



Fresh Baby, LLC
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Capability Statement



Core Competencies: Nutrition Education Products for All Ages



Past Performance

We work with WIC, SNAP-Ed, EFNEP, FNMP, CACFP, Head Start and Food Bank programs. Our most notable contracts include:

- MyPlate Dinnerware products (Plates, Cups, Placemats) for WIC statewide contracts in CO, HI, IN, LA, MA and MD
- MyPlate Elementary School Plate, Cup and Gym bag set for Food Bank of NYC
- So Easy Toddler Food Cookbooks for WIC statewide purchase in WA, IN and NV
- MyPlate Grocery Bags for statewide use in IN WIC, AL WIC and the Penn State EFNEP program
- Farmer's Market Bags for statewide use in DE, IA, RI and SC WIC programs

YEAR	GOV'T. ACCOUNTS	STATE-WIDE PURCHASE	AWARDS OVER \$3,000	AWARDS OVER \$25,000	LARGEST AWARD
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
2012	175	9	44	4	\$199,000

Differentiators

- USDA MyPlate National Strategic Nutrition Education Partner and Partnership for Healthier America Drink Up Campaign Sponsor ensures message consistency.
- In-house art department develops custom designed products to fit program needs.
- Product and Nutrition Education all-in-one items offer improved value and utility.
- Product testing meets or exceeds U.S. government and state safety regulations.

About Us

Fresh Baby, established in 2002, is a USDA MyPlate National Strategic Partner and PHA Drink Up Campaign Sponsor.

Our nutrition education products and materials are designed for multiple learning aptitudes to allow for repeated exposure to nutrition messaging, leading to behavioral change.

Nutrition Education Products for All Ages:

- Food Shopping
- Meal Preparation
- Food Safety
- Mealtime

Codes

NAICS	PSC
423220	7240
424130	7340
424210	7610
424330	7690
511130	7330
	7290
	7350
	7360

CAGE Code:
 6KY32
DUNS:
 163712412

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