

VENDING MACHINES

GOOD
FOOD
HERE



ASSESSING & EVALUATING VENDING MACHINES

Assessing Food and Beverage Products: Use the Vending Machine Inventory Worksheet for Foods and Vending Machine Inventory Worksheet for Beverages at the end of this section to assess the current nutritional status of products in the vending machines and decide if:

- each product meets the nutrition standards
- a healthier option is available. If applicable, use the Healthy Vending Summary Tool at the end of this section to summarize the analysis of all the organization's vending products.

Evaluating Customer Acceptance: Staff and customer surveys are an excellent way to increase buy-in when introducing new products. Utilize the Customer Vending Survey at the end of this section to survey the use, spending, and items purchased from vending machines by customers before and after changes are made to products in the machine. The survey can be modified to include specific products offered in your machine (question 7). These tools should be completed before any product changes are made to assess the current environment, and periodically as new products are added/changed to assess improvements.

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TIPS AND GUIDANCE FOR USING THESE MATERIALS

Policy Considerations: Having a policy stating that food stocked in vending machines includes healthy options sends a clear message that the health and wellness of customers is valued. Decide if you want to create a policy that dictates food and beverage standards in your organization's vending machines. Having an organization policy is sustainable; even if leadership changes, healthy standards will be a part of routine business operations.

The Randolph-Sheppard Act is a federal law mandating that persons who are legally blind have priority in operating vending facilities on government properties. Meet with your organization and vendors as needed to learn what options are available for your facility.

Phase-in Approach: If making drastic changes all at once seems overwhelming, follow a three-phase approach to gradually improve products over a one-year time frame:



Phase 1: Assess at the beginning and then stock new products so that 25 percent of snack foods and beverages meet the nutrition standards; assess again at the end of month four.

Phase 2: Stock new products so that 50 percent of snack foods and beverages meet the nutrition standards; assess at the end of month eight.

Phase 3: Stock new products so that 75 percent of snack foods and beverages meet the nutrition standards; assess at the end of month 12.



Ideas for Healthy Vending Options:

- Dried fruit
- Apple sauce
- Canned fruit (in 100 percent juice)
- Nuts
- Trail mix (nuts, fruit, and seeds only)
- Nut butter
- Whole-grain crackers
- Whole-grain pita chips
- Whole-grain rice cakes
- Light popcorn
- Pretzels (unsalted or lightly salted)
- Oatmeal
- Graham crackers
- Water (plain, sparkling, seltzer, or flavored)
- Low-fat or fat-free milk
- 100% juice (no added sweeteners)
- Unsweetened tea

Action Plan Checklist:

- Gather commitment and engagement from staff in relevant departments.
- Assess current vending machine food and beverage products (Vending Machine Inventory Worksheet for Foods, Vending Machine Inventory of Beverages, and Healthy Vending Summary Tool at the end of this section).
- Contact and meet with vendor to discuss options (consider Randolph-Sheppard Act if necessary) about products, timeline, eco-friendly options, pricing and nutrition information.
- Email all staff/employees to communicate upcoming changes and complete Customer Vending Survey for baseline assessment of vending use and product ideas.
- Decide on time frame for changes (all at once or phase-in approach).
- Begin making healthy substitutions to products in vending machines.
- Market and promote healthy substitutions to staff/employees.
- Evaluate customer acceptance/use and compliance via assessment tools, every four to six months or as needed for vendor.
- Make changes to products based on customer survey and product assessment results; communicate results.

MARKETING & PROMOTION

According to the Food and Drug Administration Final Rule, vending machine operators with 20 or more food vending machines must prominently display each food's calorie content. Labeling foods allows consumers to make informed choices.

Product

- Directly share which products are new and healthy through promotional materials.

Placement

- Place healthier items at or just below eye level; use a Plan-o-Gram to help with stocking.
- Stock multiple rows with the same healthy item to increase perception of demand.
- Place vending machine across from or near a water fountain to encourage water consumption.

Price

- Price healthier items equal to or at a lower price than less healthy items.
- Have temporary sales strategies that offer deals for healthier items.

Promotion

- Use labeling and color-coding to highlight healthier items (e.g. stickers, product pushers).
- Promote the Water First for Thirst campaign.
- Use floor decal and Good Food Here posters to promote healthy items.
- Host taste-testing events to introduce new products.
- Send emails to customers when new products are stocked to explain health benefits.
- Utilize social media to promote new products and share educational messages (Twitter, Facebook, Instagram, employee portals, etc.).



Vending Machine Inventory Worksheet for **Foods**

								(Example) Cheetos Oven Baked	Food Product
								1.5 oz	Unit Size
								1	Serving Per Unit
								Y	Is a smaller unit size available? Y/N
								N	Is product candy or regular chips (not baked)? Y/N (If yes, replace)
								N	Is product plain nuts or nut/fruit mix? Y/N (If yes, note different standards)
								Y	Have ingredient and nutrition info? Y/N
								200	Calories (per label serving)
								350	Sodium (in mg per label serving)
								N	Trans Fat zero g? Y/N (If no replace)
								N	Contains partially hydrogenated oil? Y/N (If yes, replace)
								N	Meets nutrition standards? Y/N (If no, replace)
								Replace w/ smaller; 7/8 oz. meets standards	Notes/Actions (For example, replace, discontinue, ask about smaller size, get nutrition facts, find healthier version)

Vending Machine Inventory Worksheet for **Beverages**

								Beverage Product
								Unit Size
								Serving Per Unit
								Is a smaller unit size desired? Y/N
								Is product a sugar-sweetened beverage? Y/N (If yes, replace)
								Have ingredient and nutrition info? Y/N
								Calories (per label serving)
								Sodium (in mg per label serving)
								Meets nutrition standards? Y/N (If no, replace)
								Notes/Actions (For example, replace, discontinue, ask about smaller size, get nutrition facts, find healthier version)

CUSTOMER VENDING SURVEY

[ORGANIZATION] is conducting a survey to gather information about the food and beverages available in vending machines. Our goal is to offer healthy options you will enjoy. Thank you for your input.

1. How healthy do you think the items are in the current vending machine(s)?

- a. Mostly Healthy
- b. Neutral
- c. Mostly Unhealthy
- d. I don't know

2. How many times per week do you purchase from the vending machine(s)?

- a. Never
- b. Less than once per week
- c. 1-2 times per week
- d. 3-4 times per week
- e. 5-6 times per week
- f. 7 or more times per week

3. On average, how much do you spend per item at the vending machine(s)?

- a. Less than \$1
- b. \$1-\$2
- c. \$2 or more

4. When making a choice at a vending machine, how important is:

	Not important	Somewhat important	Very important
Taste			
Price			
How healthy the snack is			

5. I would purchase healthy options in the vending machine(s) if they were available.

- a. Agree
- b. Disagree
- c. No Opinion

6. I would use the vending machine(s) more often if there were more healthy choices.

- a. Agree
- b. Disagree
- c. No opinion

7. Which healthy items would you be most interested in purchasing from the vending machine(s)?

	Interested	Not Interested	No Opinion
Bottled water			
Milk			
100% Juice			
Baked chips/pretzels			
Dried fruits			
Seeds/nuts			
Granola bars			

8. Comments/suggestions? _____



SAMPLE POLICY

RATIONALE OF POLICY

[Insert organization] is committed to the health and well-being of our employees. The strong relationship between diet and health and the increasing rates of overweight and obesity make supporting nutritious choices at work part of our commitment to health. The following guidelines were designed to make the healthy food and beverage choice the easy choice. By following these guidelines, we can promote better health and help reduce risks for chronic diseases.

POLICY COMPONENTS

Effective [insert date], it is the policy of [insert organization] that when foods and beverages are sold on [insert organization] property, the vendor must comply with the following nutrition standards, recommended by the American Heart Association:

Food Standards:

At least [insert percent] % of foods in vending machines should meet these standards:

Snacks (except plain nuts and nut/fruit mixes)

- ≤ 200 calories per label serving
- ≤ 240 mg sodium per label serving
- 0 g trans fat per label serving (no partially hydrogenated oils)
- ≤ 1 g saturated fat
- No candy (sugar-free mints and gum are acceptable)
- No regular chips (baked chips and pretzels are OK)
- Grain-based bars ≥ 10% daily value dietary fiber and ≤ 7 g total sugars per label serving

Plain nuts and nut/fruit mixes

- Serving size ≤ 1.5 ounces (1 ounce preferred)
- ≤ 140 mg sodium per label serving

Entrees

- ≤ 500 calories
- ≤ 15 g total fat (excluding nuts, seeds, cheese, and products containing nuts or nut butters)
- ≤ 2 g saturated fat (per 200 calories; excluding nuts, seeds, cheese and products containing nuts or nut butters)
- 0 g trans fat per label serving
- ≤ 230 mg sodium
- ≤ 10 g sugar (excluding fruits and vegetables that do not contain added sweeteners or fats)
- ≥ 2 g fiber (if product is grain-based or potato-based)

Beverage Standards:

At least [insert percent] % of beverages in vending machines should meet these standards:

- Water: (plain, sparkling and flavored) ≤ 10 calories per serving
- Fat-free or low-fat (1%) milk and milk alternatives (soy, almond, etc.): ≤ 130 calories per 8 fluid ounces
- 100% fruit or vegetable juice (no added sugars/sweeteners, except non-nutritive sweeteners): 120 calories per 8 fluid ounces, 150 calories per 10 fluid ounces, 180 calories per 12 fluid ounces
- Unsweetened coffee and tea: Fat-free or low-fat (1%) milk or non-dairy creamer only
- All other beverages: ≤ 10 calories per serving

Implementation Standards:

The vendor must:

- Price items meeting the nutrition standards at an equivalent or lower amount than the price of items not meeting the standards
- Place items meeting the nutrition standards in the top third of the vending machine, or along the right side of the vending machine, so that they are visible
- Clearly label healthier food and beverage items in vending machines. The vendor shall work in collaboration with [insert organization] staff to determine which options constitute healthier options that should be labeled
- Work with [insert organization] staff to promote healthier options using signage, displays or other materials to highlight healthier options
- Provide an initial planogram (a planning diagram that shows the arrangement and pricing of products) for vending machines
- Provide [weekly/monthly] sales data for each vending machine to [insert organization] on a [weekly/monthly] basis.

Considerations:

The vendor should consider:

- Removing advertisements for products that don't meet the nutrition standards, including on vending machine facades

Monitoring, Compliance and Review

- An employee survey will be administered [annually] that evaluates the use of the policy and seeks further suggestions for its improvement and ongoing implementation.
- An assessment of the vending machines will be administered [monthly] by [insert staff member/committee/organization] to evaluate compliance with the policy standards.
- The vendor and the [insert organization] will meet [quarterly/annually] to assess the operational and financial results of implementing the policy.
- The [quarterly/annual] review will include an on-site meeting to review sales data, survey results, consumer satisfaction and/or complaints, and vendor concerns.
- [Insert name of organization] will evaluate and update this policy [6 months] from implementation and every [2 years] after, at minimum.

Signature (Organization)	Date
Signature (Vendor)	Date

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Resources:

Exceed: The Tool for Using Healthy Food Service Guidelines. (2017). Change Lab Solutions. Retrieved from www.exceedtool.com
 Healthy Workplace Food and Beverage Toolkit. (2014). American Heart Association. Retrieved from www.heart.org/foodwhereur
 Key Components of Food Procurement & Vending Policies. (2015). Public Health Law Center. Retrieved from http://www.publichealthlawcenter.org/sites/default/files/resources/PHLC.fs_.healthy.vending.procurement.WEB_.2015.pdf

