

HEALTHIER COLUMBIA BEVERAGE VENDING GUIDE



STEP 1: FILL 75% OR MORE OF VENDING SLOTS WITH HEALTHIER COLUMBIA APPROVED BEVERAGES

- Healthier Columbia Approved beverages contain 25 calories per 8 ounces or less
- Water, plain and flavored seltzer, diet soda and unsweetened iced tea or coffee drinks are encouraged

STEP 2: SHOWCASE HEALTHIER COLUMBIA APPROVED BEVERAGES

- Stock Healthier Columbia Approved beverages at eye level or in the highest selling position
- Label Healthier Columbia Approved beverages with the Healthier Columbia Approved seal
- Display signage highlighting the Healthier Columbia Vending Program
 - *Contact The Office of Work/Life for signage at worklife@columbia.edu
- If possible, list Healthier Columbia Approved beverages at a lower price than higher calorie beverages

STEP 3: IF SELLING HIGH CALORIE BEVERAGES, LIMIT TO 25% OF VENDING SLOTS OR LESS

- High calorie beverages contain more than 25 calories per 8 ounces, including soda, juice and milk
- Offer high calorie beverages in 16 ounce containers or less
- If offering milk or juice, offer reduced fat or unsweetened milk or 100% fruit or vegetable juice (with ≤ 230 mg sodium/8 ounces)

STEP 4: MAKE IT A HEALTHY VENDING MACHINE FOR OUR PLANET TOO!

- Offer at least 10% of beverages as locally¹ sourced, certified organic², produced with another certified community-development or environmentally beneficial practice, or any combination thereof
- Items with the "USDA Organic" seal and eco-friendly packaging are encouraged

EXAMPLE OF A HEALTHIER COLUMBIA VENDING MACHINE



Healthier Columbia Approved Beverages:

- More than 75% of available vending slots are filled with Healthier Columbia Approved beverages (25 calories or less per 8 ounces)
- Healthier Columbia Approved beverages are stocked at eye level and high selling slots
- Approved beverages are labeled with the Healthier Columbia Approved seal

Higher Calories Beverages:

- Less than 25% of available vending slots are filled with high calorie beverage options (more than 25 calories per 8 ounces)
- Beverages are offered in 12 ounce containers
- Beverages are stocked below eye level and in the lowest selling slots

Healthier Columbia Promotional Strategies:

- Signage highlighting the Healthier Columbia Vending Program is displayed at eye level
- Healthier Columbia Approved beverages are listed at a lower price point than high calorie beverages (preferred strategy)

HEALTHIER COLUMBIA SNACK VENDING GUIDE



STEP 1: FILL AT LEAST 75% OF VENDING SLOTS WITH HEALTHIER COLUMBIA APPROVED SNACKS*:

* MEET THE FOLLOWING NUTRITION STANDARDS PER PACKAGE

- **Ingredients:** fruit, vegetable, dairy product, nut, seed or whole grain listed as first ingredient
- **Calories:** 200 calories or less
- **Saturated fat:** 2 g or less
 - *Nuts, seeds, nut butters, products containing nuts or nut butter, and cheese are exempt
- **Trans fat:** 0 g (no "partially hydrogenated oils")
- **Sodium:** 200 mg or less
- **Fiber:** 2 g or more
 - * If product is grain/potato based
- **Sugar:** 10 g or less
 - * Products listing a fruit or vegetable as the first ingredient with no added sugars are exempt

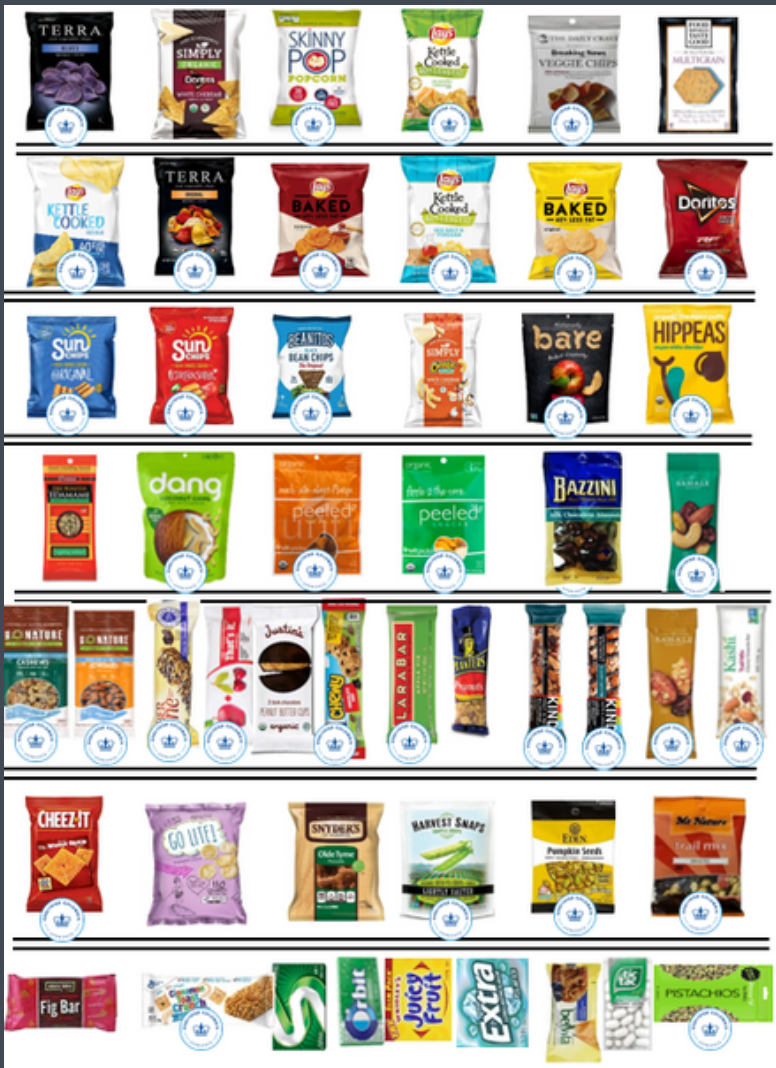
STEP 2: SHOWCASE HEALTHIER COLUMBIA APPROVED SNACKS

- Stock Healthier Columbia Approved snacks at eye level or in the highest selling position
- Label Healthier Columbia Approved beverages with the Healthier Columbia Approved seal
- Display signage highlighting the Healthier Columbia Vending Program
 - *Contact The Office of Work/Life for signage at worklife@columbia.edu
- If possible, list Healthier Columbia Approved snacks at a lower price than other snacks

STEP 3: MAKE IT A HEALTHY VENDING MACHINE FOR OUR PLANET TOO!

- Offer $\geq 10\%$ of foods as locally¹ sourced, certified organic², produced with another certified community-development or environmentally beneficial practice, or any combination thereof
- Items with the "USDA Organic" seal and eco-friendly packaging are encouraged

EXAMPLE OF A HEALTHIER COLUMBIA VENDING MACHINE



SNACK CRITERIA PER PACKAGE	
Calories	<200
Saturated Fat*	<2 g
Trans Fat	0 g
Sodium	<200 mg
Fiber**	>1 g
Sugar**	<10 g
First Ingredient	Fruit, vegetable, dairy product, nut, seed or whole grain

THE HEALTHIER COLUMBIA VENDING PROGRAM
www.healthycolumbia.edu/thehealthiercolumbia
WORK/LIFE

Healthier Columbia Approved Snacks:

- More than 75% of available vending slots are filled with Healthier Columbia Approved snacks
- Healthier Columbia Approved snacks are stocked at eye level and high selling slots
- Approved snacks are labeled with the Healthier Columbia Approved seal

Other Snacks:

- Less than 25% of available vending slots are filled with unapproved snack options
- These options are stocked below eye level and in the lowest selling slots

Healthier Columbia Promotional Strategies:

- Signage highlighting the Healthier Columbia Vending Program is displayed at eye level
- Healthier Columbia Approved snacks are listed at a lower price point than other snacks (preferred strategy)

HEALTHIER COLUMBIA APPROVED VENDING OPTIONS



SNACKS

Healthier Columbia Approved Snacks:	Size (oz):
Bare, Baked Crunchy Fuji & Reds	0.5
Beanitos, Black Bean Sea Salt	1.2
Cheezit, Baked Snack Crackers (Whole Grain)	1
Dang, Coconut Chips	0.7
Doritos, Nacho Cheese (Reduced Fat)	1
Eden, Pumpkin Seeds, Dry Roasted	1
Fiber One, Oats and Dark Chocolate Bar	1.4
General Mills, Cinnamon Toast Crunch Cereal Bar	1.4
General Mills, Trix Cereal Bar	1.42
Good Natured, Baked Vegetable Crisps	1
Harvest Snaps, Baked Green Pea Crisps	0.75
Hippeas, Vegan White Cheddar	1
Indiana Popcorn, Kettlecorn	1
Kashi, Trail Mix Chewy Granola Bar	1.2
KIND, select flavors (Almond & Apricot Bar, Fruit & Nut, Dark Chocolate & Sea Salt)	1.4
Larabar, select flavors (Apple Pie, Carrot Cake)	1
Lays, 40% Reduced Fat, Jalepeno Cheddar or Sea Salt	1.75
Lays, 40% Reduced Fat, Original	1.375
Lays, Baked, BBQ	0.9
Lays, Baked, Original	1.13
Mr. Nature, Almonds, unsalted	1
Mr. Nature, Cashews, unsalted	1
Peeled Snacks, Apple or Mango	1.23
Pop Chips, Nutter Puffs or Peanut Butter & Chocolate	1
Quaker, Breakfast Flats, select flavors (Banana Honey Nut, Cookie Chocolate Chip)	1.4
Quaker, Chewy, Chocolate Chip	1.48
Sahale, Fruit & Nut Bar	1.5
Skinny Pop, Popcorn	0.65
Stacy's Pita Chips, Cinnamon Sugar	1.5
Sun Chips, Original or Garden Salsa	1
Terra, chips, Original or Blues	1
That's It Bar, Apple Pear or Apple Cherry	1.2
The Daily Crave, Veggie Chips	1
Wonderful, Pistachios, with shells	1
Wonderful, Pistachios, without shells	0.75



BEVERAGES

Healthier Columbia Approved Beverages:	Size (oz):
Aquafina, Water	20
Bubly, Sparkling Water, all flavors	12
Coke Zero	12
Dasani, Water	20
Diet Coke	12
Diet Pepsi	12
Doctor Pepper, Diet	12
Gatorade, Thirst Quencher Low Sugar, all flavors	20
Gatorade, Zero, all flavors	20
Glaceau, Smart Water	20
Gold Peak, Unsweetened Tea, all flavors	18.5
Honest Tea, Unsweet, all flavors	16.9
Life Wtr, Water	20
Minute Maid, Light, all flavors	16.9
Mtn Dew, Diet	12
Right Water, Water	20
Schwepps, Sparkling Water Beverages (all flavors)	20
Starbucks, Cold Brew, Black (unsweetened)	11
Vitaminwater Zero, all flavors	20

NOTES

¹ **Local:** Based on the definition in the Food, Conservation, and Energy Act of 2008: Conference Report to Accompany H.R. 2419, locally sourced refers to an agricultural product that is transported less than 400 miles from its origin or is distributed within the same state as it was produced. (US House of Representatives. Washington DC: US Government Publishing Office; 2008.)

² **Organic:** According to the US Department of Agriculture (USDA), “Organic is a labeling term for food or other agricultural products that have been produced using cultural, biological, and mechanical practices that support the cycling of on-farm resources, promote ecological balance, and conserve biodiversity in accordance with the USDA organic regulations.” (US Department of Agriculture. About the National Organic Program. 2016; <https://www.ams.usda.gov/publications/content/about-national-organic-program>. Accessed June 12, 2018.)

HEALTHIER COLUMBIA RECOMMENDED FOOD AND BEVERAGE STANDARD

Convened by the Office of Work/Life, the Nutrition Academic Advisory Committee and the Food and Nutrition Working Group developed the Healthier Columbia Recommended Food and Beverage Standard to meet the following high-level goal:

Towards building a culture of health, foster the wellness of the Columbia community by:

- Providing access to healthful and sustainable food and beverages
- Strengthening food and beverage environments where the affordable, informed, and convenient choice is the healthy choice.

In alignment with the Dietary Guidelines for Americans 2015-2020 and the Healthy People 2020 Nutrition and Weight Status Objectives, the Healthier Columbia Recommended Food and Beverage Standard includes food and nutrition guidance that supports a healthier eating pattern for the Columbia community, by offering a variety of fruit and vegetable options, plant-based proteins and freely available drinking water.

The Office of Work/Life and many other stakeholders will work towards supporting the implementation of the Healthier Columbia Recommended Food and Beverage Standard in various university food environments over the coming years.

To learn more visit: <https://worklife.columbia.edu/healthier-columbia>



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Email: worklife@columbia.edu
Phone: 212-854-8019
Website: worklife.columbia.edu