

Our Mission

Vision



Our mission is to create future healthier generations through good nutrition. SuperKids Nutrition aims to empower children and families to reach their full potential by having the energy and good health needed to accomplish their life goals. We help parents and communities in the United States and around the world to become more knowledgeable about nutrition and enable children to make healthy choices every day.

Developed by nutrition experts, our website content, books, and other educational resources can be utilized by [parents](#), [teachers](#), dietitians, physicians, nurses, educators, [kids](#), and anyone else looking for tools that help raise a healthy family.

To overcome the abundance of negative messages our children receive in support of unhealthy food choices, SuperKids Nutrition Inc. was created to reach kids with a mainstream, yet healthy and fun approach. Our vision is to connect with kids in a way that they understand and appreciate. Our website, children's content, [learning activities](#), the [Super Crew® books](#) and [community presentations](#) provide entertainment that is exciting and educational and serves to encourage children to be active and eat a variety of healthy foods. Our long-term goal involves entertaining children while providing a healthy influence through interactive media with a language, science and math emphasis through activity booklets, games, digital shorts and cartoon programming.

We want to influence families and children to make healthy food choices for life! Our vision is a healthier America, and what could be a better place to start than with our very own children? We are showing America how to create their own super kids through our content, outreach and the dynamic and engaging Super Crew characters.

Share our vision? Work with us! See our [services and disclosure](#).

About SuperKids Nutrition Inc.

SuperKids Nutrition Inc. was founded in August 2006 to ***save the world one healthy food at a time***[™]. We work with registered dietitians and nutrition scientists to provide nutrition education and healthy eating tips to help create future healthier generations through good nutrition.

Our [Super Crew](#)[®] characters and our Super Crew[®] children's books help carry out the mission of SuperKids Nutrition Inc. by demonstrating healthy eating routines and understanding the value and importance of good nutrition. The Super Crew[®] are a group of focus-group tested and approved multi-cultural characters who get their powers from healthy foods. They make the impact of good nutrition come to life in a fun and entertaining way that kids can relate to, enjoy and model. Kids can take part in science, math, reading and physical fitness activities with the Super Crew. The entertaining, adorable and multicultural characters are also woven into community nutrition presentations to help create lasting healthy diet changes. Our Super Crew curriculum and SuperKids Nutrition content is featured on over 5,000 school sites in 40 states.

The Super Crew are featured in the [Healthy Kids Today, Prevent Cancer Tomorrow](#) Initiative, which is a collaboration between SuperKids Nutrition and the American Institute of Cancer Research. The Super Crew was also recently funded by part of a CDC.gov grant (through [Healthy Dining Finder](#)), which distributes Super Crew toys and activity place mats to kids who choose to make healthy meal choices at select restaurants through the [Kids LiveWell](#) program. You can also find the Super Crew's very own Super Baby Abigail bounding her way through the newly released [FoodLeap](#), a free gaming app that increases awareness about the benefits of healthy foods! The next appearance of the Super Crew will be in a new project that will combine two things that SuperKids Nutrition Inc. is passionate about: reading and health literacy! This project will give educators everything they need to create future generations of kids who love to eat healthy, read, and learn. Stay tuned to see how the ongoing adventures of the Super Crew continue to reach out to kids across the country!

SuperKidsNutrition.com

Superkidsnutrition.com, launched in 2006, offers sound nutrition information with easily accessible articles and handouts that provide nutrition tips, empowering parents to build a healthy family. The content is developed by dietitians and nutrition experts on topics which include:

- [Nutrition Articles](#) - Original, easy-to-read articles that are categorized by topic area or life stage. All of our articles can be printed and shared as PDFs. We update our site content annually.
- [Kids Website](#), [Super Crew Books](#) and [Free Printable Learning Activities](#) - Highlight the Super Crew, a group of superhero kids who get powers from eating certain foods, and engage children to learn nutrition in a fun entertaining and relatable way.
- [Ask the Experts](#) - Interviews with nutrition experts from across the country who have published books on healthy eating.
- [Read to your Kids](#) - SuperKids Nutrition team has identified and reviewed fun children

books with healthy themes for parents, since books are a great way to educate kids on the importance of healthful eating.

- [Recommended Reads](#) - For parents who are interested in reading more about nutrition or finding recipes that provide great tasting, healthy choices, Book of the Month reviews book and offers interviews with authors.
- [Nutrition Curriculum and Resources](#) - SuperKids Nutrition team has reviewed other health-related websites to help parents in their search for good health.

SuperKids Nutrition Experts

We believe that the best way to grow healthy families and communities is by working with a diverse team. We work closely with healthcare professionals, parents and teachers in many aspects of our company to help deliver timely and effective nutrition information.

You are what you eat, and making healthy food choices can be easy and fun! SuperKids Nutrition Inc. believes that exposing young children to healthy whole and nutrient dense foods, with a fruit and vegetable emphasis, will encourage them to adopt healthy eating habits early in life. This foundation will make it more likely that they carry these good habits into adulthood. Our content is not designed to replace individual medical nutrition assessment.