



CAPABILITY STATEMENT

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. obesity and diet-related chronic diseases 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

2022 Snapshot:

- 16 Statewide purchases
- 491 Government accounts
- Over \$3 million awarded

Recent Statewide Purchases:

- WIC Program: \$551,075
- Senior Farmer's Market: \$80,947
- SNAP-Ed Program: \$246,825

CORPORATE DATA

UEI: CPVHFG8NAU36

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 GOLD
CHAMPION NATIONAL
STRATEGIC PARTNER

We accept purchase orders and
government purchasing cards.



DIFFERENTIATORS

Strategically Committed: 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: MyPlate Icon included on products to improve consumer recognition of the US Dietary Guidelines.

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.