



# GUIDELINES

FOR FOOD & BEVERAGE SALES IN  
BC SCHOOLS

*At-a-Glance*



BRITISH  
COLUMBIA

HealthyFamiliesBC



2013



## OVERVIEW

*What are the Guidelines for Food and Beverage Sales in BC Schools?*

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The Guidelines for Food and Beverage Sales in BC Schools (“the Guidelines”) define the nutrition standard that schools are required to apply to all food and beverages sold to students. This document provides a brief overview of the full Guidelines found at [www.healthlinkbc.ca/foodguidelines](http://www.healthlinkbc.ca/foodguidelines). The Guidelines contain information, tools and fact sheets to support implementation in schools and at school-sanctioned events.

The Guidelines are a mandated policy. BC Schools are required to have the Guidelines fully implemented by September 2014.

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## Why have Guidelines?

The Guidelines support healthy eating at school by increasing access to healthy choices while limiting access to food and beverages high in sodium, sugar and fat.

Through meal programs, cafeterias, vending machines, fundraisers and more, schools provide many of the meals and snacks students consume in a day. The Guidelines help schools offer healthy choices most often, whether they are selling freshly made or prepackaged food and beverages.

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## Why is healthy eating important?

Healthy eating is important for the healthy growth and development of children and youth. When students eat well at school, they learn better, feel better and have energy for their busy, active days. Healthy eating at school also sets young people up for success later in life, reducing their risk of chronic disease and laying a solid foundation for healthy eating behaviours into adulthood.

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## What are the steps to applying the Guidelines?

The Guidelines are best applied through a partnership approach involving students, parents, teachers, school administrators, food service staff, food providers and vendors. Here are four steps to apply the Guidelines at your school:

1. **Taking stock** of foods and beverages sold in school and at school-sanctioned events.
2. **Scoring** the food and beverage items into their *Sell categories* using the Checklist for freshly made foods and the Nutrient Criteria for prepackaged foods.
3. **Developing** a collaborative implementation plan to apply the Guidelines and support a healthy school community.
4. **Taking action** by carrying out the implementation plan.



## Scoring freshly made food and beverages

There are two different ways you can ensure your freshly made product meets the Guidelines:

1. Use the Checklist: This is a tool for scoring freshly made food. It is based on the Nutrient Criteria found in the Guidelines. This tool is used by cafeterias, restaurants, caterers and others who provide food for sale in BC schools and do not have nutritional information available for their products.

**OR**

2. Use pre-scored recipes: The recipes found in **Bake Better Bites** and **Tips and Recipes for Quantity Cooking** meet the Guidelines.

The Checklist scores food into the following two categories: *Sell* and *Do Not Sell*.

Using the Checklist or pre-scored recipes, **100%** of freshly made food and beverages must score as *Sell*.

|  |   |  |
|--|---|--|
| <p><b>Freshly made food and beverages</b></p> <p><i>Score with the Checklist</i></p> | <p><b>Sell</b></p> <p><i>(100% of choices)</i></p>  | <p><b>Do Not Sell</b></p> <p><i>(Should not be sold to students)</i></p>   |
|  | <p>These freshly made food and beverages provide essential nutrients and are lower in sodium, sugar and fat than foods in the Do Not Sell category.</p> | <p>Food and beverages in this category contain higher amounts of sodium, sugar and/or fat and may be less nutritious foods. These food and beverages should not be sold to students.</p> |



## Scoring prepackaged food and beverages

There are two different ways to score prepackaged items:

1. Compare the information on the product label to the Nutrient Criteria found in the Guidelines.

**OR**

2. Use the **Brand Name Food List** to select pre-scored products for the Sell Most and Sell Sometimes categories, or submit your products for scoring. Visit this tool at [www.brandnamefoodlist.ca](http://www.brandnamefoodlist.ca).

The Nutrient Criteria scores food into the following three categories: *Sell Most*, *Sell Sometimes* and *Do Not Sell*.

**At least 50%** of prepackaged food and beverages sold must be from the *Sell Most* category. The remainder should be from the *Sell Sometimes* category.

|  | <b>Sell Most</b><br><i>(At least 50% of choices)</i>  | <b>Sell Sometimes</b><br><i>(Up to 50% of choices)</i>  | <b>Do Not Sell</b><br><i>(Should not be sold to students)</i>  |
|--|---|---|--|
| <b>Prepackaged food and beverages</b><br><br><i>Score with the Nutrient Criteria</i> | These food and beverages are healthier options. They tend to be higher in essential nutrients and lower in sodium, sugar and fat. | These food and beverages provide essential nutrients but have higher amounts of sodium, sugar and/or fat than <i>Sell Most</i> foods. | Food and beverages in this category contain higher amounts of sodium, sugar and/or fat and may be less nutritious foods. These foods and beverages should not be sold to students. |

*Sell Sometimes* is a category only applied to prepackaged food and beverages.

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## What other information is available in the Guidelines?

The Guidelines provide helpful tips and information about how to promote healthy eating in schools including:

- Basing meals on the four food groups in Eating Well with Canada's Food Guide.
- Using and transforming favourite recipes with healthier ingredients.
- Substituting healthier options (e.g., low-sodium, reduced-sugar, lower-fat) for freshly made and prepackaged foods.
- Optional policies that build on the Guidelines, such as restricting marketing of less healthy food and beverages, and supporting healthy classroom celebrations.

The Guidelines also include a series of fact sheets to help with implementation:

- Involving Everyone in Implementing the Guidelines
- Stocking Vending Machines and Stores with Healthy Foods and Beverages
- Selling Foods and Beverages at School Sporting Events
- Boosting the Sales of Nutritious Foods in Schools
- Food Fundraiser Ideas for Schools
- Planning Healthy Cafeteria Menus
- Making Bake Sales Delicious and Nutritious

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## Accessing the Full Guidelines

In the full version of the Guidelines, available online, you will find the following sections:

View the full version of the Guidelines online at:  
[www.healthlinkbc.ca/foodguidelines](http://www.healthlinkbc.ca/foodguidelines)



**Overview**



**How to use the Guidelines**



**Optional Policies**



**The Checklist**



**Nutrient Criteria**



**Fact Sheets**

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## Resources to support the Guidelines for Food and Beverage Sales in BC Schools

Visit HealthLink BC [healthlinkbc.ca/foodguidelines](http://healthlinkbc.ca/foodguidelines) for links to the Guidelines and supportive resources including:

### Instructional Videos

#### *Overview of the Guidelines for Food and Beverage Sales in BC Schools*

This short video provides an overview of the Guidelines and introduces various tools and resources to help implement the Guidelines in your school.

#### *Healthy Fundraising for Schools*

This short video highlights creative ways schools can raise funds without selling unhealthy food. It showcases successful examples of healthy fundraising in action.

### Brand Name Food List

The Brand Name Food List (BNFL) is a tool to help British Columbians choose prepackaged food and beverages that meet the nutrition standards for schools and public buildings. The BNFL scores food and beverages based on the Guidelines.

[www.brandnamefoodlist.ca](http://www.brandnamefoodlist.ca)



### Bake Better Bites: Recipes and Tips for Healthier Baked Goods

Bake Better Bites contains recipes and tips for preparing healthy baked goods. This resource is helpful for parents, community volunteers, school staff and students.



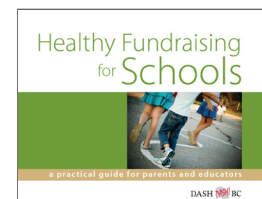
### Tips and Recipes for Quantity Cooking: Nourishing Minds and Bodies

Tips and Recipes for Quantity Cooking includes tips on how to choose healthy recipes, substitutions to make favourite recipes healthier and a selection of delicious recipes. This resource is helpful for people who prepare meals and snacks for schools.



### Healthy Fundraising for Schools

Healthy Fundraising for Schools provides fundraising ideas that meet the Guidelines. It can be used by teachers, administrators, parents and students who organize fundraising activities.





## Related Websites

### HealthLink BC

Registered Dietitians are available to answer your questions about the Guidelines as well as any other questions about healthy eating, food and nutrition. This is a free service for all B.C. residents. Dial 8-1-1 and ask to speak to a Dietitian or email a Dietitian by going to: <http://www.healthlinkbc.ca/healthyeating/emaildietitian.html>.

[www.healthlinkbc.ca](http://www.healthlinkbc.ca)



### Healthy Schools BC

The Healthy Schools BC website provides a one-stop access point for all healthy schools information in BC, including resources and links to provincial nutrition and agriculture information, school success stories, and other relevant resources and programs.

[www.healthyschoolsbc.ca](http://www.healthyschoolsbc.ca)



### Healthy Eating at School

Healthy Eating at School is a website that supports educators, administrators, parents and students in BC to take action on school nutrition policy and practices.

[www.healthyeatingatschool.ca/](http://www.healthyeatingatschool.ca/)

## Additional Resources

### School Meal and School Nutrition Program Handbook

This is a handbook to guide school food providers in developing healthy school menus.

[www.bced.gov.bc.ca/communitylink/pdf/smph.pdf](http://www.bced.gov.bc.ca/communitylink/pdf/smph.pdf)



### Caring About Food Safety

This online 1.5 hour food safety course is openly accessible and user-friendly.

[www.health.gov.bc.ca/protect/food-safety-module/files/home.htm](http://www.health.gov.bc.ca/protect/food-safety-module/files/home.htm)

