



Fresh Baby, LLC
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Capability Statement



Core Competencies: Nutrition Education Products for All Ages

MyPlate Dinnerware



Food Safety & Cooking



Shopping



MyPlate 0-5



Past Performance

Our 560+ customers are WIC, SNAP-Ed, EFNEP, FMNP, CACFP, Head Start and Food Bank programs. In the past 3 years, we've had over 40 State-wide contracts.

YEAR	GOV'T. ACCOUNTS	STATE-WIDE PURCHASE	AWARDS OVER \$3,000	AWARDS OVER \$25,000	LARGEST AWARD
2017	560	15	127	11	\$265,000
2016	416	13	86	10	\$160,160
2015	313	12	75	15	\$101,402
2014	274	15	41	8	\$618,000
2013	236	19	42	2	\$199,000

About Us

Fresh Baby started in 2002 with the mission to help reduce U.S. obesity rates. Our performance demonstrates our commitment to achieving this goal. We develop innovative nutrition education products that are designed for participant success. Our products are not just great teaching tools in offices, clinics, and classrooms, but they also provide positive reinforcement at home, resulting in participants making healthy lifestyle choices.

We're a USDA MyPlate National Strategic Partner which ensures our products' consistency with the US Dietary Guidelines and public health initiatives nationwide. With a centrally located warehouse, we can offer space saving solutions that include storage, drop ship and order-by-location services.

We strive for a smooth purchasing experience by being the sole source for our products, keeping registrations up-to-date and maintaining relationships with procurement officers. Our woman-owned, small business and HUBZone certifications can also apply to meeting diversity objectives.

Differentiators

- USDA MyPlate National Strategic Nutrition Education Partner ensures product messages are consistent with US Dietary Guidelines and public health nutrition initiatives.
- Education-based products support multiple nutrition messages and can be used in various teaching situations, including long-term behavioral changes at home.
- In-house custom product design service improves program recognition and retention.
- Product testing meets or exceeds U.S. government and state regulations to assure participant safety.

Codes

NAICS
 423220
 424130
 424210
 424330
 511130

PSC
 7240
 7340
 7610
 7690
 7330
 7290
 7350
 7360

CAGE Code:
 6KY32
DUNS:
 163712412

We accept Purchase Orders & Government Purchasing Cards (MasterCard, Visa & AMEX)