How to Implement the Guidelines for Food and Beverage Sales in BC Schools

HealthLinkBC
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Outline

1. What are the Guidelines?
2. How do I know if a food or beverage meets the Guidelines?
3. How do I use the Nutrient Criteria?
4. How do I use the Brand Name Food List?
5. How do I use the Checklist?
6. How do I score a combo meal?
7. How do I apply the 50% “Sell Most” rule?
1. What are the Guidelines?
What are the Guidelines?

- The Guidelines define the **minimum nutrition standard** for the sale of healthy food and beverages in B.C. public schools.

- The Guidelines apply to all food and beverages **sold** to **students**.

- Full implementation of the Guidelines is expected by September 2014.
2. How do I know if a food or beverage meets the Guidelines?
How do I know if a food or beverage meets the Guidelines?

The Guidelines Manual includes two tools to score food and beverages against the minimum nutrition standard:

1. The Nutrient Criteria
2. The Checklist

The score determines whether or not a food or beverage is eligible for sale in schools.
How do I know if a food or beverage meets the Guidelines?

1. The **Nutrient Criteria** tool is used to score **prepackaged** food and beverages.
   - Food and beverages must have nutrition information
   - Items score as Sell Most, Sell Sometimes, or Do Not Sell

2. The **Checklist** is used to score **freshly made** food and beverages.
   - Food and beverages do not have nutrition information
   - Score as Sell or Do Not Sell
3. How do I use the Nutrient Criteria?
How do I use the Nutrient Criteria?

- Use the Nutrient Criteria to score *prepackaged* food or beverages labelled with an ingredient list and nutrition facts table. Two options:
  - Compare the nutrition information on the product label to the Nutrient Criteria to determine the score.
  - OR
  - Check the Brand Name Food List for products that have been pre-scored against the Nutrient Criteria. If you can’t find the product, submit it to the Brand Name Food List administrator for scoring. (see Section 4)
How do I use the Nutrient Criteria?

- Example: Scoring a prepackaged snack bar
How do I use the Nutrient Criteria?

- **Step 1:** Use the A-Z Food and Beverage List in the Guidelines to see which category to score your product in.

<table>
<thead>
<tr>
<th>Food or Beverage</th>
<th>Food Category</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit smoothies with milk or yogurt</td>
<td><strong>Milk and Alternative-Based Beverages</strong></td>
<td>52</td>
</tr>
<tr>
<td>Granola</td>
<td><strong>Prepackaged Hot and Cold Breakfast Cereals</strong></td>
<td>48</td>
</tr>
<tr>
<td>Granola bars</td>
<td><strong>Snack Bars and Trail Mixes</strong></td>
<td>57</td>
</tr>
<tr>
<td>Gravy</td>
<td><strong>Condiments, Dressings, Dips and Spreads</strong></td>
<td>58</td>
</tr>
</tbody>
</table>
How do I use the Nutrient Criteria?

- **Step 2**: Read the description of the food category to ensure that your product fits.

**Snack Bars and Trail Mixes**

Food in this category includes bar-type snacks and trail mixes.

- Trail mixes scored here include mixes of more than one of: fruit, nut/seed or grains.
- Nut and/or seed-only mixes (plain, sugared or seasoned) are scored in the ‘Meat and Alternatives’ category.

**Examples of Food Scored in this Category:**

Cereal bars, fruit bars & leathers, fruit & nut bars, granola bars, meal replacement bars, protein bars, sports bars.
How do I use the Nutrient Criteria?

- **Step 3:** Compare the information in the Nutrition Facts table and ingredient list on the package with the Nutrient Criteria.
<table>
<thead>
<tr>
<th></th>
<th>Sell Most</th>
<th>Sell Sometimes</th>
<th>Do Not Sell</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole Grain</td>
<td>If first ingredient is a grain, the grain must be a whole grain</td>
<td>No whole grain criteria</td>
<td>No whole grain criteria</td>
</tr>
<tr>
<td>Calories</td>
<td>300 calories or less</td>
<td>More than 300 calories</td>
<td></td>
</tr>
<tr>
<td>Fat</td>
<td>5 g or less (If peanuts, nuts or seeds are the first or second ingredient, it is exempt from the fat criteria)</td>
<td>7 g or less (If peanuts, nuts or seeds are the first or second ingredient, it is exempt from the fat criteria)</td>
<td>More than 7 g</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>3 g or less</td>
<td>More than 3 g</td>
<td></td>
</tr>
<tr>
<td>Trans Fat</td>
<td>5% or less of total fat</td>
<td>More than 5% of total fat</td>
<td></td>
</tr>
<tr>
<td>Sodium</td>
<td>200 mg or less</td>
<td>300 mg or less</td>
<td>More than 300 mg</td>
</tr>
<tr>
<td>Sugars</td>
<td>6 g or less (If fruit is the first or second ingredient may have up to 20 g sugar.)</td>
<td>16 g or less (If fruit is the first or second ingredient may have up to 30 g sugar.)</td>
<td>More than 16 g</td>
</tr>
<tr>
<td>Sugar Ingredients</td>
<td>First ingredient may not be a sugar</td>
<td>First ingredient may not be a sugar</td>
<td>First ingredient is a sugar</td>
</tr>
<tr>
<td>Sugar Substitutes</td>
<td>NO Sugar Substitutes</td>
<td>NO Sugar Substitutes except in Secondary Schools</td>
<td>Contains Sugar Substitutes except in Secondary Schools</td>
</tr>
<tr>
<td>Caffeine</td>
<td>15 mg or less</td>
<td>More than 15 mg or ‘caffeine’ listed in ingredient list and amount not indicated on label</td>
<td></td>
</tr>
<tr>
<td>Additional Ingredients</td>
<td>NO cautionary statements and NO specific quantity of botanical ingredients listed on the label</td>
<td></td>
<td>Food label has a cautionary statement or a specific quantity of botanical ingredients listed on the label</td>
</tr>
</tbody>
</table>
4. How do I use the Brand Name Food List?
What is the Brand Name Food List?

The Brand Name Food List (BNFL) is a tool to help British Columbians choose prepackaged and franchised food and beverages that meet the nutrition standards for schools and public buildings. The BNFL scores food and beverages based on the Guidelines for Food and Beverage Sales in BC Schools (the Guidelines) and the Nutritional Guidelines for Vending Machines in B.C. Public Buildings.

The list is meant for ready-to-eat, prepackaged and franchised food, not individual ingredients, such as flour, baking soda etc. Freshly made food and beverages (that do not have an accompanying Nutrition Facts table and ingredient list) are scored using the Checklist tool contained within the Guidelines. Non-franchised freshly made food and beverages are not eligible for posting on the Brand Name Food List because they do not have standardized recipes and are not widely available in B.C.
How do I use the Brand Name Food List?

- Use the Brand Name Food list to:
  - Search for food and beverages and their score
  - Submit an item for scoring and adding to the list
  - Create a Scorecard to track implementation of the Guidelines in a food sales outlet
How do I use the Brand Name Food List?

- Search for food and beverages and their score

**Search the List**

Complete the “Search Criteria” form to find the score (Sell Most, Sell Sometimes, and Do Not Sell) for products in the List. You can sort by the columns to reorder the search results and click on any manufacturer name to see Nutrition Facts table for that product.

**Search Criteria**

- **Keyword**: granola bar
- **Product / Package Size**: Units
- **Food Grouping**: -- Select Food Grouping --
- **Sell Category**: Sell Most, Sell Sometimes, Do Not Sell
- **Scoring Criteria**: Elementary Schools

[Image of search form]
<table>
<thead>
<tr>
<th>Manufacturer Name</th>
<th>Product Name</th>
<th>Flavour</th>
<th>Size</th>
<th>Food Grouping</th>
<th>Sell Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature's Path</td>
<td>Organic Sweet and Sa...</td>
<td>Mmmapple Pecan F...</td>
<td>36 g</td>
<td>Snack Bars and Tr...</td>
<td>Sell Sometimes</td>
</tr>
<tr>
<td>Nature's Path</td>
<td>Organic Sweet and Sa...</td>
<td>Peanut Buddy</td>
<td>35 g</td>
<td>Snack Bars and Tr...</td>
<td>Sell Sometimes</td>
</tr>
<tr>
<td>Nature's Path</td>
<td>Organic Sweet and Sa...</td>
<td>Peanut Choco</td>
<td>356 g</td>
<td>Snack Bars and Tr...</td>
<td>Sell Sometimes</td>
</tr>
<tr>
<td>Nature's Path</td>
<td>Organic Trail Mix Che...</td>
<td>Pumpkin-n-Spice...</td>
<td>35 g</td>
<td>Snack Bars and Tr...</td>
<td>Sell Sometimes</td>
</tr>
<tr>
<td>Nature's Path</td>
<td>Organic Trail Mix Che...</td>
<td>Sunny Hemp Hem...</td>
<td>35 g</td>
<td>Snack Bars and Tr...</td>
<td>Sell Sometimes</td>
</tr>
<tr>
<td>Nature's Path</td>
<td>Organic Yogurt Chewy...</td>
<td>Berry Strawberry Fl.</td>
<td>35 g</td>
<td>Snack Bars and Tr...</td>
<td>Sell Sometimes</td>
</tr>
<tr>
<td>Nature's Path</td>
<td>Organic Yogurt Chewy...</td>
<td>Lotta’ Apricotta</td>
<td>35 g</td>
<td>Snack Bars and Tr...</td>
<td>Sell Sometimes</td>
</tr>
<tr>
<td>Taste of Nature</td>
<td>Homegrown Granola...</td>
<td>Go Ontario! Cherry...</td>
<td>40 g</td>
<td>Snack Bars and Tr...</td>
<td>Sell Sometimes</td>
</tr>
<tr>
<td>Cascadia Gluten Fr...</td>
<td>Granola Bar</td>
<td>Granola</td>
<td>60 g</td>
<td>Snack Bars and Tr...</td>
<td>Do Not Sell</td>
</tr>
<tr>
<td>Cascadia Gluten Fr...</td>
<td>Granola Bar - Nut Free</td>
<td>Nut Free</td>
<td>60 g</td>
<td>Snack Bars and Tr...</td>
<td>Do Not Sell</td>
</tr>
</tbody>
</table>
How do I use the Brand Name Food List?

- Submit a product to the BNFL for scoring by emailing a copy of the product label, including the:
  - Manufacturer and product name
  - Package size, serving size
  - Ingredient list
  - Nutrition Facts Table
How do I use the Scorecard feature?

Welcome to the Brand Name Food List

This is where you will find nutrition scores for many popular prepackaged and franchised food and beverage products. All products are given a score that describes their appropriateness for being sold in elementary/middle schools, secondary schools, and public buildings in B.C. These ratings take the form of ‘Sell Categories’ which range from ‘Do Not Sell’ to ‘Sell Most’.

Ready to Start?
- Search the Product List

First Time User?
- Read the Quick Start Guide
### Scorecard Items

<table>
<thead>
<tr>
<th>Manufacturer Name</th>
<th>Product Name</th>
<th>Flavour</th>
<th>Size</th>
<th>Food Grouping</th>
<th>Quantity</th>
<th>Sell Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairyland</td>
<td>1% MF Partly Skimmed Milk</td>
<td>Milk</td>
<td>250.00</td>
<td>Milk and Alternative Beverages</td>
<td>9</td>
<td>Sell Most</td>
</tr>
<tr>
<td>Dairyland</td>
<td>1% MF Chocolate Partly Skimmed Milk (25% less sugar)</td>
<td>Chocolate</td>
<td>250.00</td>
<td>Milk and Alternative Beverages</td>
<td>9</td>
<td>Sell Sometimes</td>
</tr>
<tr>
<td>logo</td>
<td>Nomad Drinkable Yogurt</td>
<td>Strawberry</td>
<td>300.00</td>
<td>Milk and Alternative Beverages</td>
<td>4</td>
<td>Do Not Sell</td>
</tr>
<tr>
<td>logo</td>
<td>Nomad Drinkable Yogurt</td>
<td>Tropical</td>
<td>300.00</td>
<td>Milk and Alternative Beverages</td>
<td>5</td>
<td>Do Not Sell</td>
</tr>
<tr>
<td>Unique Beverage Company</td>
<td>Cascade Ice</td>
<td>Acai Blueberry Pomegranate</td>
<td>509.00</td>
<td>Other Beverages</td>
<td>1</td>
<td>Sell Sometimes</td>
</tr>
</tbody>
</table>

### Scorecard Results

<table>
<thead>
<tr>
<th>Sell Category</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do Not Sell</td>
<td>9 items (20%)</td>
</tr>
<tr>
<td>Sell Sometimes</td>
<td>27 items (60%)</td>
</tr>
<tr>
<td>Sell Most</td>
<td>9 items (20%)</td>
</tr>
</tbody>
</table>
5. How do I use the Checklist?
How do I use the Checklist?

- Used to score freshly made food and beverages that do not come with nutrition information

- Completed by the food provider

- Focuses on commonly used ingredients that are key contributors of sodium, sugar, and fat.
How do I use the Checklist?

- Questions are customized for each food category
- Users calculate sodium, sugar, and fat contributions of key ingredients in their recipes
- Items score as Sell or Do Not Sell
- Only items that score as Sell are eligible for sale in schools.
6. How do I score a combination meal?
How do I score a combination meal?

To score a combo meal with freshly made soup, sandwich and a prepackaged carton of chocolate milk:

- Score each food and beverage item individually:
  - Freshly made soup and sandwich are scored using the Checklist
  - Chocolate milk is scored using the Nutrient Criteria

- To be eligible for sale:
  - Soup and sandwich must score as Sell
  - Chocolate milk must score as Sell Sometimes or Sell Most
7. How do I apply the 50% “Sell Most” rule?
How do I apply the 50% “Sell Most” rule?

- The Guidelines require that at least 50% of prepackaged food and beverages sold to students in each sales venue score as “Sell Most”. The remainder should score as “Sell Sometimes”

The 50% Sell Most rule:

- applies to each sales outlet individually (e.g. vending machine; school store; cafeteria; PAC lunch etc)
- applies to prepackaged food and beverages separately
How do I apply the 50% “Sell Most” rule?

- The 50% rule does NOT apply to freshly made food and beverages.

- Freshly made food and beverages are scored using the Checklist as “Sell” or “Do Not Sell“.

- All (100%) freshly made food and beverages must score as “Sell” to be sold in schools.
Dietitian Services at HealthLinkBC

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to speak to a Registered Dietitian

Monday to Friday: 9am - 5pm

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