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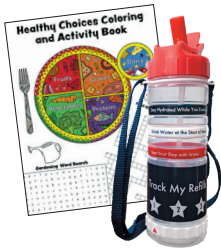
SOLE SOURCE
 SUPPLIER OF FRESH BABY PRODUCTS

Certified
SBA WOSB
 Woman Owned Small Business

HUBZone
 Historically Underutilized Business Zone

CAPABILITY STATEMENT

IMPROVING THE WAY AMERICANS EAT®



OLDER ADULT



MYPLATE
 DINNERWARE



FOOD SAFETY
 & COOKING



SHOPPING



EARLY EATERS
 (0 - 5)

PAST PERFORMANCE

YEAR	GOV'T ACCOUNTS	STATEWIDE PURCHASE	AWARDS OVER \$3,000	AWARDS OVER \$25,000	LARGEST AWARD
2019	598	26	142	25	\$781,000
2018	586	19	126	11	\$185,000
2017	560	15	127	11	\$265,000
2016	416	13	86	10	\$160,160
2015	313	12	75	15	\$101,402

ABOUT US

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

ORGANIZATION MEMBERSHIPS



DIFFERENTIATORS

- USDA MyPlate National Strategic Nutrition Education Partner ensures product messages are consistent with U.S. 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 improves curriculum reinforcement and program recognition.
- Product testing meets or exceeds U.S. government and state regulations to assure participant safety.

CODES

<u>NAICS</u>	<u>PSC</u>
423220	7240
424130	7340
424210	7610
424330	7690
511130	7330
	7290
	7350
	7360

CAGE Code:
 6KY32
 DUNS:
 163712412

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 Purchase Orders
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 & American Express)