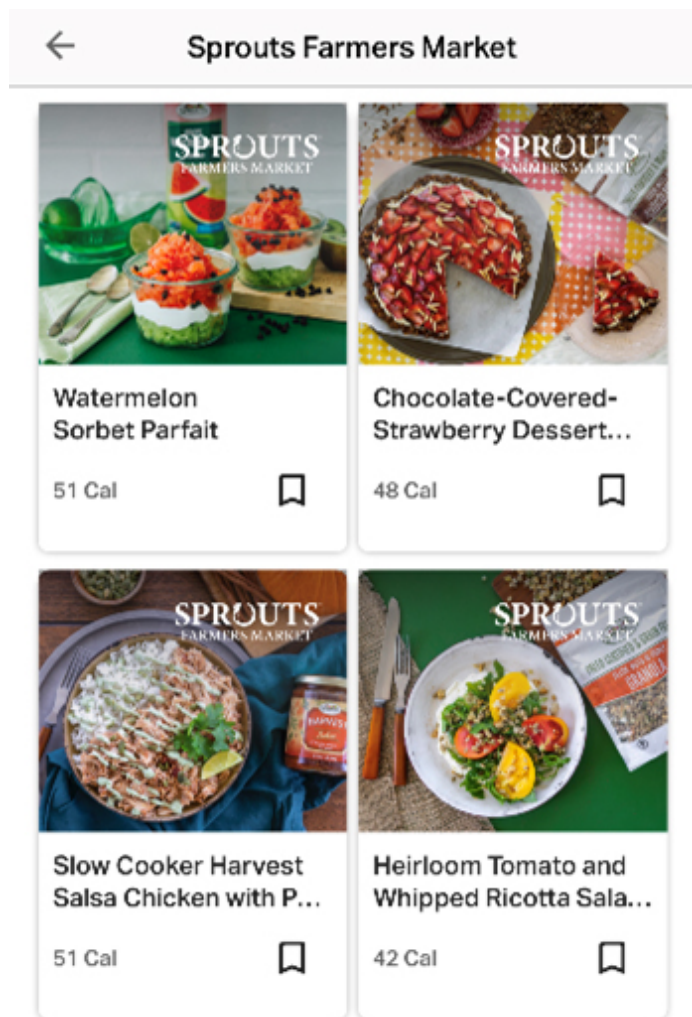




- Advertisement -

Sprouts joins MyFitnessPal as first retailer partner



Sprouts Farmers Market has teamed up with MyFitnessPal to support the health and fitness platform's users with healthy recipes, articles, challenges and more.

Sprouts, one of the fastest growing retailers in the country, is the first retailer sponsor on MyFitnessPal and helped introduce a new enhancement to MyFitnessPal's Recipe Discovery feature that allows users to search and cook more than 100 healthy recipes, highlighting fresh ingredients available at Sprouts. Premium members can simply log and save recipes directly in their profile to count toward their fitness goals. To date, 2,169 Sprouts recipes have been enjoyed by users of the app.

Last year, Sprouts and MyFitnessPal created the Squash Your Goals Challenge, which encouraged users to accomplish their new year's healthy eating goals by logging 20 meals in 30 days. The challenge resulted in nearly 121,000 users and a total of more than 5.2 million healthy meals logged in the app.

Throughout the year, a series of articles from Sprouts will be published on the MyFitnessPal blog inspiring readers to enjoy seasonal produce and healthy products to support their lifestyles. A recent [article](#) shared a list of hydrating produce that help quench summer thirst, noting seasonal melons from Sprouts like watermelon and cantaloupe are made up of 90 percent or more water while being

full of nutrients and vitamins.

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