



Fresh Baby, LLC
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 Petoskey, MI 49770
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 Website: FreshBaby.com

Capability Statement



Nutrition Education Products for All Ages

MyPlate Dinnerware



Food Safety and Cooking



Shopping



MyPlate 0-5



Past Performance

Our customers are WIC, SNAP-Ed, EFNEP, FMNP, CACFP, Head Start and Food Bank programs.

YEAR	GOV'T ACCOUNTS	STATEWIDE 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 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

NIGP
 08545
 20113
 24000
 46578
 71509

CAGE Code:
 6KY32
 DUNS:
 163712412

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

64008
 80522
 62080