



## IMPROVING THE WAY AMERICANS EAT®

POC: Cheryl Tallman, owner | 231-487-2113 | cheryl@freshbaby.com | 523 East Mitchell Street, Petoskey, MI 49770 | freshbaby.com

### CORE COMPETENCIES

Fresh Baby develops practical, cost-effective nutrition education tools that empower individuals to build healthy habits around real food and active lifestyles, leading to improved well-being and reduced healthcare costs.



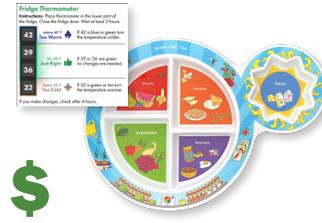
 EAT REAL FOOD



PREVENT & REDUCE CHRONIC DISEASE



REDUCE HEALTHCARE COSTS



 LIVE AN ACTIVE LIFESTYLE

### CAPABILITY NARRATIVE

Fresh Baby is a recognized leader in nutrition education product development, offering innovative tools that help individuals make healthier choices in their daily lives.

For more than 24 years, our mission has focused on improving the way Americans eat by helping individuals and families build sustainable habits around real food and active lifestyles.

Our products translate national nutrition guidance into practical tools used at the table, in the kitchen, during food shopping, and throughout daily routines. By embedding nutrition education into everyday life, Fresh Baby helps participants move from learning about healthy choices to consistently practicing them.

Fresh Baby solutions support the priorities of USDA Nutrition Programs, HHS chronic disease prevention initiatives, and the 2025-2030 Dietary Guidelines for Americans, which emphasize eating real food, reducing added sugars, and limiting highly processed foods.

#### Program-Focused Education Solutions

- Promoting real food eating patterns at all life stages (birth to older adult)
- Supporting food shopping, budgeting, and whole-food meal planning
- Teaching cooking skills and food safety
- Integrating physical activity into daily routines

### DIFFERENTIATORS

#### Results-Oriented & Cost-Conscious

Fresh Baby products are designed to drive real behavior change. Our solutions help participants build healthier lifestyles while supporting public health programs in improving outcomes and reducing healthcare costs.

#### Nationally Recognized & Strategically Aligned

Since 2011, Fresh Baby partnered with USDA as a National Strategic Partner, supporting the nationwide communication of the Dietary Guidelines for Americans.

#### National Recognition

Fresh Baby was named one of Michigan's 50 Companies to Watch, recognizing innovative, high-growth companies that demonstrate strong leadership, market impact, and community engagement.

#### Evidence-Based Tools, Not Just Promotional Items

Every Fresh Baby product is designed as a decision-support tool, helping individuals make healthier choices in everyday situations.

*Example: Our Dairy Training Cups reinforce appropriate serving sizes while helping toddlers develop essential drinking skills.*

#### Embedded Learning for Lasting Behavior Change

Unlike traditional take-home materials, Fresh Baby products are designed for daily use, reinforcing healthy behaviors with each use.

*Example: Our Fruit & Vegetable Bag makes grocery shopping easier while providing practical budgeting tips for healthier food 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

Fresh Baby is the SOLE SOURCE provider of all Fresh Baby products.



We accept purchase orders and government purchasing cards.