

# FUN FOOD AND THE 90:10 RULE



Fun Foods are foods that are yummy (and sometimes irresistible), usually due to their sweet, fatty and/or salty taste. Fun Foods tend to be generous in calories, low in nutrition and naturally alluring.

The **90:10 Rule** can help with keeping the fun in food without ruining anyone's health.

The breakdown: 90% of what kids eat during the day is good-for-you, growing food (a balance and variety of foods from the MyPlate food group guide: lean protein sources, dairy, fruit, vegetables, whole grains, and healthy fats)— and the other 10% is Fun Food.

A GOOD RULE OF THUMB IS TO EAT NO MORE  
THAN 1-2 FUN FOODS EACH DAY.\*

\*KIDS PICK WHICH FUN FOOD TO EAT.

## Fun Foods are:

- Cake, pie, brownies, cookies, and other baked desserts
- Doughnuts and pastries
- Hard candy, chocolate
- Frozen treats like ice cream, sherbet, and slushes
- Fried foods like French fries, chicken fingers, and cheese sticks
- Chips
- Sugar sweetened drinks like soda, fruit flavored drinks, lemonade, and sweet tea

The **90:10 Rule** encourages kids to make choices and set limits on the amount of less-than-healthy foods they eat. It helps them pause and think through what they will eat during the day, and gives them an opportunity to **think ahead and practice decision-making skills** with eating.

There are endless options for **Fun Foods** throughout the day. **Eliminating FUN FOODS all together is a recipe for mutiny.** Balancing **FUN FOODS** with foods from the **MyPlate food groups** is really the key to successful, healthy eating.