Following the release of the 2010 Dietary Guidelines for Americans and the MyPlate icon, comes the introduction of the My Plate, My Way interactive eating personality assessment tool developed by the beef checkoff. This tool will help Americans better understand their eating “personalities.”

Living healthier starts by making small steps toward an active lifestyle with a diet filled with nutrient-rich foods, including lean beef.

Research shows that people who follow a personalized eating plan have greater success than those following a standard diet. Therefore, the information and resource personalization further aids in success for Americans to adopt healthy eating habits.

To determine the user’s eating personality, a short quiz asks a series of simple questions. Once completed, users receive information and resources–including tips and recipes–tailored to the personality assessment, thereby guiding healthier individual eating choices. The profiles include:

- Lean lover–“I’m always looking for foods and recipes to help me lose or maintain weight.”
- Buff and cut–“Food is a means of building muscle.”
- Cost slicer–“I have to stick to my budget.”
- Health seeker–“Food does more than fill me up—it has many health benefits!”
- Family chef–“Family time is precious to me, so my meals have to please the whole gang.”
- Time tackler–“Just because I’m short on time, doesn’t mean I want to compromise taste and health.”
- Flavor saveur–“It’s all about the taste!”
- Two-stepper–“I’m no top chef, but I’m willing to try to make a recipe if I think I can do it.”