Peer Counselors

#### Table #2

Patricia M. Garrett, RD, CDN  
Public Health Nutritionist, Breastfeeding Coordinator  
New York State Department of Health, Division of Nutrition  
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A portion of the USDA Grant, Loving Support Through Peer Counseling, was used to develop a breastfeeding peer counselor website, breastfeedingpartners.org, currently under construction, with a roll out date planned for Mother’s Day. The site will be a resource for peer counselors, WIC staff and WIC mothers. The site is being developed through the New York State WIC Training Center and staffed with a peer counselor. Peer counselors will have access to a password-protected portion of the site where information such as a breastfeeding problem triage, training materials including videos with chat room discussions, updated materials, training manuals, resources and handouts will be available. A section of the site will include breastfeeding customs from a wide variety of countries, cultures and ethnic groups. The site will also act as a conduit for networking among agencies and peer counselors across the State.

### California’s Successful SNAP Experience

#### Table #27

Karen Bertram, MPH, RD  
Public Health Nutrition Consultant  
Women, Infants and Children’s Program (WIC)  
California Department of Health Services  
California’s Successful SNAP Experience  
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Sacramento, CA 95762  
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Fax: 916-928-0706

Learn about California’s successful SNAP process and plan. View interesting facts about FNS programs in California, like the extent to which FNS programs contribute to the agricultural economy. Discuss issues with leaders in the food and nutrition community who run some of the largest nutrition assistance programs in the country.

## Cornell NutritionWorks: Building Capacity of Food and Nutrition Professionals to Address Childhood Obesity in Low-Income Communities

### Table #8

Jamie Dollahite, PhD, RD  
Associate Professor  
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Cornell NutritionWorks, at [www.nutritionworks.cornell.edu](http://www.nutritionworks.cornell.edu), is an interactive, web-based continuing education program for food and nutrition professionals that links research and practice. As part of Cornell NutritionWorks, a new online course on Environmental Approaches to Preventing Childhood Obesity is being created. The purpose of the course is to build the capacity of professionals to address childhood obesity in low-income communities. Course participants can interact with Cornell faculty through an Ask the Nutrition Expert feature, access cutting edge nutrition information, download resources and tools that enhance practice, collaborate with peers through discussion forums, develop action plans, and take self-assessments for continuing professional education units.

## Educating Iowans About Hunger and Food Insecurity

### Table #17

Doris A. Montgomery, MS, RD, LD  
Coordinator, Iowa Nutrition Network  
Iowa Department of Public Health  
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"Food for All? The Status of Hunger in Iowa" is a community-education kit developed collaboratively between the Iowa Nutrition Network at the Department of Public Health and Iowa State University Extension. The kit is designed around a 13-minute video filmed in Iowa and includes a community discussion guide, policy briefs, community assessment tools, and an Iowa-specific website on food insecurity [www.extension.iastate.edu/hunger](http://www.extension.iastate.edu/hunger). While the materials to be exhibited are specific to Iowa, the community-based model could be adapted to other States.

## Exploring Indiana's Fresh Fruit and Vegetable Program

### Table #11

Elizabeth B. Foland, MS, RD, CD  
NET Coordinator, School and Community Nutrition Programs  
Indiana Department of Education  
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Using various media, Indiana schools demonstrate how they operate the Fresh Fruit and Vegetable Pilot (FFVP). Resources including nutrition and marketing materials will be available. Data from student intake surveys will also be shared.

## Food Safety Protocol for Extension Nutrition Assistants

### Table #18

Phyllis Dennee, MS, CFCS  
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Montana State University Extension  
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The Nutrition Education Programs (EFNEP/FSNE) in Montana have featured food demonstrations and food tasting, emphasizing food safety, as part of the lesson series which are taught around the State. A national review of Extension guidelines available for nutrition education programs revealed no complete listing of protocol for food demonstrations, including purchasing, transporting, and storage by Extension staff. With a specific Food Safety Protocol as the goal for the Montana Nutrition Education Programs, the State program coordinators identified the current status of food handling by educators, drafted a protocol document with input from agents and State specialists with expertise in food safety, and presented the draft Food Safety Protocol to all of the EFNEP/FSNE nutrition assistants and their supervising agents for discussion of how the proposed guidelines could best be utilized. The Food Safety Protocol, which is now being utilized in Montana NEP, will be shared with this table-top exhibit.

## Helping Families Eat Better For Less in Wyoming

### Table #5

Cindy Frederick  
Senior Project Coordinator  
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This exhibit will feature successful adult and youth educational materials used throughout Wyoming that can be adapted for your program. Learn about Grazin' the Food Guide Pyramid with Marty Moose, a third grade curriculum that promotes nutrition, physical

activity and acceptance of body size diversity. The adult curriculum features hands-on educational experiences tailored to the learner, with digitized video clips and an accompanying cookbook/text that features simple, inexpensive recipes with nutrition facts and a comprehensive information section. Also featured will be an English/Spanish version of the cookbook, a cookbook for singles and seniors, and newly developed marketing materials for FSNE.

## Inexpensive Nutrition Calendars

### Table #9

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Iowa State University Extension  
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Iowa State University  
Ames, IA 50011  
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This calendar is designed for low resource audiences. The 12-month, 32-page two-color wall calendar features a basic recipe, nutrition facts, cooking tips, and menu suggestions for each month. Each month has attractive line drawings. There is a place for sponsoring agencies to put a label with their contact information. Each year there is a different theme to the calendar. The FY 2006 theme is 1, 2, 3 Cook. It includes: guidelines for reading recipes and measuring ingredients, cooking terms, measure equivalents, and food substitutions, serving sizes, basic cooking equipment, food safety information, and space for emergency telephone numbers. Cost is around \$.75/calendar.

## Interactive Nutrition Education through the Use of a Touch Screen at a WIC Clinic

### Table #3

Heidi C. Militana, RD, CDN  
Public Health Nutritionist  
New York State Department of Health  
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Albany, NY 12204  
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In response to requests from WIC clinics, the New York State Department of Health developed a computer program available to participants in the waiting room to enhance nutrition education provided at the visit. Eight units were developed and are available and are based on the units in our New York State WIC Nutrition Education Curriculum. Participants are free to use the computer program as they wait for their appointment and local agency staff may suggest specific units to participants. Local agency Competent Professional Authorities (CPAs) can discuss, expand on the information provided, or answer question(s) the participant may have about the unit(s) they completed on the computer.

**Lifestyle Balance for Indian Tribes****Table #14**

Gail E. Brandt, RD, MPH, EdD  
Program Manager  
Washington State Department of Health  
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Building 15  
Olympia, WA 98504  
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Display will provide information on Lifestyle Balance training for Indian Tribal Organizations in Washington State. This training provided participants the opportunity to learn and practice skills of conducting an eight week program for tribal members that focuses on individual and family choices that promote healthful eating and active lifestyles.

**National Commodity Supplemental Food Program Association (NCSFPA)****Table #28**

Kathleen Devlin, Immediate Past President NCSFPA  
SNHS/CSFP  
PO Box 5040  
Manchester, NH 03108  
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**Web Site:** www.csfpcentral.org

The National Commodity Supplemental Food Program (NCSFPA) provides high-quality professional development, advocacy, nutrition education and research programs to the 157 members of the Association comprised of state and local CSF program managers and nutritionists. NCSFPA has a vision for the future that healthy foods and nutrition services are available for all eligible seniors, mothers, infants and children through CSFP in all 50 states and is committed to providing initiatives and services that support the vision and the members, facilitate communications with affiliated groups, USDA and Congress, support program expansion and program integrity.

**National Food Service Management Institute****Table #10**

Virginia S. Webb, MS, RD  
Coordinator of On-Site Services  
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The goal of the National Food Service Management Institute (NFSMI) is to provide professional resources that will assist in providing the nation's children with high-quality, nutritious, and cost-effective meals through the Federally funded Child Nutrition Programs. Attendees will have the opportunity to review existing resources, learn how to access NFSMI products from the Web, and discuss services and products with NFSMI staff.

**National WIC Association (NWA)****Table #25**

Cecilia Richardson, MS, RD, LD  
Nutrition Programs Director  
National WIC Association (NWA)  
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The mission of the National WIC Association is to provide leadership to the WIC Community in promoting quality nutrition services; advocating for services for all eligible women, infants, and children; and assuring sound and responsive management of the Special Supplemental Nutrition Program for Women, Infants, and Children. NWA's position papers, legislative agenda, and outreach materials will be featured.

**New Mexico Nutrition "Connections"****Table #24**

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ICAN Program Coordinator  
New Mexico State University  
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PEOPLE . . . PROGRAMS . . . SCIENCE . . . COMMUNITY . . .  
New Mexico puts the pieces of the "Nutrition Connections" puzzle together on a statewide basis through the Ideas for Cooking and Nutrition (ICAN), Cooking With Kids, Kids Cook! and the Navajo Nation Area Agency on Aging projects. These programs expand youth and adult programs for all ages, genders and cultures by exploring and highlighting effective and innovative strategies for educational program delivery.

**North Carolina's Food Stamp Nutrition Education****Table #22**

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Coordinator  
North Carolina Nutrition Network (NCSU)  
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FSNE in North Carolina has been a leader in nutrition education for the Southeast Region since 1997. Five projects making up the 05 Nutrition Education Plan will display curriculum and evaluation instruments/results. The projects target families and their preschoolers, elementary and school aged children, and pregnant teens. The statewide NC Strive for 5 Challenge targets women 35-55 across the state to eat 5 fruits and vegetables and be active 5 days a week for at least 30 minutes.

**Nutrition Education: What's New in New Jersey WIC Services****Table #1**

Patricia A. Zecca, MS Nutrition  
Public Health Consultant I, Nutrition  
New Jersey WIC Services  
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Check out what New Jersey is doing to revitalize Nutrition Education in the WIC Program. The Statewide Nutrition Education Plan was completely revamped and includes new lessons, website links, evaluation tools and a plan to integrate positive 5-A-Day and Physical Activity messages into all nutrition counseling materials and get information on our staff Fitness Challenge.

**PANECO: Puerto Rico's Effort in Nutrition Education****Table #21**

Olga Bernardy-Aponte  
Auxiliary Administrator for Operational Services  
Administration for Socioeconomic Development,  
Puerto Rico  
Roberto H. Todd Avenue, #500  
San Juan, Puerto Rico 910  
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PANECO: Puerto Rico's effort in nutrition education. The exhibit will have brochures with the description of the program, TV commercials, pictures of activities, and program promotion.

**Power Panther Programs****Table #16**

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State Director  
Child Nutrition and Wellness  
Kansas State Department of Education  
120 SE 10th Avenue  
Topeka, KS 66612  
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Kansas has developed and implemented nutrition education programs utilizing USDA's spokes-character, Power Panther and his message EAT SMART. PLAY HARD.™ The first of the series was Power Panther Pals, an 8-week program for 4th, 5th, and 6th graders that promotes good nutrition and increasing physical activity. Power Panther Professionals targets school and child care professionals that serve as role models for youth. The newest program, Power Panther Preschool, is currently being launched in child care centers throughout the State.

## School Nutrition Association (formerly ASFSA)

### Table #26

Ev Beliveau, RD, SFNS

Director of Nutrition & Education

School Nutrition Association (formerly ASFSA)

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Alexandria, VA 22314-4287

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800-877-8822 ext. 102

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The Child Nutrition Foundation (CNF) provides high-quality professional development, financial aid and research programs to child nutrition professionals and members of the School Nutrition Association (formerly ASFSA). The Foundation's commitment to the child nutrition community is integral to implementing positive change in school meals and, ultimately, to the health of school children. CNF is committed to providing programs and services that fund and support the School Nutrition Association. Some new materials that will be featured at this conference are: Healthy Edge; Local Wellness Policy resources; Prime Purchasing Practices (if ready in time); SFNS Study Guide; Expanding Breakfast; and Keys to Excellence.

## Snack Smart Move More

### Table #15

Brenda J. Crosby, LD, RD

Public Health Nutritionist

Florida Bureau of Child Nutrition Programs

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Snack Smart Move More is a unique campaign created by the Florida Interagency Food and Nutrition Committee used to encourage Florida's citizens to choose healthy snacks and participate in regular physical activity. A resource manual, the main product of this campaign, contains a literature review on healthful snacking and the benefits of physical activity, as well as lesson plans and activities for all different ages. As noted in the State Nutrition Action Plan, this campaign was distributed to WIC clinics, health departments, child care centers, juvenile homes, residential child care institutions, adult care centers and extension offices. Various exciting campaign materials will be displayed at the exhibit.

## Square Meals – A Program of the Texas Department of Agriculture's Food and Nutrition Division

### Table #23

Susan Hildebrand

Education Manager

Texas Department of Agriculture

1700 North Congress Avenue

Austin, TX 78701

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Since when is it cool to be square? When it comes to eating, of course. The Texas Department of Agriculture's Square Meals Program offers a variety of materials and resources to help schools, parents and children navigate their way to good nutrition.

## Step into Health

### Table #6

Dianne H. Lamb, CFCS, MEd

Nutrition and Food Specialist

University of Vermont Extension

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Bennington, VT 05201-0559

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Step into Health, a walking curriculum developed for use with rural underserved women in conjunction with nutrition education programs, will share information on six mini-lessons, pre and post surveys that utilize the stages of change continuum, and evaluation result information.

## Stepping into the 21st Century with Social Marketing

### Table #19

Valerie A. Long, MOE, RD, LD

FSNE Coordinator

University of New Hampshire Cooperative Extension

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Boscawen, NH 03303

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This exhibit will illustrate and inform conference attendees about the New Hampshire Food Stamp Nutrition Education (FSNE) program social marketing campaign. This successful campaign includes nutrition education newsletters sent three times per year to all food stamp recipients, television commercials which reinforce concepts in the newsletters, home study courses for seniors and youth, and a comprehensive evaluation of the campaign. Also developed, as part of this social marketing model, is a unique recruitment mechanism.

## The Bold and Beautiful Book of Bean Recipes

### Table #4

Heidi E. Feston

Training Consultant

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When it comes to beans and bean recipes, Washington State WIC has re-designed what used to be boring... into a fun, engaging and overall "bean-riffic" recipe book. We will be sharing our new recipe book that has "bean" designed with WIC in mind. The book is a new way of looking at the topic of bean cookery and incorporates the Stages of Change Model.

## Working Outside of Program Silos in Iowa

### Table #12

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Iowa Nutrition Network

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Des Moines, IA 50319

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The Iowa Nutrition Education Network within the Department of Public Health, Team Nutrition within the Department of Education, and Iowa State University Extension came together with other partners in the network to develop a social marketing campaign that would convey a consistent message that could be used by FNS programs in Iowa. The resulting fruit and vegetable campaign, Pick A Better Snack, has continued to be a core element of education programs across the State. Materials developed with Pick A Better Snack have been used in schools, early childhood settings, at point-of-service in retail, and with older adults in congregate meal settings. Examples of how FNS programs and State partners are using the campaign will be shared through photographs and materials.