



CAPABILITY STATEMENT

IMPROVING THE WAY AMERICANS EAT®

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CORE COMPETENCIES

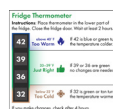
Fresh Baby develops practical, cost-effective products that empower individuals to make healthier choices, leading to improved well-being and reduced healthcare costs.



NUTRIENT-DENSE EATING



HEALTH IMPROVEMENT & COST SAVINGS



AFFORDABLE WELLNESS SOLUTIONS



ACTIVE LIVING ADVOCACY

CAPABILITY NARRATIVE

Fresh Baby is a **recognized leader in nutrition education product development**, offering innovative and practical tools that **empower individuals to make healthier choices in their daily lives**. For over 23 years, our mission has focused on reducing diet-related chronic diseases and healthcare costs by providing solutions that seamlessly integrate into participants' everyday routines. Our products align with the priorities of USDA Nutrition Programs, HHS Chronic Disease Prevention Initiatives, and other public health efforts, ensuring broad access to effective health and nutrition resources. By reinforcing learning through regular use, we help participants establish healthy behaviors as second nature.

Program-Focused Education Solutions:

- Promoting healthy eating patterns at all life stages
- Supporting food shopping and budget-friendly meal planning
- Teaching cooking skills and food safety
- Integrating physical activity into daily routines
- Offering infant and toddler feeding guidance (birth to 24 months)

DIFFERENTIATORS

Results-Oriented & Cost-Conscious: Our products are designed to drive participant behavior change, leading to healthier lifestyles and reduced healthcare costs—a win for individuals and a win for public health programs.

Nationally Recognized & Strategically Aligned: We are a USDA "Gold Champion" MyPlate National Strategic Partner, demonstrating our commitment to the US Dietary Guidelines.

Example: Custom-designed MyPlate tools for tribal organizations that integrate cultural, linguistic, and indigenous food considerations to enhance participant adoption and impact.

Evidence-Based Tools, Not Just Promotional

Items: Our design team ensures that every product we develop serves as a decision-support tool rather than a simple giveaway.

Example: The MyPlate Dairy Training Cup reinforces appropriate portion sizes while helping toddlers develop key drinking skills.

Embedded Learning for Lasting Behavior Change

Unlike traditional take-home materials, our products are designed to be used in daily life, ensuring that new knowledge is applied consistently.

Example: Our Fruit and Vegetable Bag makes grocery shopping more convenient while offering practical budgeting tips for healthy choices.

CORPORATE DATA

UEI: CPVHFG8NAU36
DUNS: 163712412
CAGE: 6KY32

NAICS Codes:

326199 (primary), 326111,
326299, 332215, 511130

PSC Codes:

7240, 7340, 7610, 7690,
7330, 7290, 7350, 7360

SOLE SOURCE

SUPPLIER OF FRESH BABY PRODUCTS

We are the **SOLE SOURCE** provider of all Fresh Baby products.



We accept purchase orders and government purchasing cards.



USDA MyPlate Gold Champion National Strategic Partner