

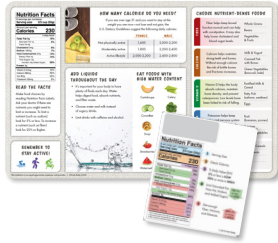


IMPROVING THE WAY AMERICANS EAT & MOVE

POC: Cheryl Tallman, owner | 231-487-2113 | cheryl@freshbaby.com | 523 East Mitchell Street, Petoskey, MI 49770 | freshbaby.com

CORE COMPETENCIES

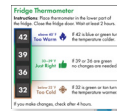
Products that provide the opportunity for all people to live their healthiest life possible.



 **NUTRIENT DENSITY**




 **HEALTH EQUITY**



 **COST CONSCIOUSNESS**



 **PHYSICAL ACTIVITY**

CAPABILITY NARRATIVE

Fresh Baby is a **nutrition education company** which specializes in developing products that will **empower users to make healthy choices in their daily lives**. For more than 20 years, our mission has been to reduce U.S. diet-related chronic disease rates through products that encourage nutritious food choices and promote physical activity. Our products **align with government health and nutrition program objectives** by reinforcing learning through everyday use.

Program-oriented education products focused on:

- Cooking and food safety
- Healthy eating patterns for all ages
- Grocery shopping
- Farmer's markets
- Improving physical activity
- Birth through 24 months infant and toddler feeding

These products are used by **USDA Nutrition Programs and HHS Healthcare Programs**.

PAST PERFORMANCE

2023 Snapshot:

- 15 Statewide purchases
- 691 Government accounts
- Over \$4 million awarded

Recent Statewide Purchases:

- WIC Program: \$461,000
- Senior Farmer's Market: \$110,307
- Public School District: \$129,730
- SNAP-Ed Program: 125,430

CORPORATE DATA

UEI: CPVHFG8NAU36
DUNS: 163712412
CAGE: 6KY32



NAICS Codes:

326199 (primary), 326111, 326299, 332215, 511130

PSC Codes:

7240, 7340, 7610, 7690, 7330, 7290, 7350, 7360

We are the **SOLE SOURCE** provider of all Fresh Baby products.



USDA MYPLATE GOLD CHAMPION NATIONAL STRATEGIC PARTNER

We accept purchase orders and government purchasing cards.

DIFFERENTIATORS

Strategically Committed: We were awarded "Gold Champion" status by the **USDA MyPlate National Strategic Partner Program** in recognition for our efforts to make MyPlate a household name. We are actively engaged in public hearings and conferences to ensure our products are designed to have the greatest impact on the **National Strategy on Hunger, Nutrition, and Health to end hunger and reduce diet-related chronic diseases**.

Example: Custom Plates for tribal organizations to connect MyPlate with culture, language, and indigenous foods for improved acceptance.

Subject Matter Expertise: We are a team of nutrition experts who channel our skills through products, rather than services. Our products are much more than promotional items — they are powerful decision support tools.

Example: Our MyPlate Dairy Training Cup is a reminder to include the correct serving size of dairy in a child's meal and helps a child learn to drink from an open cup.

Lesson Integration: Unlike written take-home materials, our products encourage nutrition program participants to integrate their new knowledge into daily activities.

Example: Our Fruit and Vegetable Bag makes hauling groceries easier while providing tips for making healthy choices on a budget.