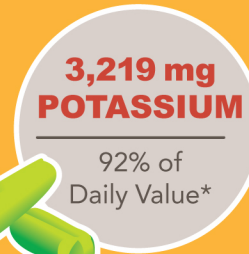
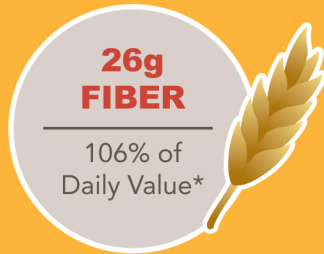


ACHIEVE THE DIETARY GUIDELINES FOR AMERICANS WITH FROZEN FOODS

Americans are striving for nutritious and affordable meal options that are easy to prepare. To evaluate the feasibility, nutritional value and affordability of a weekly menu consisting primarily of frozen foods, menu modeling was used to bring recommended U.S. Department of Agriculture (USDA) food patterns to life with frozen foods.

FROZEN FOODS ARE NUTRITIOUS

Daily menus met more than **90%** of most primary nutrition targets.



FROZEN FOODS ARE A REAL VALUE

Menu costs fell within USDA's Moderate Cost Plan of **\$59.70 PER WEEK.**

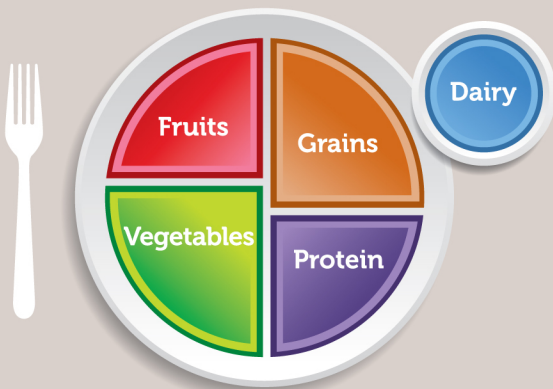
DAILY COST \$8.52

WEEKLY COST \$59.66

* Percent Daily values are based on a 2,000 calorie diet.

FROZEN FOODS PROVIDE WELL-BALANCED OPTIONS

All food groups are well represented in the frozen food aisle.



FOOD GROUPS	MY PLATE GOALS	FROZEN FOOD MEAL PLAN
Grain	6 ounces	6.5 ounces
Vegetables	2.5 cups	2.5 cups
Fruits	2 cups	2.2 cups
Dairy	3 cups	1.9 cups
Protein	5.5 ounces	5.4 ounces

FROZEN FOODS ARE A SENSIBLE CHOICE

"Better-for-you" options are available in the frozen food aisle to make it easier for consumers to control intakes of calories, fat, sugar, saturated fat and sodium.



A WEEKLY MENU COMPRISED OF 95% FROZEN FOODS ACHIEVES GOVERNMENT RECOMMENDATIONS

Results from menu modeling show that realistic, balanced and affordable menus featuring mostly frozen foods can meet energy, nutrient and cost goals based on recommendations from the Dietary Guidelines for Americans, MyPlate and USDA's Moderate Cost Food Plan.



Today's Dietitian November 2015 Supplement: "Menu Modeling Demonstrates Feasibility, Nutritional Value and Affordability of Frozen Foods"