LOUISVILLE Healthy Vending Guidelines

Why do we need Healthy Vending Guidelines?

Obesity and poor nutrition are serious problems in Louisville Metro. A key strategy of obesity prevention is improving access to healthy food and reducing access to unhealthy food.

- More than 2 out of every 3 Louisville residents are overweight or obese, increasing the risk for serious health conditions and challenges.
- Louisville ranks 48th among 59 metropolitan areas on the 2016 American Fitness Index.
- Only 1 out of every 4 adults eat the recommended 5 servings of fruits and vegetables per day.

It is often difficult for Louisville residents to access healthy foods particularly in the workplace or through highly-visible vending machines.

Nutrition Guidelines are an emerging strategy to improve the nutritional quality of food available in vending machines, help shape social norms and influence the practices of food companies.

What goes in a healthy vending machine?

The goal for the Louisville Metro Healthy Vending Guidelines is to make it easier for people to drink water and choose more nutrient-rich whole foods like:

- Vegetables: baby carrots, celery sticks
- Fruit: apples, oranges, pears, bananas
- Whole grains: granola bars, crackers, pretzels
- Nuts & seeds: trail mix, peanuts, almonds
- Fat-free & low-fat dairy: yogurt, cheese
- Lean meats, fresh & beans: beef jerky, tuna, hummus

The guidelines are intended to help you avoid choosing unhealthy food and beverages with added sugar, sodium, saturated fat like refined grains, candy, chips, cookies or sodas and energy drinks.

Choosing foods for your vending machine based on food type (e.g. fruit, whole grains, etc) rather than simply looking at calories, fat, sodium, and sugar will ensure that the healthiest options are available.

WHO CAN USE THESE GUIDELINES?

Louisville residents eat in a variety of community and work settings; all are appropriate places to implement the guidelines:

- Government Buildings
- Worksites
- Hospitals and social service organizations
- Childcare, after-school care programs and other youth programs
HEALTHY VENDING GUIDELINES

Nutrient Levels for Healthiest & Healthier Categories

For food and beverages in your vending machines, review the calories, fat, sugar and sodium content to determine which category they fall into. Below are levels for the Healthiest and Healthier categories. For example, granola bars could be Healthiest, Healthier or neither category, depending on how much sugar, fat and sodium are included. The table below will help you to determine which category vending foods and beverages fall into.

Table 1

<table>
<thead>
<tr>
<th>FOOD</th>
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<tbody>
<tr>
<td></td>
<td>Healthiest and Healthier</td>
<td>No more than 200 calories per label serving</td>
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Fats

- **Healthiest**
  - No added fats, oils, or caloric sweeteners for nuts, seeds, or dairy
- **Healthier**
  - No more than 35% of calories from total fat (excluding nuts and seeds without added fats, oils or caloric sweeteners)
  - No more than 10% of calories from saturated fat (excluding nuts and seeds without added fats, oils or caloric sweeteners)
  - Zero trans fat

Sodium

- **Healthiest**
  - No more than 150mg of sodium per label serving
- **Healthier**
  - No more than 230mg of sodium per label serving

Sugar

- **Healthiest**
  - No added sugar or caloric sweeteners
- **Healthier**
  - No more than 35% of weight from sugar (excluding fruits and vegetables without added caloric sweeteners)
  - No more than 30g total sugar per 8 oz. serving of dairy
  - No more than 10g total sugar per serving of grains

BEVERAGES

<table>
<thead>
<tr>
<th>Accepted Beverages</th>
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<tbody>
<tr>
<td><strong>Healthiest</strong></td>
<td>Water (including sparkling, seltzer)</td>
<td>Unsweetened coffee or tea</td>
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<tr>
<td></td>
<td>1% or non-fat milk with no added flavors</td>
<td>No added sugar or caloric sweeteners</td>
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<tr>
<td><strong>Healthier</strong></td>
<td>Zero/low calories or artificial sweetened drinks (No more than 40 calories per label serving)</td>
<td>8 oz. of 100% fruit or vegetable juice (or diluted with water)</td>
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<td></td>
<td>No more than 230mg of sodium</td>
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### Examples of healthy vending food and beverages

<table>
<thead>
<tr>
<th><strong>HEALTHIEST</strong></th>
<th><strong>HEALTHIER</strong></th>
<th><strong>LIMITED</strong></th>
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<tbody>
<tr>
<td>Foods are nutrient rich and primarily whole foods that contain low to no added sugar and sodium.</td>
<td>Foods are more processed or refined. They contain fewer nutrients for the amount of calories they provide.</td>
<td>Foods high in sodium, sugar, fat, and refined grains are less healthy.</td>
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</table>

<table>
<thead>
<tr>
<th><strong>Vegetables</strong></th>
<th><strong>Fruits</strong></th>
<th><strong>Grains</strong></th>
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<tbody>
<tr>
<td><em>Fresh or dehydrated vegetables</em>&lt;br&gt;<em>Cup of soup with a quarter cup of vegetables</em></td>
<td><em>Fresh or dehydrated vegetables</em>&lt;br&gt;<em>Fruit packed in its own juice</em>&lt;br&gt;<em>100% fruit sorbet with no added sweeteners</em></td>
<td><em>Fried vegetables</em>&lt;br&gt;<em>Regular chips</em></td>
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<tr>
<td><em>Fried vegetables</em>&lt;br&gt;<em>Regular chips</em>&lt;br&gt;<em>Fruit in heavy syrup</em>&lt;br&gt;<em>Imitation fruit snacks and gummies</em>&lt;br&gt;<em>Popsicles</em>&lt;br&gt;<em>Donut, croissant, pastry, cake, pies, pop tarts</em>&lt;br&gt;<em>Full fat granola bars</em>&lt;br&gt;<em>Refined grain products (crackers, cereals, or cereal bars)</em></td>
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<tr>
<td><strong>Fats and Seeds</strong>&lt;br&gt;<strong>Dairy</strong>&lt;br&gt;<strong>Meat, Beans and Eggs</strong></td>
<td><strong>Beverages</strong></td>
<td></td>
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<tr>
<td><em>Fresh or dehydrated fruit</em>&lt;br&gt;<em>Fruit packed in its own juice</em>&lt;br&gt;<em>100% fruit sorbet with no added sweeteners</em></td>
<td><em>100% frozen fruit bars with no added sweeteners</em>&lt;br&gt;<em>Fresh or dehydrated fruit with added salt or sugar</em>&lt;br&gt;<em>Fruit in “lite” syrup</em></td>
<td><em>Salted nuts and seeds</em>&lt;br&gt;<em>Candy in trail mix</em>&lt;br&gt;<em>Full-fat ice cream, yogurt, or cheese</em>&lt;br&gt;<em>Full-sodium meat or tuna</em>&lt;br&gt;<em>2% or whole milk (flavored or unflavored)</em>&lt;br&gt;<em>Calorically sweetened drinks, teas, sports or energy drinks</em></td>
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<tr>
<td><em>Unsalted nuts and seeds</em>&lt;br&gt;<em>Trail mix or fruit bars, unsalted and unsweetened</em></td>
<td><em>Lightly salted nuts and seeds</em>&lt;br&gt;<em>Trail mix or fruit bars with salted nuts and added sugar</em></td>
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<td><em>Fat-free or low-fat plain yogurt</em>&lt;br&gt;<em>Low-sodium cheese or cottage cheese</em></td>
<td><em>Fat-free cream cheese</em>&lt;br&gt;<em>Light cheese</em>&lt;br&gt;<em>Pudding, yogurt or ice cream with fat-free or low-fat dairy</em></td>
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<td>Low sodium dried meat (Jerky) or tuna&lt;br&gt;Low fat &amp; sodium beans&lt;br&gt;<em>Hard boiled eggs</em></td>
<td>Hummus&lt;br&gt;Low-fat beans or soup</td>
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<tr>
<td><em>Plain water</em>&lt;br&gt;<em>Carbonated water</em>&lt;br&gt;<em>Unflavored fat free milk or 1% milk</em>&lt;br&gt;<em>Unsweetened coffee or tea</em></td>
<td><em>100% fruit juice (&lt;8 oz)</em>&lt;br&gt;<em>Zero/low calorie or artificial sweetened drinks (diet)</em></td>
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<tr>
<td><em>Unsweetened coffee or tea</em>&lt;br&gt;<em>Unsweetened soft drinks</em>&lt;br&gt;<em>Unsweetened sports drinks</em></td>
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*Table 2: provides examples of food and beverage for three categories: Healthiest, Healthier and Limited. This is not an exhaustive list. Differences between food and beverages for each category are described in the first row of the table. The goal is to increase the number of Healthiest and Healthier items while decreasing the number of Limited items.*

*Shelf life: A refrigerated vending machine may be necessary*
Best practices for implementing healthy vending guidelines

• Use a team-based approach and select a recognized leader or champion.
• Create an implementation plan with goals, strategies and timeline.
• Pilot test and engage staff to identify healthy, tasty choices and adjust to new options.
• Consider the price, product placement and point-of-purchase promotions of all healthier and healthiest items in your vending machines.
• Provide additional education or program promotion to cultivate support for your healthy vending program. These include: e-cards, flyers, posters or even emails to staff with strong leadership support.
• Announce it to your communities! Help making healthier snacking the norm by letting your clients, co-workers, and communities know about your new healthier workplace through press, your website or social media.

Approaches for creating a healthy vending policy

Below are three approaches that may be useful in implementing a healthy vending policy similar to Louisville Metro Government in your workplace or organization. A successful healthy vending policy that truly promotes food and beverage choices, the third strategy providing only healthy choices, considered the long term goal.

1. Make healthy choices available
• Add products from the healthiest and healthier categories
• Reduce products from the limited category
• Consider targets, such as, 75% products from healthiest (25%) and healthier (50%) categories

2. Make healthy choices the easy choice
• Use education and marketing to promote products
• Work with your vendors on healthiest product pricing and placement
• Ensure calorie labeling that meets FDA requirements
• Limit advertising on vending machines to food and beverages that are found in the healthiest and healthier categories

3. Offer only healthy food and beverages
• Implement the most healthy approach by including only the healthiest and healthier categories of food and beverage products in your policy. Louisville Metro recommends 100% healthy vending.

Consider a Phased Approach

It is ideal that 100% of products in your vending machine meet the nutrition standards for food and beverages. If that does not seem feasible for your workplace or organization, consider a phased approach, such as:
• 50% of vending machine products meet healthiest and healthier nutritional standards within 1 year
• 75% of vending machine products meet healthiest and healthier nutritional standards within 2 years
• 100% of vending machine products meet healthiest and healthier nutritional standards within 3 years