

REACH FOR MORE

Healthier Beverage Vending for Government Agencies
in Rural Settings



ACKNOWLEDGEMENTS

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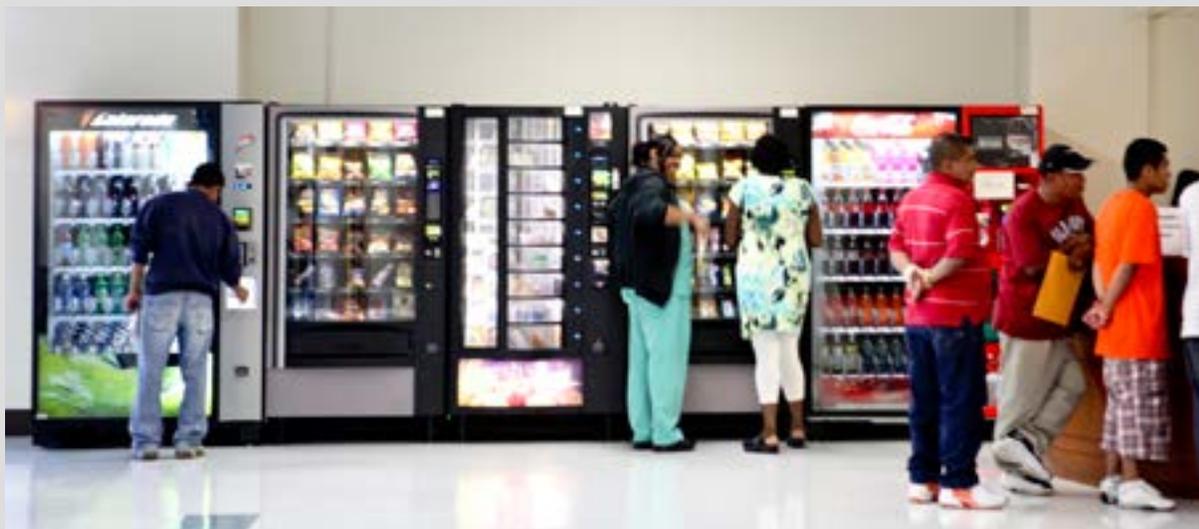
INTRODUCTION

Many rural residents are fighting the obesity epidemic.² In California's northern and Sierra counties, obesity rates are approximately 25 percent (and 35 percent are overweight) among adults 18 and over.³ Older adults (age 65 and over) in rural areas tend to be more overweight or obese (61 percent) than their suburban (54 percent) and urban (57 percent) counterparts.⁴ Also, rural areas have higher self-reported rates of adult obesity than urban areas.⁵

“Context always modifies the nature of health problems and their possible solutions . . . to ignore the context in which it occurs will reduce our understanding of the dynamics of the problem and the potential for its resolution.”¹

State Rural Demographics. Rural counties are defined as those comprised of more than 80 percent rural or frontier land. California has 44 rural counties, covering about 80 percent of the state's 156,000 square miles. The rural population in California was 5.2 million in 2012, representing a .35 percent growth from 2011. Fourteen percent of the state's total population lives in rural areas. Of that rural population, 62 percent are 25 or older, and the majority of these adults are 45 or older. The poverty rate for rural counties in California is roughly 19 percent, as compared to the national poverty rate of 15 percent. The unemployment rate in rural California counties is approximately 11 percent, compared to the urban unemployment rate of 9 percent and the national rate of 8 percent. Consistently, a greater proportion of rural county residents are told by health professionals that they have had a stroke or that they have diabetes, as compared to residents of urban counties. (*California Rural Health, 2012*)

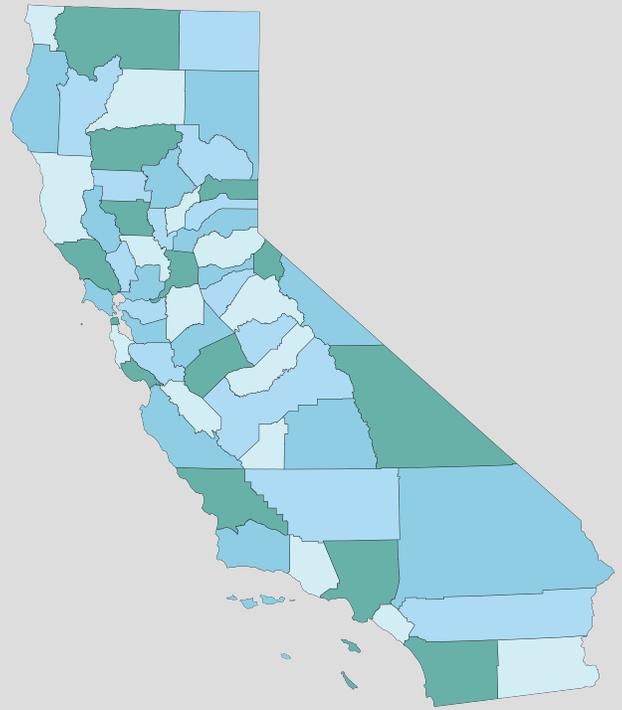
High obesity rates in rural areas point to the need for healthier eating and drinking habits (as well as more physical activity). Ensuring access to affordable healthier beverages is one key obesity prevention strategy. Sugary beverages such as sodas, sports drinks, fruit drinks, teas, flavored/enhanced waters, and energy drinks are relatively inexpensive. Regrettably, they are also high in calories and provide little or no nutrition.⁶ Establishing policies that decrease the amount of sugary beverages sold in vending machines in public spaces (such as community centers and government buildings) can help to increase consumption of healthier beverages.



Unfortunately, California's rural communities face physical, geographic, social, and economic barriers to good health. These include:

- limited access to healthy foods
- few exercise facilities
- lack of public transportation
- lack of nutrition education
- few prevention and treatment facilities (requiring significant travel time to reach any such health clinics that exist)⁷

That said, there are considerable benefits to living in a rural community, including strong social networks, longstanding social ties, shared life experiences, and a firm commitment to the values of self-reliance and reciprocity.⁸ Rural communities are often tight-knit, and many times residents look to each other for dependable support and assistance when needed. Meeting the health needs of the rural population requires advocates to build upon the positive aspects of rural life while addressing the environmental factors that work against the health of rural communities.⁹



This guide outlines the context, steps, and relationships necessary for successfully implementing healthy vending in rural settings. The sections in this guide are:

Healthy Vending Overview

- Understanding Procurement
- Framing Healthy Vending Goals

This section is based on information from ChangeLab Solutions' [Making Change: A Guide to Healthy Vending for Municipalities](#). Although *Making Change* is not specifically focused on rural settings, it contains information about procurement, and how to frame healthy vending goals that is applicable to rural communities.

Important Steps

- Take Inventory
- Obtain Existing Contracts
- Understand Vending Contracts

Here we detail the processes involved with taking inventory of vending machines and the settings in which they are located, and reviewing vending contracts.

Key Relationships

- Decision-Makers
- Employees and Other Influencers
- Vendors

Finally, we focus on building the key relationships that are necessary to make healthy vending successful in rural areas.

HEALTHY VENDING OVERVIEW

Understanding Procurement

Government agencies purchase, or “procure,” goods and services for employees, students, and community members. For example, these agencies (and the community-based organizations with whom they contract to administer social services) often purchase food to sell to employees and the public in various retail outlets, such as vending machines, cafeterias, and concession stands on government property. When the government buys goods and services, it generally employs a formal procurement process that is intended to ensure fairness in how taxpayer money is used.¹⁰ Commonly, the county or city issues a solicitation for bids or proposals – referred to as a *request for proposals* (RFP) or an *invitation for bids* (IFB) – in which the government specifies what goods and services it wants to purchase. For vending machines, a well thought out RFP or IFB should include nutrition standards, placement and pricing of beverages, and any other desired conditions and specifications that the vending machines should meet. For sample RFP language, see Appendix A.

Next, potential contractors compete for the contract by submitting bids or proposals, which in part show how they will comply with the government’s specifications. Depending on the nature of the goods or services being solicited, the government entity either rates the proposals according to their responsiveness to the criteria and/or selects the lowest bidder. Once the top candidate is selected, the government agency negotiates a contract with the winning bidder.

Government Procurement. For a thorough overview of government procurement, including how it can be used by agencies to obtain healthier food, see ChangeLab Solutions’ *Understanding Healthy Procurement: Using Government’s Purchasing Power to Increase Access to Healthy Food* and the CDC’s *Improving the Food Environment Through Nutrition Standards: A Guide for Government Procurement*.



Framing Healthy Vending Goals

With healthy vending machines, city and town leaders can provide healthy food and beverage options to their employees, as well as to visitors of municipal parks and government buildings. A number of states (such as Massachusetts, Virginia, and Alabama), California cities (such as Redding and Anderson), California counties (such as Monterey and Solano), other small towns (in California and nationwide), and school and park districts have all implemented healthy vending guidelines.¹¹ These policies make it easier for people to make healthier choices every day at school, at work, and in the community, and also influence food and beverage companies to offer more healthy options.

Some communities may resist the idea of a city- or county-wide vending machine policy. According to the 2012 Public Health Institute Field Poll survey, counties vary in their views on the extent to which government should be involved in obesity prevention. Voters in Calaveras, Madera, Shasta, Siskiyou, and Tuolumne counties, who tend to be more conservative, look less favorably on local, state, and federal governments assuming an active role in such efforts.¹² Nonetheless, there has been a lot of support for healthier vending efforts across California counties like Monterey, Mendocino, Shasta, Tulare, and Imperial.

Cities and towns also face many fiscal challenges in today's tough economic times. While revenue, budgets, and job numbers shrink, obesity rates and related health care costs continue to skyrocket. Therefore, cities and towns cannot simply keep feeding this epidemic with unhealthy beverage options, such as those commonly found in vending machines.

A useful way to frame the issue is to point out that people who want unhealthy food can still buy it at other places, even after healthy vending is implemented. The government is sending the message that it will no longer provide unhealthy food and beverages. Instead, government and public agencies will work to promote healthy eating by offering better options.



IMPORTANT STEPS

Adopting and implementing healthy vending involves many steps, and the process may be different with each initiative. A more comprehensive description of “Steps to Implementing a Healthy Vending Machine Policy” is outlined in ChangeLab Solutions’ *Making Change: A Guide to Healthier Vending for Municipalities*.

This section focuses on three important steps that are especially important for rural areas: taking inventory, obtaining existing contracts, and understanding vending contracts.

Take Inventory

Determining the current inventory of vending machines is a necessary first step. Try to think of all the places you might find vending machines controlled by a public agency, including:

- City hall, government centers, agency offices
- Cafeterias and lunchrooms
- Hospitals, nursing homes, childcare centers, libraries, correctional facilities
- Parks, recreational facilities, city-owned sports venues
- Schools and public colleges

Depending on the number of target locations and machines, this inventory may take some time. Consider getting help from co-workers or forming a working group that could involve youth. Taking an inventory of all the existing vending machines will give you a starting point to assess what changes are needed and where to focus your efforts. Use the *Sample Beverage Vending Machine Observational Assessment* (Appendix B) to analyze the beverage vending environment. Take note of the:

- Number and location of vending machines
- Number of slots per machine
- Percentage of slots allotted to sugary or artificially sweetened beverages (e.g., sodas, energy drinks, sweetened teas, diet drinks etc.)
- Number of healthier beverages (e.g., plain water, 100 percent fruit juice, non-fat or 1 percent unflavored milk) currently available
- Product placement and pricing
- Advertising on the vending machine

Once the inventory is completed, identify those locations where vending machine offerings could be healthier.



Even if your worksite doesn't have vending machines, you can still promote healthy beverages! You can implement a policy that requires healthy beverages be purchased for meetings, events, or even a communal refrigerator. In California's Siskiyou County, one department that does not have a vending machine has employees chip in money to stock the refrigerator. The employees adopted a healthy beverage policy that required 50 percent of beverages available to them meet certain nutritional guidelines.

Obtain Existing Vending Contracts

The usual way to obtain copies of current vending contracts is to contact the purchasing department or the individual in charge of vending machines. At first, it may be difficult to locate an actual policy or agreement. Some localities may have decades-old agreements with vendors, but nothing formal. Or else the written contract may exist, but the relevant department might refuse to provide a copy. If this happens, try to familiarize yourself with local government channels and procedures in order to locate the vending contract and/or the person with the most information and knowledge about it.

The California Public Records Act requires disclosure of public records, such as vending contracts, upon written request.¹³ All 50 states have adopted similar laws that provide varying degrees of access to vital documents and information about the government's (i.e., the municipality's) business. However, most of these laws also stipulate exceptions for certain types of commercial or financial information contained within public contracts. Thus, a local agency can justify withholding a record on the grounds that the document is exempt or that the public interest of confidentially outweighs the public interest in disclosure.¹⁴ Be sure to keep track of the person(s) responding to your request and the stated reason for any denials. In most instances, you should not encounter a problem in obtaining a copy of the vending contract.



Understand Vending Contracts

Vending machine contracts can be complex. When you review the current contract, try to get help from the person who manages vending contracts. This could be an agency director or purchasing department staff. It is also prudent to consult with your attorney.

A vending machine contract establishes the terms and conditions between the government entity (e.g., county agency) and the vendor (or seller) for the placement, service, and maintenance of the vending machine on the government property.

Best Contracting Practices. After analyzing municipal snack and beverage vending contracts from cities, counties, and recreation departments of all sizes, ChangeLab Solutions has developed a [*Model Healthy Municipal Snack and Beverage Vending Agreement*](#). This model provides a template of contract clauses and terms to promote the sale of healthy snacks and beverages, as well as options to help you negotiate favorable terms and conditions with your vendors.



Vending Contract Assessment Tool

When reviewing a vending contract, consider trying to find the answers to these questions:

Contract Terms	You Want to Know	Also Consider
Requires healthy items	Does the contract specify the nutrition standards that products must meet?	Nutrition standards are defined in the Specifications Sheet, which the vendor must follow when stocking the vending machine. The Product List contains items that meet the nutrition standards required for sale in the vending machine.
Contract period	When does the current contract expire? And what is the renewal date for the contract?	Sometimes a long-term contract (more than one year) is not advisable – even with a healthy snack and beverage contract – because it (1) ties the hands of future policymakers; (2) risks locking in a contract with a poor performing vendor; and (3) is anti-competitive and thus contrary to public contracting principles.
Modification	Can the contract be modified if a change in the law affects the contract terms? Can the municipality update the nutrition standards and Product List as needed?	The contract may permit the vendor to oppose any change in the Product List that would have an adverse financial effect on the vendor. The municipality has to work with the vendor to address these concerns and then modify the contract accordingly.
Consolidation	Is the contract for a single department or does it cover multiple departments and/or buildings?	The municipality may have consolidated all vending services within a county into one contract, rather than allowing each department to have separate vending agreements. Consolidation maximizes efficiency and financial benefit to all parties and avoids uneven vending services.
Pricing	Does the contract contain any product pricing models that encourage certain choices over others?	Low-calorie beverages (e.g., water) are priced lower than high-calorie beverages (e.g., sodas).
Product placement	Does the contract specify slotting positions for certain products?	Products that meet the nutrition standards should be placed at eye-level (highest selling potential) in the vending machine.

Vending Contract Assessment Tool *(continued)*

Contract Terms	You Want to Know	Also Consider
Advertising	Does the contract restrict the vendor from advertising on the vending machine panels and/or limit other promotion and advertising rights?	The municipality can prohibit any advertising (or restrict promotions of products that do not meet nutrition standards) by the vendor on municipal property.
Additional payments	Does the contract require the vendor to make additional payments for the right to market and sell products on municipality property?	Normally, the vendor pays the municipality a yearly cash payment (revenue enhancement payment) and a commission on each unit sold (product sales commission).
Transparency	Does the contract require the vendor to provide accurate and timely financial reports? Does the contract permit periodic audits of financial records related to the agreement?	Some contracts may also require representatives to meet on a regularly scheduled basis. This helps foster good working relations between the parties.
Enforcement	Does the contract state what counts as a breach of contract and spell out what happens if the vendor does not comply with the contract provisions (e.g., nutrition standards)? ¹⁵	The contract should contain penalties for non-compliance, including monetary penalties (“liquidated damages”) and suspension and termination of the contract.



KEY RELATIONSHIPS

In rural settings especially, cultivating personal connections with key decision-makers and other influential people is critical.

Decision-Makers

After conducting inventories, obtaining copies of vending contracts, and finalizing healthy vending goals (as described in the previous sections), you may already know who the important local decision-makers are. States, cities, and counties typically contract with an individual or business to operate government food services. For example, a city might contract with a vending distributor to provide and stock vending machines. In many cases, these relationships have existed for a long time and the vendors may be relatively independent. Still, someone within the government is in charge of making the ultimate decisions about vending machines.

The decision-maker (or decision-makers) may be the head of a department or agency, a governing board, or even the mayor or city council. In some cases, vending machines may be controlled by a union bargaining agreement. The key question is, who sets the purchasing policies for vending machines? To find out, start with the mayor's office, municipal website, purchasing department, or city manager's office.

Engage key decision-makers early on in the process and make an effort to understand their perspective. A common challenge in starting a healthy vending machine initiative is that decision-makers are often not sure about the procedures for changing existing contracts with vendors. Work with the person who manages the vending contract (e.g., purchasing department or agency director) to help key decision-makers understand the contract. Also enlist this person to help you communicate and establish a relationship with the vendor.

Sometimes, even if a county executive or agency director supports the idea of healthy vending machines, they may not view the initiative as a priority. Even in smaller departments, officials might feel burdened by the additional workload entailed by implementing a healthy vending machine initiative.



This makes it all the more important to educate decision-makers about the health and financial benefits of making healthy beverages available to employees. One way to encourage prioritization of healthy beverage vending machines would be to share the results of employee/public surveys showing a desire for them.

To identify more information about decision-makers, you can interview the purchasing department staff, worksite managers, or even a wellness coordinator, using the *Sample Fact Finding Questionnaire* (Appendix C).¹⁶ With this tool, you can find out:

- Who the stakeholders are at vending locations
- Policies and practices already in place to improve vending options
- How open managers are to healthier vending options
- Possible barriers to changing the contents of vending machines

Employees and Other Influencers

The vending machine users – employees or site visitors – are critical to the overall success of a healthy beverage initiative. Ideally, a large number of employees will not only support the idea of healthy vending, but will actually champion the cause. Employee buy-in can compel the support of management and vendors.

At first, employees may have a mixed response when nutrition standards are proposed. While some may be open to healthy choices in the vending machine, others may get upset that their favorite drinks will no longer be available. Softening this resistance will be much easier if you involve employees (and visitors from the public) in your planning process and build support in the following ways:

- Conduct an employee survey
- Hold a beverage taste test
- Promote healthy choices through education and product labeling
- Provide incentives to buy healthier beverages
- Make adjustments to your initiative based on feedback and specific employee preferences



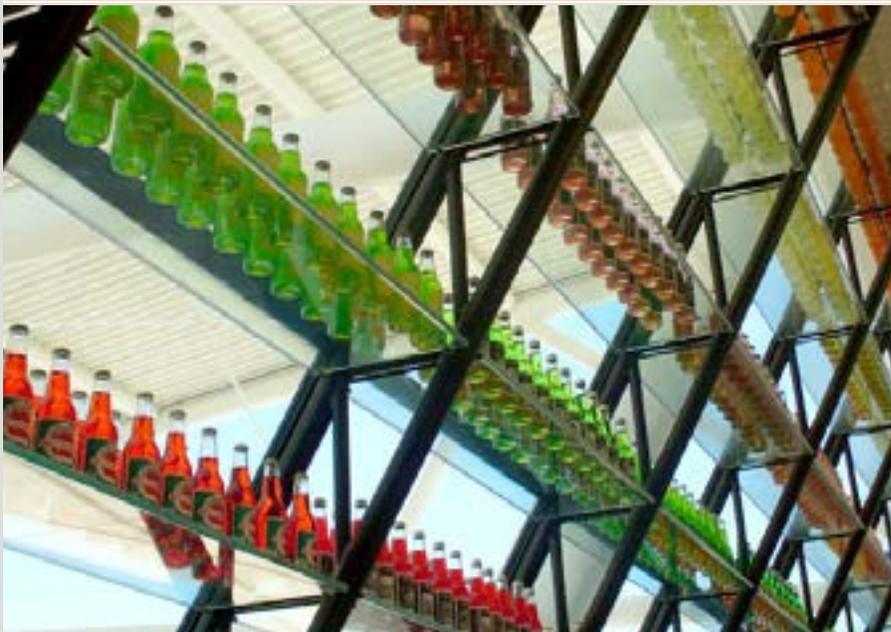
Employee Survey

Conduct a survey among staff and visitors to obtain feedback on the current beverage offerings, as well as what drinks they would like to see in the new, healthier vending machines – use the *Sample Employee Vending Survey* (Appendix D). Some topics covered in the survey include:

- Number of items per week they purchase from the vending machines in the building
- Amount of money they spend per week on beverages at the vending machine
- Beverages they typically buy from the vending machine
- Likelihood they will purchase healthier choices
- Whether they would be willing to pay more for healthier options (How much more? What is a reasonable price?)

This survey will give you critical information about how people are using vending machines, the beverages they most often buy, and what healthier drinks may appeal to them the most.

Share employee feedback with vendors. Let the vendor know about the employee survey results indicating a desire for healthy beverage vending machine options. For instance, employees that report never using the vending machines may indicate a willingness to start using them if healthier beverage choices become available. Sharing information about which healthy vending beverages are most likely to sell may help convince vendors that a market exists for making a switch.



Beverage Taste Test

It is also important to evaluate taste preferences when considering which drinks to put into vending machines. Employees can sample different healthier beverages and then vote on their favorites. Depending on taste test results and product availability, vendors can work with their distributors and sourcing networks to obtain the healthier beverages that are most likely to sell from their machines. For this, you can use the *Sample Healthy Drinks Taste Test* (Appendix E).

Promote Healthy Beverage Choices

Promotional activities – such as presentations, informational packets, product sampling, and clear labeling of healthier options – can help employees adjust to the changes. If the proposed policy does not require 100 percent healthy vending, then it is important to let employees know which beverages meet the nutrition standards. For example, Shasta County's *Healthy Shasta Fit Pick Vending Machines* initiative uses the 35-10-35 nutritional criteria (less than 35 percent of calories from fat; less than 10 percent of calories from saturated fat; and less than 35 percent of total weight from sugar).¹⁷ *Fit Pick* labels and stickers identify which products meet the nutritional guidelines and which vending machine items are lower in sugar and fat.

In its 2002 Fit City Initiative, San Antonio, Texas, provided examples of snacks and beverages that were *healthiest and healthier*. The program also provided signage for machines with healthy vending choices. Signage on or near vending machines helps to remind consumers about healthier beverage options and prompts them to make healthy choices.

The Iowa Department of Public Health used a social marketing campaign to create and test messages that would motivate consumers to choose healthier vending machine items. In office settings, there was a 10 percent shift in sales to healthier choices when messages were placed at the point of purchase, in comparison to machines that did not feature these messages.¹⁹

Promotional strategies can include:

- Developing or adopting promotional materials to prepare agency employees and attract new customers (these may include flyers, stickers, and other materials that promote the healthy options in the new vending machine)
- Utilizing direct communications (such as agency email, listservs, and internal newsletters to reach the target audience)
- Placing healthy items at eye level, where they're the easiest choices for consumers to select
- Using signage to identify healthy items
- Letting vendors know that, under the Affordable Care Act, the FDA will require vending machines to post calorie information next to each item (if the operator owns more than 20 machines)
- Limiting junk food marketing on machines



Incentives

Financial incentives can also be used to reward employees who purchase randomly identified healthy items. For example, promotional stickers and codes can be placed on the bottom of healthy drinks in vending machines. If an employee chooses a healthier beverage with a sticker, the code on the sticker could be their “ticket” for a drawing to win a small prize, such as a gift card, stretch bands, or jump ropes.²⁰

Get Feedback from the Employees

Evaluations can shed light on what is working and what should be changed. Set a reasonable time frame (for example, at the end of a pilot program or in six months) to obtain feedback from employees and public users. Use the *Sample Employee Vending Follow-up Survey* (Appendix F) to learn whether attitudes have changed about vending options, and whether demand has grown for healthy items.

Vendors

In rural areas and small towns, the vendor that stocks machines may be a neighbor, family member, or well-known resident in the community. Requests for them to change the contents of their vending machines and risk their financial livelihood may not be well received. However, if you have the support of key decision-makers and consumers, you will find it easier to broach the subject of healthy beverages with vendors. Once the lines of communication are open, work with vendors to address their challenges and the barriers to healthy vending that they perceive. Cultivate relationships with vendors who share a commitment to healthy food and who understand the business advantage of it. More specifically:

- Identify the vendors, distributors, and producers who can play a role in increasing the supply of healthy vending items
- Work with the person who manages the contract (e.g., purchasing department or agency director) to build a relationship and good communication with the vendor
- Meet with the vending contract manager, purchasing department, and vendor at the same time so as to avoid gaps in communication and ensure that all parties are on the same page



During your meetings with potential vendors, address the following commonly raised issues:

1. Healthy Beverage Standards

Work with the local health department or other nutritional experts to define what qualifies as a healthy beverage. For example, standards could be based on *The Public Health Institute's 100% Beverage Standards for Adult Settings* (Appendix H). The vendor may already have healthy selections available or be able to provide them by request. If so, ask the vendor to identify beverages already sold in the vending machine that meet the nutrition standards and label them to help promote healthy choices. Otherwise, work with the local health department and vendor to identify healthy products that are potentially available for vending in the beverage machines.

Recent examples of nutrition standards for healthy vending policies in California rural areas include:

- City of Redding (Shasta County): *Healthy Vending Policy*
- Fort Bragg (Mendocino County): *Healthy Eating and Employee Wellness Guidelines*
- Visalia Park (Tulare County): *Healthy Beverage and Snack Standards*
- Monterey County: *Healthy Vending Machine Policy*

2. Availability of Healthier Beverage Options

Depending on their capacity, vendors will get their products from different sources, ranging from large distributors to the local grocery wholesaler. In small towns or rural areas, vendors may not have many options. Their suppliers' product lines may not include items that meet the healthy beverage standards. Moreover, suppliers might try to discourage vendors from stocking healthier options, claiming that they are too expensive or not profitable. This will influence what healthy selections your vendor will make available.

3. Product List

Vendors may not initially know if they are able to get healthier beverage options. Engage with vendors early in the process and support them in working with their distributors and suppliers to identify available healthy options. You can provide vendors with examples of beverages that meet the nutrition standards. For example, the National Alliance for Nutrition and Physical Activity (NANA) developed a list of beverage and snack options that meet NANA's vending standards. (For the full product list, see Appendix G.) Although the need for updated healthier product lists will change as nutrition standards and product offerings evolve, some of the healthy beverage options that could be made available in vending machines include:

- Seltzer water, flavored water, and bottled water with no added caloric sweeteners;
- 100 percent fruit or vegetable juice;
- Drinks that contain 40 calories or less per container, such as juice drinks, teas, sports drinks, and low-calorie soda;
- Fat-free milk, one percent low-fat [unflavored] milk, and soy milk; and,
- Unsweetened coffee and tea.



Additional lists of healthy vending machine options are available from the Network for a Healthy California Worksite Program, Contra Costa Health Services, Wellness Works at Alameda County, and the American Heart Association's *Recommended Nutrition Standards for Procurement of Foods and Beverages Offered in the Workplace* (Appendix J provides a resource list). It is important that you provide vendors with a list of available healthy beverages, share insights from your employee survey, and emphasize a variety of products that consumers will buy.

4. Sourcing Healthy Beverages for Vending Machines

When sourcing healthy beverages for vending machines, you can choose either to use a vendor or have the government agency stock the machine.

If you work with a vendor, select a vending company that offers items that meet the healthy beverages standards. A growing number of vending companies are now health-focused, as more and more consumers are interested in healthier snack and beverage options. In 2010, the Food Institute Report highlighted a Snack Food Association study showing that approximately 74 percent of consumers are trying to eat healthier. Capitalizing on this trend, some vending companies are starting to offer healthier vending machine product mixes. (For more information, see Appendix I.)

To find out which vendors service your area and how to reach out to them (through an informal process and/or through an RFP), check with your purchasing department.

Blind vendors. The California Department of Rehabilitation provides an opportunity for qualified legally blind individuals to become independent food service vendors under the Business Enterprise Program (BEP). The program was created through the Randolph-Sheppard Act (RSA), a federal law that has been in place for decades. The RSA gives the right of first refusal to blind merchants for contracts to operate vending machines, concession stands, and cafeterias on federal property. As a result, blind vendors, especially in rural areas, may have an important advantage when it comes to negotiating vending contract terms. In making the case for healthy vending, secure the full buy-in of the State Licensing Agency (SLA), which recruits, trains, licenses, and places blind vendors. Also, obtain the support of the California Vendors Policy Committee, which represents blind vendors who participate in the BEP.



Unfortunately, in some rural areas and small towns, the limited number of servicing vendors (or, in some cases, the only vendor) may simply refuse to meet the new healthy beverage vending requirements. Even in this worst-case scenario, however, you have options:

- Cancel the contract or withdraw the RFP. Instead, have the government agency install its own vending machine.
- Simply do not have a vending machine. As an alternative, employees can contribute money to purchase beverages to stock the refrigerator. They can adopt a healthy beverage policy and identify beverages available at the local grocery or big-box store that meet their policy requirements.

5. Percentage of Healthy Items in Vending Machine

From a public health perspective, the strongest approach is to offer only healthy food and beverage items in vending machines. Not only would this provide the greatest number of healthy options, but it would also make enforcement easier.

However, gradually increasing the number of healthy beverage options (e.g., 25 or 50 percent) allows vendors (and consumers) to adapt while the vending machines attract new customers. This may be your only option if you have a small pool of vendors (or only one vendor) in your county. But remember to be clear with vendors about your long-term goal, whether it's 50, 75, or 100 percent healthy vending options.

During these transition periods, regularly communicate to your vendors that the purpose of the policy is to expand access to healthier options, and be clear about your criteria for healthier items, implementation timeline, and the need for regular reports and accountability for correct stocking and labeling of products.²¹ This includes proposing a specific time frame for the phase-in period; typically the original percentage would be kept in place for six months or one year before assessing its financial feasibility and continued interest in increasing the number of healthy items in vending machines.



6. Healthy Beverage Pricing

Early on, discuss pricing healthy food competitively (to cost less or no more than unhealthy options). The vending contract should strike a balance between the prices that vending machine customers can afford and the overall profitability of the contract. (However, pricing will ultimately be left up to vendors, as they negotiate the prices they themselves must pay to suppliers and distributors.)²² If an employee survey shows demand for healthy vending, it will be that much easier to gain the support of the vendor, and the vendor may even be open to reducing the price of a few items to see the impact on sales.

Pricing Healthy Food Competitively. In a study conducted by the University of Minnesota, low-fat snacks were added to vending machines at 12 worksites. Price reductions of 10 percent, 25 percent, and 50 percent were then introduced. Sales of low-fat snacks increased by 9 percent, 39 percent, and 93 percent, respectively. Just as importantly, average profits per machine were not affected by the vending intervention. Another vending machine intervention at several bus garages, in which healthy food and beverage items were made more available and less expensive, also led to increased sales of these items.

7. Incentives for Sale of Healthier Items

To persuade vendors to include healthier beverages in vending machines, you may need to offer incentives. Work with the person who manages the vending contract to modify the agreement so that it includes incentives for the sale of healthier beverages. If the contract cannot be modified or is set to expire, then have the purchasing department design a vendor RFP to reward bidders who offer healthier beverage options at competitive prices. Incentives for vendors can include placing the vending machine at a preferred location, installing a second vending machine in a public space, or offering a small stipend to subsidize a portion of revenue loss, if there is any.



8. Making the Financial Case for Healthy Vending

Asking vendors to change their vending machine product mix solely for health considerations is not sufficient; you must also persuade them that they can maintain a healthy profit margin. Educate the vendor on the financial benefits of placing healthy beverages in vending machines. Emphasize healthy vending as a way to expand their customer base, maintain profitability, and lead the trend toward healthier vending. Show your vendor the employee survey that indicates more people are willing to buy healthy beverages, such as sparkling water.²³ Help vendors develop a strategy to generate revenue from selling healthier beverages.

9. Measure Your Success

It is also important to ask vendors to track pricing and sales data.

Vendors can provide you with reports on a regular basis (e.g., monthly or quarterly) to identify the beverages that sell the most, the effects of pricing, and profit margins. This information will help them identify consumer preferences as they continue to shift toward healthier vending.

The data from these reports can also inform an assessment of healthy vending, both before and after implementation (Appendix B). Short pre- and post-surveys provide important information about whether products are being labeled, priced, placed, and promoted properly.²⁴

Healthy Vending Data. A vendor naturally wants a product mix that is profitable. Vendors may push back if they think the contracting agency's health standards will hurt their bottom line. They might assume that healthy products won't sell. Therefore, be prepared to provide examples of counties or agencies that have implemented healthy vending with some measure of success.

- A healthy vending pilot was conducted in three Delaware state agency buildings, each of which set a requirement that 75 percent of the food and beverage choices offered in their vending machines be healthy. As a result, more consumers purchased the healthier beverages. In one location, sales of unhealthy beverages dropped from 75 percent to 38 percent of units sold, while overall the sales for beverages increased.
- Hospitals in Boston, Massachusetts and San Diego, California also found that providing healthier drink options resulted in an increase in healthy beverage sales. In Boston, healthy beverage sales increased by 30 percent. In San Diego, sales of "healthier drinks" increased by 40 percent and sales of "healthiest drinks" increased by 64 percent.

For more examples, see the Center for Science in the Public Interest's [Financial Implications of Healthy Vending](#).



CONCLUSION

In California's rural communities, there is now an opportunity to improve the food environment by implementing policies to increase healthier beverage options in vending machines. Many of the strategies available to residents of these communities are similar to those employed in non-rural settings. However, if they understand the specific context of rural counties and think through how to effectively engage local decision makers, citizens, and vendors, their efforts will be much more effective.



CHECKLIST: Reach For More Healthier Beverage Vending Options

(All references are to the *Reach for More* guide, unless otherwise indicated.)

PHASE 1: ASSESS THE BEVERAGE ENVIRONMENT

ACTION ITEM	STEPS TO TAKE	TOOLS	RESOURCES
Assess vending machines	<ul style="list-style-type: none"> ○ Form a working group ○ Determine number, locations, and content of machines ○ Analyze product mix, placement, pricing, and advertising 	<i>Sample Beverage Vending Machine Observational Assessment</i> (Appendix B)	<i>Take Inventory</i> (page 6)
Obtain vending contracts	<ul style="list-style-type: none"> ○ Contact Purchasing Department or person in charge of the vending machine 	<i>Obtain Existing Vending Contracts</i> (page 7)	California Public Records Act (Govt. Code §§ 6250 - 6276.48)
Understand vending contracts	<ul style="list-style-type: none"> ○ Review the vending contract and consider key contract terms 	<i>Vending Contract Assessment Tool</i> (page 9)	ChangeLab Solutions' <i>Model Healthy Municipal Snack and Beverage Vending Agreement</i>
Identify healthy vendors and products	<ul style="list-style-type: none"> ○ Find vendors who are able and interested in sourcing healthy products 	<i>Vendors that Offer Healthier Beverage & Food Options</i> (Appendix I) <i>Beverage and Snack Options that Meet NANA Vending Standards</i> (Appendix G)	<i>Sourcing Healthy Beverages for Vending Machines</i> (page 17)
Disseminate the information	<ul style="list-style-type: none"> ○ Communicate baseline assessment and contract assessment to stakeholders (including decision-makers and vendors) 		

PHASE 2: FORM KEY RELATIONSHIPS & BUILD PROGRAM SUPPORT

ACTION ITEM	STEPS TO TAKE	TOOLS	RESOURCES
Identify and engage decision-makers	<ul style="list-style-type: none"> ○ Identify decision-makers ○ Meet with decision-makers ○ Identify decision-makers' interests and constraints 	<i>Sample Fact Finding Questionnaire</i> (Appendix C)	<i>Decision-Makers</i> (page 11)
Engage employees and other vending machine users	<ul style="list-style-type: none"> ○ Survey employees/users ○ Conduct beverage taste test ○ Educate employees and other users about proposed changes 	<i>Sample Employee Vending Survey</i> (Appendix D) <i>Sample Healthy Drinks Taste Test</i> (Appendix E)	<i>Employees and Other Influencers</i> (page 12)

CHECKLIST: Reach For More Healthier Beverage Vending Options

PHASE 2: *Continued*

ACTION ITEM	STEPS TO TAKE	TOOLS	RESOURCES
Engage vendors	<ul style="list-style-type: none"> ○ Share assessment results and recommendations ○ Discuss vendor ideas and commonly raised issues: <ul style="list-style-type: none"> • Healthy beverage standards • Availability of healthier beverage options • Sourcing healthy beverages for vending machines • Percentage of healthy items in vending machines • Healthy beverage pricing • Incentives for sale of healthier items • Financial case for healthy vending ○ Create a plan to promote healthy vending options (e.g., product labeling, incentives for consumers) 	<p><i>Sample Beverage Vending Machine Observational Assessment</i> (Appendix B)</p> <p><i>Sample Fact Finding Questionnaire</i> (Appendix C)</p> <p><i>Sample Employee Vending Survey</i> (Appendix D)</p> <p><i>Sample Healthy Drinks Taste Test</i> (Appendix E)</p> <p><i>The Public Health Institute's 100 % Beverage Standards for Adult Settings</i> (Appendix H)</p>	Vendors (page 15)

PHASE 3: MONITOR/EVALUATE PROGRESS & FOLLOW-UP

ACTION ITEM	STEPS TO TAKE	TOOLS	RESOURCES
Follow-up evaluations	<ul style="list-style-type: none"> ○ Conduct follow-up of vending machine assessment ○ Conduct follow-up of vending machine users 	<p><i>Sample Beverage Vending Machine Observational Assessment</i> (Appendix B)</p> <p><i>Sample Employee Vending Follow-up Survey</i> (Appendix F)</p>	
Vendor interviews	<ul style="list-style-type: none"> ○ Review and analyze monthly or quarterly reports prepared by vendor ○ Discuss sales, stocking, pricing, profits, consumer preferences, and changes to increase percentage of healthy items 	<i>Measure Your Success</i> (page 20)	
Improvements	<ul style="list-style-type: none"> ○ Use evaluation to inform further improvements 		
Report findings	<ul style="list-style-type: none"> ○ Let stakeholders know what happened 		

APPENDICES

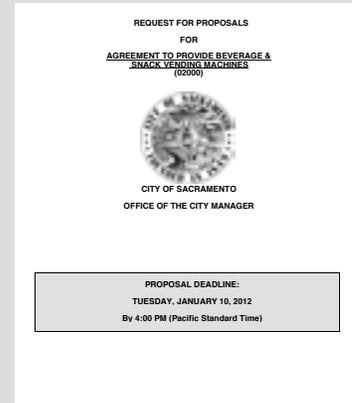
Appendix A:	Sacramento's Sample Request for Proposals
Appendix B:	Sample Beverage Vending Machine Observational Assessment
Appendix C:	Sample Fact Finding Questionnaire
Appendix D:	Sample Employee Vending Survey
Appendix E:	Sample Healthy Drinks Taste Test
Appendix F:	Sample Employee Vending Follow-up Survey
Appendix G:	Beverage and Snack Options that Meet NANA Vending Standards
Appendix H:	The Public Health Institute's 100% Beverage Standards for Adult Settings
Appendix I:	Vendors that Offer Healthier Beverage & Food Options
Appendix J:	Resources

APPENDIX A

Sacramento's Sample Request for Proposals

A sample Request for Proposal for "Agreement to Provide Beverage & Sanck Vending Machines" (City of Sacramento, 2012) is available on our website at:

www.changelabsolutions.org/publications/reach-for-more

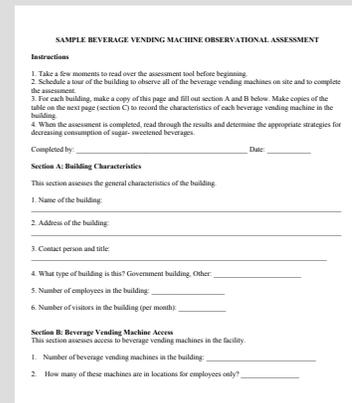


APPENDIX B

Sample Beverage Vending Machine Observational Assessment

A sample assessment is available through Cut Your Sugar at:

www.cutyoursugar.org/wp-content/uploads/2012/08/sample-vending-machine-assessment.pdf

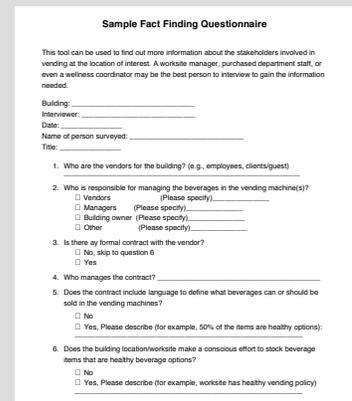


APPENDIX C

Sample Fact Finding Questionnaire

A sample questionnaire is available at: Statewide Health Improvement Program (SHIP), Saint Paul – Ramsey County Public Health, 2011. *Healthy Vending Options Toolkit: A Step-by-Step Guide to Increase Healthy Vending Options at Worksites.*

www.co.ramsey.mn.us/NR/rdonlyres/83DD2A5F-C733-4E4A-B7AF-8D12107C2EB5/26036/healthy_vending_options_toolkit_final.pdf (see pages 9-10)



APPENDIX D

This follow-up survey is adapted from several sample surveys that can be found at:

Cut Your Sugar. *Sample Employee Survey*

www.cutyoursugar.org/wp-content/uploads/2012/08/sample-employee-survey.pdf

Mid-America Coalition on Health Care. *Healthy Vending in the Workplace – An Employer Toolkit 2012*

www.machc.org/documents/Healthy%20Vending%20Guide%20-%20FINAL%2010%2002%2012.pdf

(see pages 15-16)

Knox County Health Department & the University of Tennessee Knoxville, Department of

Nutrition. 2009. *Healthy Vending Toolkit: A Guide for Healthy Snacks at Your Workplace*

www.knoxcounty.org/health/pdfs/vending_toolkit.pdf (see pages 20-21)

Sample Employee Vending Survey

Date: _____

The purpose of this survey is to gather information about employee perception of vending machines at their worksite. This survey focuses on **beverages**. Your answers will help support a healthy work environment. Thank you for your input.

1. What department do you work in? _____
2. How many times per week do you buy beverages from the vending machines at work?
 - Less than 1 time
 - 1-2 times
 - 3-4 times
 - 5-6 times
 - 7 or more times
3. On average, how much do you spend per week on beverages at the vending machines?
 - \$0 - \$2.00
 - \$2.00 - \$4.00
 - \$4.00 - \$6.00
 - More than \$6 per week
4. Do you purchase healthy beverages from the vending machines?
 - Never
 - Sometimes
 - Often
 - Always
 - Don't know

Sample Employee Vending Survey (continued)

5. What beverages do you buy most often from the vending machines? Write the name(s) on the line below.

6. What is a reasonable price for a drink?

- \$0.50 to \$1.00
- \$1.00 to \$1.25
- \$1.25 to \$1.50
- \$1.50 to \$2.00

7. I would like healthy options in the beverage vending machines at work. Select the best answer.

Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree

8. If there were healthier beverage choices at the vending machines, I would purchase more often than I currently do. Select the best answer.

Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree

9. Are you able to distinguish healthier beverages at your worksite vending machines?

- Yes
- No

If no, what could be done to help you make healthier beverage choices?

10. What percent of items in the vending machines at work do you think should be healthy choices?

- 1-10%
- 11-20%
- 26-50%
- 51-70%
- 76-100%

11. Please add any additional comments you may have about the beverage options in the vending machine.

APPENDIX E

This sample taste test was adapted from *King County Healthy Vending Toolkit*, at www.kingcounty.gov/healthservices/health/nutrition.aspx (see pages 26-27)

Sample Healthy Drinks Taste Test

Thanks for helping us taste and choose healthy beverages that may be added to our vending machines. Your feedback is important to us!

Please circle your answers for beverage below:

Beverage List	How does it taste?			Comments/Questions
	 Great!	 OK	 Yuck!	
	 Great!	 OK	 Yuck!	
	 Great!	 OK	 Yuck!	
	 Great!	 OK	 Yuck!	
	 Great!	 OK	 Yuck!	
	 Great!	 OK	 Yuck!	

APPENDIX F

This sample employee vending follow-up survey was adapted from: Statewide Health Improvement Program (SHIP), Saint Paul – Ramsey County Public Health. 2011. *Healthy Vending Options Toolkit: A Step-by-Step Guide to Increase Healthy Vending Options at Worksites*.

www.co.ramsey.mn.us/NR/rdonlyres/83DD2A5F-C733-4E4A-B7AF-8D12107C2EB5/26036/healthy_vending_options_toolkit_final.pdf (see pages 35-36)

Sample Employee Vending Follow-up Survey

Please mark your answer to the following questions about vending machines:

1. What department do you work in? _____
2. How many times per week do you buy beverages from the vending machines at work?
 - Less than 1 time
 - 1-2 times
 - 3-4 times
 - 5-6 times
 - 7 or more times
3. On average, how much do you spend per week on beverages at the vending machines?
 - \$0 - \$2.00
 - \$2.00 - \$4.00
 - \$4.00 - \$6.00
 - More than \$6 per week
4. Do you purchase healthy beverages from the vending machines?
 - Never
 - Sometimes
 - Often
 - Always
 - Don't know
5. Are you able to distinguish healthier beverages at your worksite vending machines?
 - Yes
 - No

If no, what could be done to help you make healthier beverage choices?

Sample Employee Vending Follow-up Survey (continued)

6. What beverages do you buy most often from the vending machines? Write the name(s) on the line below.

7. I am happy with the changes made to the vending machines at my worksite.

Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree

8. I am more aware of the healthier beverage items available in the vending machines.

Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree

9. I understand the beverage vending policy at my worksite.

Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree

10. What beverages would you like to be added to the vending machines?

11. What beverages would you like to be removed from the vending machines?

Other Comments:

APPENDIX G

Beverage and Snack Options that Meet NANA Vending Standards

Items listed below meet the National Alliance for Nutrition and Activity (NANA) vending machine standards. This list does not contain every product that meets the standards, but it offers a sense of what types of products could be placed in healthier vending machines. In addition to the products listed below, look for local and regional companies that offer products that meet these standards. The NANA standards and additional resources on healthier food choices for public places are at <http://www.cspinet.org/nutritionpolicy/foodstandards.html>.

Once you have identified qualifying products, hold taste tests and have employees vote for their favorite options. This will assist in determining the best options for your site. In addition, educate employees about why nutrition standards are being implemented to help ease the transition to healthier products.

Beverages

Bottled Water

Any bottled water with no added caloric sweeteners

Smart Water

Evian

Poland Springs

Fiji

Perrier

Volvic

Deer Park

Arrowhead Water

Vittel

Ayala's Herbal Water

Seltzer and Flavored Water

Seagrams' Seltzer (all flavors)

Amelia Sparkling Water (all flavors)

Polar Seltzer (all flavors)

Dasani Flavored Waters (all flavors)

Aquafina FlavorSplash (all flavors)

Vitamin Water Zero (all flavors)

100% Fruit Juice

Any 12 ounce 100% juice (look at % juice on food label)

Tropicana (all 100% juice)

Ocean Spray (all 100% juice)

Minute Maid (all 100% juice)

Veryfine (all 100% juice)

Welch's (all 100% juice)

Juicy Juice (all 100% juice)

Motts Apple Juice

100% Vegetable Juice

V-8 Low-Sodium 100% Vegetable Juice (11.5 oz.)

Campbell's Low-Sodium Tomato Juice (11.5 oz.)

Fat-Free & 1% Low-Fat Milk & Soy Milks

Any unflavored or flavored fat-free or 1% low-fat milk with less than 200 calories per container

Garelick Farms TruMoo Fat-free, up to 12 oz. (Chocolate, Coffee, Strawberry, and Vanilla)

Nesquik No Sugar Added Chocolate Low-fat and Low-fat Chocolate (8 oz.)

Silk Soymilk Very Vanilla and Chocolate (8 oz.)

Soy Dream Soymilk Enriched, Chocolate Enriched, Vanilla Enriched (8 oz.)

Beverage and Snack Options that Meet NANA Vending Standards (continued)

Smoothies

Lifeway Low-fat Kefir (8 oz.)
Stonyfield Farm Organic Super Smoothie (6 oz.)
DanActive Smoothies (3.1 oz.)

Juice Drinks

Drinks that contain 40 calorie or less per container
Country Time Light Lemonade
Sunkist Diet Sparkling Lemonade
Tropicana (Light Lemonade, Light Fruit Punch, and Light Berry Blend)
Hawaiian Punch Fruit Juicy Red Light
V8 Splash (Diet Berry Blend and Diet Tropical Blend)
Minute Maid Light Lemonade
Snapple (Diet Noni Berry and Diet Cranberry Raspberry)
SoBe (B-Energy Strawberry Apricot, Lean Fuji Apple Cranberry, Lean Raspberry Lemonade, and B-Energy Black Cherry Dragonfruit)
Ocean Spray (Diet Sparkling Cranberry, Diet Blueberry, and Diet Cran-Pomegranate)

Teas

Drinks that contain 40 calorie or less per container
Snapple (Diet Peach Tea, Diet Plum-a-Granate Tea, and Trop-A-Rocka Tea)
Nestea (Diet Sweetened Lemon Ice Tea and Diet Green Tea)
Brisk No Calorie Lemon Iced Tea
Lipton (White Tea with Raspberry, Diet Green Tea with Watermelon, and Green Tea with Mixed Berry)

Hot Coffee and Tea, Vending

Unsweetened coffee and tea, if condiments are provided milk/creamer must contain less fat than cream, like whole or 2% milk

Sports Drinks

Drinks that contain 40 calorie or less per container
Propel Zero (all flavors)
Gatorade G2 (all flavors)
Powerade Zero (all flavors)

Low-Calorie Soda

Drinks that contain 40 calorie or less per container
Diet Coke (also Lime and Vanilla)
Coke Zero
Sprite Zero
Fresca
Diet Mellow Yellow
Diet Dr. Pepper (also Cherry Vanilla)
Dr. Pepper 10
Diet Sunkist
Diet Sun Drop
Diet 7-Up
Diet Pepsi (also Lime, Vanilla, and Wild Cherry)
Pepsi Max
Diet Sierra Mist (also Cranberry Splash and Ruby Splash)
Diet Mug Root Beer
Diet Mug Cream Soda
Diet Mountain Dew (also Code Red)
Diet A&W Rootbeer
Diet Stewarts Rootbeer
Diet Stewarts Orange and Cream
Schweppes Diet Ginger Ale

Snacks

FRESH FRUIT AND VEGETABLES

Many varieties of fresh fruit and vegetables work well in refrigerated vending machines.
Examples include:

Apples (whole or sliced in packages)
Oranges (whole or sliced in packages)
Cut up fruit (melon, pineapple)
Berries

Beverage and Snack Options that Meet NANA Vending Standards (continued)

Grapes
Baby Carrots
Celery Sticks
Grape or Cherry Tomatoes

FRUIT CUPS

Fruit cups in single-serve cups with less than 200 calories

Del Monte

Diced Peaches, no sugar added
Diced Pears, no sugar added
Mixed Fruit, no sugar added
Mandarin Oranges, no sugar added
Pineapple Tidbits in 100% Juice

Dole

Cherry Mixed Fruit in 100% Juice
Diced Peaches in 100% Juice
Mixed Fruit in Sugar Free Cherry Gel
Mandarin Oranges in 100% Juice
Mixed Fruit in 100% Juice
Peaches in 100% Juice
Tropical Fruit in 100% Juice
Red Grapefruit Sunrise
Frozen Fruit Cups (Blueberry, Pineapple, and Sliced Strawberry)

Schwann's

Fruit to Go Cup

APPLESAUCE

Applesauce in single-serve pack with less than 200 calories

Matern

Go-Go Squeeze Applesauce on the Go (Apple Banana, Apple Cinnamon, Apple Peach, Apple Strawberry, Apple)

Musselman's

Natural
Totally Fruit Applesauce (Peach and Strawberry)

Motts

Natural

FRUIT SNACKS

Fruit snacks in single-serve packs with less than 200 calories and made from 100% fruit

Stretch Island

Fruit Leather (Orchard Cherry, Abundant Apricot, Harvest Grape, Autumn Apple, Ripened Raspberry, Mango Sunrise, and Summer Strawberry)

DRIED FRUIT

Dried fruit in single-serve packs with less than 200 calories and no added sugars

Brothers-All-Natural

Fruit Crisps (Strawberry Banana, Fuji Apple, Asian Pear, Strawberry, Banana, Peach, Pineapple, Apple Cinnamon, Mixed Berry, and Mandarin Orange)

Sun-Maid

Raisins
Apricots
Pitted Plums
Fruit Bits
Apples
Mixed Fruit
Tropical Trio
Goldens (raisins) and Cherries

Azar Nut Co.

Raisins

Crispy Green

Crispy Fruit (Apple, Asian Pear, Banana, Mango, and Pineapple)

Crunchies Food Company

Freeze Dried Fruit (Cinnamon Apple, Mango, Mixed Fruit, Pear, and Pineapple)

Funky Monkey Fruit That Crunches

Freeze Dried Fruit (Applemon, Bananamon, Carnaval Mix, Jivealime, MangoJ, Pink Pineapple, and Purple Funk)

Bare Fruit

Apple Chips (Cinnamon Apple, Fuji Red, and Granny Smith)

FROZEN FRUIT OR DAIRY BARS

Dole

Banana Dippers (Dark Chocolate with and without almonds)

Beverage and Snack Options that Meet NANA Vending Standards (continued)

Edy's/Dreyer's

100% Fruit Bars (Strawberry, Tangerine, and Raspberry)

Schwann's

Crème Bars

YOGURT

Yogurts listed are 6 oz. servings or less

Dannon

Light N' Fit (all flavors)

Oikos 0% Greek (all flavors)

Light & Fit 60 Calorie Packs (all flavors)

Activia Light (all flavors)

Yoplait

Light (all flavors)

Light with Fiber (all flavors)

Light Thick & Creamy (all flavors)

Greek 100 (all flavors)

Breyers

Light (all flavors)

Stonyfield

0% Fat, Smooth and Creamy (all flavors)

0% Fat, Fruit on the Bottom (all flavors)

Oikos 0% Greek (all flavors)

Low-fat, Smooth and Creamy (except Peach)

Low-fat, Smooth and Creamy (except Mango Honey)

Wallaby

Non-fat (all flavors)

Low-fat (only Key Lime and Vanilla Bean)

Low-fat Down Under (only Passion Peach)

Fage

Total 0% (except Honey)

Siggi's

Non-fat (all flavors)

Chobani

0% (all flavors)

NUTS/SEEDS

Nuts and seeds are 1 oz., unless otherwise noted

Blue Diamond

Almonds 100 Calorie Pack (Lightly Salted, Whole Natural, Cinnamon Brown Sugar, Dark

Chocolate, Sea Salt, and Wasabi and Soy Sauce)

Emerald Nuts

Almond 100 Calorie Packs (Dry Roasted, Cocoa Roasted, and Natural)

Planters Peanuts

Dry Roasted

Honey Roasted

Salted

David

David in Shell Original Sunflower Seeds (Original, Bar-B-Q, and Ranch, 1.75 oz.)

Azar Nut Co.

Peanuts (Roasted, Salted)

Pumpkin Seeds (Ranch)

Sunflower Kernels (Honey Roasted or Roasted and Salted)

Sunrich Natural

Chili Limon Pepitas Pumpkin Seeds

Blaze-In' Hot Sunflower Kernels

Lightly Salted Pepitas Pumpkin Seeds

Lightly Salted Sunflower Kernels

Kar's Nuts

Roasted, Salted Cashews

Salted Almonds

Salted Peanuts

Sunflower Kernels

Mr. Nature

Salted Almonds

Salted Cashews

Salted Peanuts

GRANOLA BARS

Quaker Chewy

Chocolate Chip

Chocolate Swirl

Peanut Butter Chocolate Chip

TLC Chewy Granola Bars

Honey Almond Flax

Chewy Trail Mix

Cherry Dark Chocolate

Dark Mocha Almond

Peanut Butter

Beverage and Snack Options that Meet NANA Vending Standards (continued)

TLC Crunchy Granola Bars

Honey Toasted 7-Grain
Pumpkin Spice Flax
Roasted Almond Crunch

CEREAL BARS

General Mills Cereal Pouches

Cinnamon Toast Crunch On-The-Go Pouch
Cinnamon Toast Crunch Crisps
Cocoa Puffs Cereal On-The-Go Pouch - Reduced Sugar

Corazonas Foods

Corazonas All Natural Oatmeal Squares (Banana Walnut, Blueberry, Chocolate Brownie Almonds, Chocolate Chip, Cranberry Flax, and Peanut Butter)

GUM

Any sugar-free gum
Trident (sugar-free)
Stride (sugar-free)
Orbit (sugar-free)
Eclipse (sugar-free)
Extra (sugar-free)

COOKIES

Otis Spunkmeyer

Delicious Essential Reduced Fat 51% Whole Grain Cookies, 1.5 oz. or less (Carnival, Chocolate Brownie, Chocolate Chip, Oatmeal Raisin, and Sugar)

Readi-Bake

1.2 oz. or less
51% Whole Grain ABC Graham Crackers
51% Whole Grain Dots Graham Crackers
51% Whole Grain Sports Graham Crackers

CHIPS

1 oz., unless otherwise noted
Baked! Lays Potato Crisps (Original, BBQ, Sour Cream and Onion, and Southwestern Ranch)
Baked! Doritos Nacho Cheese
Baked! Tostitos Scoops!
Doritos Reduced Fat (Cool Ranch, Spicy Sweet Chili, and Nacho Cheese)
Soy Crisps Apple Cinnamon Crunch
Michael Season's Baked Potato Crisps (Sweet Barbeque)
Popchips 0.8 oz bags (Barbeque, Cheddar, Jalapeno, Original, Parmesan Garlic, Salt & Pepper, Sea Salt & Vinegar, and Sour Cream & Onion)
Baked Wise Original
Dr Sears Whole Grain Popumz (BBQ, Ranch, and Cheddar)
Glenny's Whole Wheat Popped Crispy Chips (Sea Salt)

CRACKERS

1 oz. unless otherwise noted
Wheat Thins Multigrain
Wheat Thins Hint of Salt
Wheat Thins 100-Calorie Pack

POPCORN

1 oz. or less
Jonny Rapp's (Lite White Cheddar Popcorn and Lite White Popcorn)
Mini Pops Air Popped Sorghum Grain (Baby White Cheddar, Itty Bitty Butter, Subatomic Sea Salt)
Herr's Light Popcorn
Wise Reduced Fat Butter

For more information, contact Katie Bishop, M.S., M.P.H. at 1220 L Street, NW, Suite 300, Washington, D.C. 20005, Phone: 202-777-8351, E-mail: kbishop@cspinet.org

APPENDIX H

The Public Health Institute's 100% Beverage Standards for Adult Settings

These standards are available at: The BANPAC Leadership Council, November 2012. *Implementing a Healthy Beverage Policy: An Organizational Toolkit.*

www.banpac.org/toolkit_HFBPE/section1/1-RethinkYourDrink_OrgPolicyToolkit_2012.pdf (see page 25)



APPENDIX I

Vendors that Offer Healthier Beverage & Food Options

ChangeLab Solutions does NOT endorse or recommend any specific beverage or food vendors. It is also beyond our organizational mission to evaluate the business practices of vendors or their franchisees. When searching for a vendor, it is important to seek guidance from your purchasing department, local attorneys, as well as checking with websites for the Secretary of State, Better Business Bureau, and other business and franchisee websites.

The Network for a Healthy California – Worksite Program lists the following “Vendors Offering Selected Healthy Products” in its *Vending Machine Food & Beverage Standards* fact sheet.

www.cdph.ca.gov/programs/cpns/Documents/Network-FV-WP-VendingMachineStandards.pdf

Vendors	Website
ATNIP Co.	www.atnipco.com
Aramark Vending (Just4U™ product line)	www.aramarkrefreshments.com/webstore/nav/services/snacksAndVending.action
Canteen	www.canteen.com/Pages/canteen.aspx?ItemID=9
Vendmart	www.vendmart.com

APPENDIX J

Resources

ChangeLab Solutions

Making Change: A Guide to Healthier Vending for Municipalities

www.changelabsolutions.org/publications/healthier-vending-municipalities

Model Healthy Municipal Snack and Beverage Vending Agreement

www.changelabsolutions.org/publications/healthier-vending-municipalities

Understanding Healthy Procurement: Using Government's Purchasing Power to Increase Access to Healthy Food

www.changelabsolutions.org/publications/healthy-procurement

Rural Assistance Center

Rural Obesity Prevention Toolkit

www.raconline.org/communityhealth/obesity

Nutrition Standards & Examples of Healthy Beverage Vending Machine Options

Model Beverage and Food Vending Machine Standards

National Alliance for Nutrition & Activity (NANA)

www.cspinet.org/new/pdf/final-model-vending-standards.pdf

Beverage and Snack Options that Meet NANA Vending Standards

National Alliance for Nutrition & Activity (NANA)

www.cspinet.org/nutritionpolicy/Vending-Product-List.pdf

Making Beverage Machines Healthier

Cut Your Sugar

www.cutyoursugar.org/making-beverage-machines-healthier

Healthy Vending Options Toolkit:

A Step-by-Step Guide to Increase Healthy Vending Options at Worksites

Statewide Health Improvement Program (SHIP), Saint Paul – Ramsey County Public Health

www.co.ramsey.mn.us/NR/rdonlyres/83DD2A5F-C733-4E4A-B7AF-8D12107C2EB5/26036/healthy_vending_options_toolkit_final.pdf

Healthy Vending in the Workplace – An Employer Toolkit 2012

Mid-America Coalition on Health Care

www.machc.org/documents/Healthy%20Vending%20Guide%20-%20FINAL%2010%2002%2012.pdf

Healthy Vending Toolkit: A Guide for Healthy Snacks at Your Workplace

Knox County Health Department & the University of Tennessee Knoxville, Department of Nutrition

www.knoxcounty.org/health/pdfs/vending_toolkit.pdf

Vending Machine Food & Beverage Standards

(includes examples of healthy vending machine options & healthy vendors)

Network for a Healthy California – Worksite Program

www.cdph.ca.gov/programs/cpns/Documents/Network-FV-WP-VendingMachineStandards.pdf

Resources (continued)

2013 Nutrition Standards for Vending Machine Guidelines and Vending Machine Sample List

Contra Costa Health Services

<http://cchealth.org/nutrition/vending-machine-policy.php>

King County Healthy Vending Guidelines & Toolkit

Seattle & King County Public Health

www.cspinet.org/new/pdf/kc_vending_guidelines.pdf

www.kingcounty.gov/healthservices/health/nutrition.aspx

Recommended Nutrition Standards for Procurement of Foods and Beverages Offered in the Workplace

American Heart Association

www.heart.org/idc/groups/heart-public/@wcm/@adv/documents/downloadable/ucm_320781.pdf

Fit Pick Vending Machine Program

Mississippi State Department of Health

http://msdh.ms.gov/msdhsite/_static/43,10409,277,86.html

Making the Case for Healthy Vending

Vending Machine Toolkits

Bay Area Nutrition & Physical Activity Collaborative (BANPAC)

www.banpac.org/healthy_vending_machine_toolkit.htm

www.banpac.org/toolkit_HFBPE/section1/1-RethinkYourDrink_OrgPolicyToolkit_2012.pdf

Financial Implications of Health Vending

Center for Science in the Public Interest (CSPI)

http://cspinet.org/new/pdf/revenue_fact_sheet.pdf

Healthier Vending Machine Initiatives in State Facilities

Centers for Disease Control and Prevention (CDC)

www.cdc.gov/obesity/stateprograms/pdf/Healthy_Vending_Machine_Initiatives_in_State_Facilities.pdf

Improving the Food Environment Through Nutrition Standards: A Guide for Government Procurement

Centers for Disease Control and Prevention (CDC)

www.cdc.gov/salt/pdfs/DHDSP_Procurement_Guide.pdf

ENDNOTES

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