



CAPABILITY STATEMENT

IMPROVING THE WAY AMERICANS EAT®

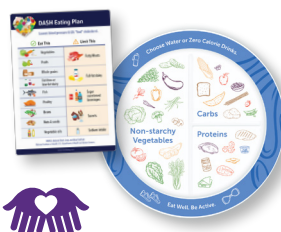
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CORE COMPETENCIES

Fresh Baby develops evidence-based nutrition education tools and participant engagement technology that help individuals build healthier habits around real food, physical activity, and chronic disease prevention.



EAT REAL FOOD



PREVENT & REDUCE
CHRONIC DISEASE



REDUCE
HEALTHCARE COSTS



ENGAGE PARTICIPANTS &
REINFORCE HEALTHY HABITS

CAPABILITY NARRATIVE

Fresh Baby is a nationally recognized nutrition education company that develops innovative tools and technology designed to help individuals turn health education into healthy daily habits. For more than 24 years, our mission has focused on improving the way Americans eat by making nutrition education practical, engaging, and actionable.

Our solutions bridge the gap between learning and doing by embedding health education into everyday activities such as eating, shopping, cooking, physical activity, and daily routines. Whether through food safety tools or digital engagement platforms, Fresh Baby helps participants apply healthy behaviors where they matter most—in real life.

Fresh Baby solutions support the priorities of USDA Nutrition Programs, HHS chronic disease initiatives, CMS-aligned Food as Medicine initiatives, and the 2025–2030 Dietary Guidelines for Americans.

Program-Focused Education Solutions

- Nutrition education across all life stages—from infancy through older adulthood
- Food shopping, budgeting, meal planning, and food preparation
- Chronic disease prevention and management
- Physical activity promotion and healthy lifestyle behaviors
- Participant engagement, retention, and behavior reinforcement
- Digital micro-learning and health education delivery

DIFFERENTIATORS

Evidence-Based Tools Designed for Action

Every Fresh Baby solution supports informed decision-making and meaningful behavior change. Our products and technology help individuals apply health education in everyday situations, leading to healthier choices and improved outcomes.

Embedded Learning for Lasting Behavior Change

Unlike traditional educational materials that may be used once and forgotten, Fresh Baby products are designed for repeated use, reinforcing healthy habits through ongoing interaction and daily exposure.

Technology-Enabled Participant Engagement

Tap2Thrive™ combines evidence-based health education with mobile engagement technology, allowing organizations to deliver daily learning experiences, reinforce healthy behaviors, and measure participant engagement through real-time analytics.

Nationally Recognized & Strategically Aligned

Fresh Baby has partnered with USDA as a National Strategic Partner since 2011, supporting the communication and implementation of national nutrition guidance and healthy eating initiatives.

Comprehensive Solutions Portfolio

Fresh Baby uniquely combines physical education tools, behavior-change resources, and participant engagement technology, providing organizations with integrated solutions that support both education delivery and measurable outcomes.

CORPORATE DATA

UEI: CPVHFG8NAU36
DUNS: 163712412
CAGE: 6KY32

NAICS Codes

326199 (primary), 513210,
326111, 326299, 332215,
513130, 541511

PSC Codes

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

Certifications & Procurement



**SOLE
SOURCE**
SUPPLIER OF FRESH BABY PRODUCTS

Sole Source Provider of
Fresh Baby® Products

Purchase Orders and
Government Purchasing
Cards Accepted