

HEALTHY SOUTH DAKOTA



CONCESSIONS MODEL POLICY

Yum.



HEALTHY SD Model Policy CONCESSIONS



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INTRODUCTION

THIS DOCUMENT WAS DEVELOPED BY THE HEALTHY SD PROGRAM, www.HealthySD.gov, OF THE SOUTH DAKOTA DEPARTMENT OF HEALTH TO ASSIST LOCAL COMMUNITIES IN IMPROVING THE CONCESSION STAND OR C-STAND 'NUTRITION ENVIRONMENT' TO PROMOTE HEALTHY EATING AMONG YOUTH AND FAMILIES.



With so many families eating many meals and snacks away from home while enjoying physical activity or supporting youth in sports and other extracurricular activities, improving the concession stand offerings will provide healthier choices for South Dakota families. Too often, the foods and drinks sold at concession stands are high in sugar, fat and calories. However, students will buy and eat healthy foods and drinks when they are tasty, convenient and affordable.²

While adopting nutrition policies is not often a high priority for organizations, policies are helpful in gaining buy-in and commitment to child nutrition and setting a standard for the foods and beverages you offer.¹

You may be a contracted concessionaire, a youth sports program leader or coach, a civic volunteer, an involved parent, parks and recreation staff member, school employee, or other community leader who operates or assists with a local concession stand. In this model policy you will find a variety of tools to help improve the food and beverage offerings at your local concession stand regardless of your role. You'll find the information you need to make your concessions stand a healthier one, and garner support in your community for continued success.

Fresh.



RATIONALE for POLICY



Do you ever see the irony in serving our children unhealthy foods like sugary sport drinks and candy while encouraging them to participate in athletics, play outdoors and be physically active? We focus a great deal of time, care, and concern on getting good coaches (and rightly so), but ignore getting good food for our concession stands.⁴

With childhood obesity on the rise in our nation and state, improving the concession stand environment will make it easier for kids and families to make healthier choices that can ultimately impact their health. Children in the United States are becoming more overweight and obese, putting them at risk for serious health concerns such as diabetes, cardiovascular disease, and elevated cholesterol and blood pressure levels.⁵ With over 30% of South Dakota children overweight or obese, communities must collectively address improving the nutrition environment.⁸

Concessions sales should provide and promote healthy food and drink choices.² This is especially important when concession stands are the only food/beverage options available during all day events where outside food is not allowed.

By creating social support for healthy lifestyles, such as implementing policies like this, youth and families can make better choices when eating at concession stands. Thank you again for taking the necessary steps to improve the offerings in your local concession stand by consideration of this model, science-based policy.

HEALTHY FOODS & BEVERAGES for CONCESSIONS



Ideally, **ALL** foods/beverages served in a concession stand environment **should follow standard nutrition guidelines**. The Institute of Medicine (IOM) recommends the following in the **2007 IOM Nutrition Standards for Foods in Schools**.⁵ We recommend you follow these guidelines when selecting food and beverages for your concession stand.

FOODS

- ≤200 calories per portion as packaged
- No more than 35 percent of total calories from fat
- <10 percent of total calories from saturated fat
- Zero trans fat (less than or equal to 0.5 grams per serving)
- ≤35 percent of calories from total sugars, except for yogurt with no more than 30g of total sugars, per 8-oz portion as packaged
- Sodium content of 200mg or less per portion as packaged

BEVERAGES

- Water without flavoring, additives, or carbonation
- Low-fat (1%) and nonfat milk (in 8-oz. portion), including lactose-free and soy beverages
- Flavored milk with no more than 22g of total sugars per 8-oz. portion
- 100% fruit juice in 4-oz. portion as packaged for elementary/middle school and 8-oz. (two portions) for high school
- Caffeine-free, with the exception of trace amounts of naturally occurring caffeine substances

While there are many interpretations in classifying concession foods and beverages as healthy or less healthy, this policy will encourage the adoption of a color coded approach to choosing healthier items to offer in your concession stand. Rather than an 'all or nothing' approach, this guidance will identify those foods and beverages that have been categorized into three areas - **GREEN**, **YELLOW**, and **RED**.^{1,3}

GREEN foods/beverages are the healthiest options and can be enjoyed often; **YELLOW** foods/beverages have added sugar, fat and calories and should be eaten occasionally; and **RED** foods/beverages are the highest in sugar, fat, and calories and the least healthy, and should be eaten sparingly.

This model policy recommends that **most** of your concession foods and beverages should be **GREEN options (60-100%)**; **some** of your concessions foods and beverages can be **YELLOW options (30% or less)**; and **very few (10% or less)** should be **RED options**.¹ However, you can certainly choose to avoid **RED** offerings altogether.

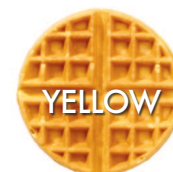
For the purposes of this model policy, and to allow for flexibility in your concession environment, the foods/beverages listed under the **GREEN** and **YELLOW** categories represent much healthier alternatives to typical concessions offerings, *but may or may not necessarily meet the IOM standards*.⁵ However, we do encourage that every attempt be made to align your concession offerings with the IOM standards in order to offer the healthiest choices.

- In addition, fresh fruits and vegetables, whole grains, and non-fat or low-fat milk and dairy products are highly encouraged in your concession stand.
- When selecting products for your concession stand, it is also very important to read nutrition labels and consider serving sizes as many beverages and packaged products offer more than a single serving, sometimes two or three servings in a package, which greatly increases caloric content. Strive to serve single servings only (200 calories or less) in your concession stand for both food and beverages.

The use of the color coded identification also allows for *creative* marketing strategies to enhance your sales of these items. Youth, along with their parents, can learn to identify the **GREEN** foods/beverages as the healthiest, and to steer clear of the **RED** items. Free marketing and messaging materials available to support this policy were developed around this color coded approach and are available to you at no cost, as well as suggestions for how to display the materials.



GREEN



YELLOW



RED

In the appendix of this model policy you'll find a comprehensive table of suggested, popular concession foods and beverages categorized by color.

Tools to Create Your

HEALTHY CONCESSIONS CLUB

By implementing this model policy in its entirety or choosing to tailor this policy to your needs, you and your organization are taking a **GREAT FIRST STEP IN CREATING A HEALTHY NUTRITION ENVIRONMENT** for your venue. You may have certain barriers that affect your ability to offer healthier concession items. Some common barriers are addressed below along with suggestions on how to overcome those barriers so that **YOU CAN EFFECTIVELY MOVE FORWARD** in adopting this model policy.

BARRIER	STRATEGY
Lack of access to healthier items	<p>Partner with local grocers, regional food wholesalers, and request healthier items.</p> <p>Gain purchasing power by working with other groups in your community who may also operate concession stands and purchase in bulk.</p> <p>The more requests a vendor gets for healthier items, the more likely they will begin to carry those items.</p>
Facilities and storage inadequacy for fresh fruits/vegetables and other perishable healthier foods	<p>Consider working with vendors who allow you to return unsold perishable items.</p>
Profitability concerns	<p>Research shows that serving healthier foods/beverages can still be profitable. Several studies have shown, and the Centers for Disease Control and Prevention (CDC) and the United States Department of Agriculture (USDA) agree, that children will purchase healthful options and that schools and other organizations can increase their profit margins even when healthy food and beverage options are the only options available.¹</p> <p>Employing various pricing and placement strategies can increase sales of the healthier items. Use of the supporting marketing materials can enhance sales of the healthier foods/beverages.⁷</p>
Constant turnover of staff, volunteers, and parents who operate concession stands make it difficult to try new things	<p>Sharing and posting the policy along with using the marketing and messaging materials will help educate your concessions staff.</p> <p>Gaining buy-in from your organization's leaders, respected community champions, or local sports figures will help in institutionalizing the new policy.</p> <p>Identify the health champions within your organization to help educate and encourage others.</p>

BARRIER	STRATEGY
Concerns with existing soft drink sponsors/sports marketing contracts	<p>Start the conversation within your organization and bring the beverage industry/sponsors to the table. The shift in focus to health and wellness for kids (and adults) is now attracting the attention of many retail marketers.¹</p> <p>Many beverage vendors now have healthier alternatives in their product lines and should be willing to work with you to offer healthier products for your youth and families. Express your desire to improve the health of your community and to keep them as partners in this effort.</p>

There are proven strategies to consider for enhancing sales of your healthier items and contributing to your overall success:

STRATEGY	DESCRIPTION	EXAMPLE
Pricing ⁷	Pricing strategies can be used to promote healthier foods and beverages through decreasing their relative cost, thereby encouraging the purchase of healthier items	Keep prices for healthier items such as bottled water and fruit equal to or less than the price of sports drinks or candy
Point of Purchase Information ⁷	Identifying healthier options vs. less healthy items through signage and through promotional materials and communications; provide nutritional information	Use of signs, posters, and table tents, to highlight healthier items vs. less healthy items
Product Placement and Attractiveness ⁷	Refers to location and presentation of healthier food choices	Designating prime, front shelf space for bowls of fresh fruit and other fresh, healthy items; place healthy items at eye level for small children

HOW TO GET STARTED

TO HELP YOU ASSIMILATE ALL OF THE INFORMATION IN THIS POLICY, here is a quick 'check list' to help you get started in offering healthier foods and beverages in your c-stand:

- Convene your local concession stand decision makers, health/policy champions, parent volunteers and others together to read and discuss the model policy.
- Discuss goals of organization, current concession stand offerings, budget, staffing, barriers/solutions to offering healthier foods and beverages.
- Determine what changes you will make *right now* in offering healthier foods and beverages – assign tasks and dates for completion.
- Determine what changes you will make *in the future* in offering healthier foods and beverages – assign tasks and dates for completion.
- Enlist others in the community to support your efforts to offer healthier foods and beverages – city leaders, media, other youth organizations, local grocery/food industry partners, youth representatives. Share the policy with them and outline your plan for long-term improvement of your concession stand.
- Communicate your new healthy concessions policy to others, incorporate marketing materials, and plan a kick-off to unveil your new and improved concession stand.
- **Congratulations on making the change to healthier foods and beverages for your concession stand and for improving the health of your community!**

The following table offers suggested items ideal for CONCESSIONS that fall into ONE of the **THREE COLOR CATEGORIES.**



We recommend that most (60-100%) of your concessions items come from the **GREEN** column, some (30% or less) from the **YELLOW** column, and very few (10% or less) from the **RED** column.¹

BEVERAGES

- Plain, non-carbonated bottled water without flavoring or additives
- 100% fruit juice • 100% vegetable juice • Skim, non-fat plain milk
- 1%, low-fat plain milk • Unsweetened hot or cold tea
- 100% hot apple cider • Milk alternatives – soy, almond, rice milk, no added sugar
- Low-sugar or low-calorie sports drinks • Zero-calorie sports drinks • Low-calorie flavored water • Diet soda
- Seltzer water • Club soda • Sugar-free hot cocoa
- Coffee • 2% milk
- Regular soda • Regular sports drinks • Regular hot cocoa
- Fruit drinks • Sweetened teas, lemonades • Flavored milk (chocolate, strawberry) • Flavored milk alternatives • Whole milk

GRAINS

- Whole grain baked chips, pretzels, soy crisps, pita chips and crackers
- Animal crackers • Graham crackers • Whole grain cereal • Low-fat and low-sugar sports bars and granola bars • Plain, fat-free air popped popcorn • Low-sugar oatmeal or other whole grain hot cereal
- Whole grain buns, bagels, tortillas • Whole grain fruit/fig bars
- Goldfish pretzels • Whole grain muffins, waffles, pancakes
- Whole grain noodles, baked
- Regular granola bars • Cereal bars • Light popcorn
- Low-fat cookies • Large soft pretzels • White breads, pitas, tortillas • Taco shells • Rice cakes • Cracker sandwiches (cheese, peanut butter) • Goldfish crackers
- Cereal bowls • Toaster waffles • Waffles • Pancakes
- Breadsticks • Noodles, baked
- Regular chips • Regular, buttered popcorn • Cookies • Cakes
- Toaster pastries • Packaged muffins • Doughnuts, croissants, danishes
- Marshmallow cereal treats • Packaged snack cakes • 'Puppy Chow' made with cereal • Cupcakes • Cinnamon rolls • Ramen noodles



IMPORTANT:

Aim for **SINGLE SERVING PORTION SIZES FOR ALL ITEMS**, ideally aiming for **LESS THAN 200 CALORIES** per serving/portion.

DAIRY



- Low-fat string cheese • Low-fat cottage cheese
- Low-fat hard cheeses • Low-fat, low-sugar yogurts and tubes • Low-sugar, fat-free pudding cups
- Regular yogurt • Regular yogurt tubes
- Regular cheese • Pudding cups
- Nacho cheese sauce • Battered, fried cheese products

FROZEN FOODS



- 100% frozen fruit juice bars • Low-fat frozen yogurt
- 100% frozen fruit products with no added sugar
- 100% fruit smoothies and sorbet
- Sorbet • Low-fat ice cream products
- Popsicles • Sno cones • Regular ice cream products
- Slushes/Icees

FRUIT




- Fresh, whole fruit (apples, oranges, bananas)
- Unsweetened applesauce • Fruit cups canned in own juice
- Dried fruits, no added sugar (raisins, cranberries, apricots)
- Packaged slices of fresh fruit
- Low-sugar mostly fruit leathers • Fruits canned in syrup
- Dehydrated fruits • Flavored applesauce
- Fruit Snacks/Fruit Bites • Candy or sugar-coated dried fruit
- Yogurt covered raisins

NUTS*, SEEDS, LEGUMES



- Single serve packaged nuts • Plain trail mix
- Sunflower seeds • Pumpkin seeds • Single serve hummus
- Single serve peanut butter • Freeze dried legumes (peas, chickpeas) • Edamame (soybeans) • Plain almonds
- Corn Nuts
- Sugar coated nuts • Yogurt covered nuts
- Trail mix with chocolate, yogurt coated pieces or candy


MEATS, HOT FOODS*

- 
- Turkey hotdogs with whole grain buns • Wraps made with lean turkey, ham and whole wheat tortilla • Cheese pizza, whole grain crust
 - Veggie pizza, whole grain crust • Veggie burgers, whole grain bun
 - 95% lean hamburgers, turkey burgers, buffalo burgers, whole grain bun • 95% lean fat-free beef, turkey, buffalo jerky
 - Tatanka Bars (buffalo, cranberries) • Turkey chili
 - Vegetarian chili • Walking tacos, 95% lean meat, baked tortilla chips, low-fat cheese • Taco burgers, whole grain bun, 95% lean beef • Sloppy Joes, BBQ's, whole grain bun, 95% lean beef • Broth-based soups: vegetable, noodle, chicken noodle, tomato

- Turkey corn dogs • Cream-based soups

- Regular hot dogs • Regular corn dogs • Regular, meat/sausage pizza
- Chicken nuggets • Slim Jims • Sausage • Chili cheese sauce
- Vienna sausages • Pork rinds

VEGETABLES

- 
- Single serving bags of carrots or other vegetables
 - Fresh garden salads with no added fat
 - Baked potatoes with veggie toppings, low-fat cheese
 - Corn on the cob

- Chef salads • Large dill pickles

- Battered, fried vegetables • French fries • Onion rings

OTHER

- 
- Hard boiled eggs • Salsa • Mustard • Fat-free dressings, dips
 - Marinara dipping sauce

- Sugar-free gelatin • Sugar-free caramel dip
- Low-fat caramel dip

- Candy • Candy bars, chocolate bars • Cotton candy
- Fruit Snacks/Fruit Bites • Jello cups • Full fat dressings and dips • Regular mayonnaise • Regular sour cream
- Nacho cheese sauce • Butter • Lard



* refer to appendix for information about proper food preparation practices

** depending on individual concession stand policies regarding serving peanut products

RESOURCES

Healthy SD Model Concessions Policy available at www.HealthySD.gov (PDF)

Article - *The Negative Impact of Sugar-Sweetened Beverages on Children's Health*, Robert Wood Johnson Foundation, November 2009.
http://www.healthyeatingresearch.org/images/stories/her_research_briefs/her_ssb_synthesis_091116.pdf

First Lady Michelle Obama's 'Let's Move' Initiative to combat childhood obesity,
<http://www.letsmove.gov>

Healthy SD Program, www.HealthySD.gov

A List - "A-acceptable" Vending Items Listed by Product and Manufacturer, John C. Stalker Institute, <http://www.johnstalkerinstitute.org/alist/>

Serve Safe, <http://www.servsafe.com/>

APPENDIX

Appendix I. Healthy SD Concession Stand Table of Foods/Beverages

See Page 10

Appendix II. SD DOH Food Service/Preparation and Safety Guidance

This information is provided to assure you have access to proper food safety and handling guidance when operating your local concession stand. For more information, please contact the SD DOH at (605) 773-3737.

Refer to the following SD Department of Health website for proper food handling/food preparation requirements for food service establishments, regardless of your license status: <http://doh.sd.gov/HealthProtection/Food.aspx>.

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For more information about this Healthy SD Model Concessions Policy, please contact:

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