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DEPARTMENT OF AGRICULTURE

December 3, 2012

Submission for OMB Review; Comment Request

The Department of Agriculture has submitted the following information collection requirement(s) to OMB for review and clearance under the Paperwork Reduction Act of 1995, Public Law 104-13. Comments regarding (a) whether the collection of information is necessary for the proper performance of the functions of the agency, including whether the information will have practical utility; (b) the accuracy of the agency's estimate of burden including the validity of the methodology and assumptions used; (c) ways to enhance the quality, utility and clarity of the information to be collected; (d) ways to minimize the burden of the collection of information on those who are to respond, including through the use of appropriate automated, electronic, mechanical, or other technological collection techniques or other forms of information technology should be addressed to: Desk Officer for Agriculture, Office of Information and Regulatory Affairs, Office of Management and Budget (OMB), OIRA_Submission@OMB.EOP.GOV or fax (202) 395-5806 and to Departmental Clearance Office, USDA, OCIO, Mail Stop 7602, Washington, D.C. 20250-7602. Comments regarding these information collections are best assured of having their full effect if received within 30 days of this notification. Copies of the submission(s) may be obtained by calling (202) 720-8958.

An agency may not conduct or sponsor a collection of information unless the collection of information displays a currently valid OMB control number and the agency

informs potential persons who are to respond to the collection of information that such persons are not required to respond to the collection of information unless it displays a currently valid OMB control number.

Food and Nutrition Service

TITLE: Generic Clearance for the Development of Nutrition Education Messages and Products for the General Public

OMB CONTROL NUMBER: 0584-0523

SUMMARY OF COLLECTION: The Center for Nutrition Policy and Promotion (CNPP) of the U.S. Department of Agriculture conducts consumer research to identify key issues of concern related to understanding and use of the *Dietary Guidelines for Americans* (DGA), as well as the tools and resources used to implement the Dietary Guidelines – previously known as the *MyPyramid* food guidance system. The *Dietary Guidelines*, a primary source of dietary health information, are issued jointly by the USDA and Health and Human Services and serve as the cornerstone of Federal nutrition policy and form the basis for nutrition education efforts of these agencies. After the release of the 2010 DGA a new communication initiative built around USDA’s new *MyPlate* icon, including the resources at ChooseMyPlate.gov, was launched. *MyPlate* is a visual cue supported by Dietary Guidelines messages to help consumer make better food choices.

NEED AND USE OF THE INFORMATION: CNPP will collect information to develop practical and meaningful nutrition and physical activity guidance for Americans to help improve their health. The collected information will also be used to expand the knowledge base concerning how the *Dietary Guidelines for Americans* recommendations and messages supporting *MyPlate* are understood and how they can be used by consumers to improve balance of their food intake with physical energy expenditure for good health. If this information is not collected, USDA’s ability to incorporate messages and materials that are practical, meaningful, and relevant for the intended audience in any

proposed update of the Dietary Guidelines for Americans or related resources at Choosemyplate.gov will be impaired.

DESCRIPTION OF RESPONDENTS: Individuals or households

NUMBER OF RESPONDENTS: 57,000

FREQUENCY OF RESPONSES: Reporting: Other (as desired)

TOTAL BURDEN HOURS: 12,004

Ruth Brown
Departmental Information Collection Clearance Officer

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