
Nutrition Standards for Kansas Communities

Marketing research shows that healthy food and beverage offerings are in demand. However sometimes, it is hard to know what the term “healthy” means. Marketers use that word in many different ways. While there is broad agreement among nutrition experts about what nutrition standards should include, there is still a lot of variation across model standards.

More than six different nutrition standards models were researched and compared to identify a recommended set of guidelines. The model by which these recommended guidelines are most closely aligned is that developed by the National Alliance for Nutrition & Activity (NANA). It is recommended based on the following criteria:

- The standards are developed by health experts using evidence based rationale. NANA Standards were developed by 400 health organizations. The steering committee includes the Academy of Nutrition and Dietetics, American Alliance for Health, Physical Education, Recreation and Dance, American Cancer Society, Cancer Action Network, American Diabetes Association, American Heart Association, American Public Health Association, Association of State Public Health Nutritionists, Center for Science in the Public Interest, National Association of Chronic Disease Directors, and Nemours.
- The standards can be used in multiple environments. The standards are closely aligned with proposed Smart Snacks in School, making it easier for vendors to obtain products to meet the needs of schools and other institutions and consistency of standards in multiple environments.
- The standards assure single serving portions. Other than the proposed USDA Smart Snacks for Schools, the NANA model is the only one that specifies calories per item or package which provides portion control. This eliminates the potential for multi-serving products which in reality often negate calorie standards.
- The standards exclude foods of minimal nutritional value. By specifying a portion of food groups or 10% DV of calcium, potassium, vitamin D, or fiber, NANA standards eliminate the probably of food of minimal nutritional value meeting standards (such as candy).

A few minor revisions to the NANA Model have been made:

- Beverage standards include vegetable based beverages with added water .
- Nut butter is included as a snack food exception for fat and saturated fat.
- NANA guidelines were developed for vending items; however they have been applied to concessions serving snacks and a combination of single item entrees and sides as compared to a full meal, such as those served in a restaurant or cafeteria setting.

These standards represent an expert analysis of what is truly healthy, and what is likely to work the best for communities in Kansas. They are meant to be used consistently, to minimize public confusion about what is healthy. In application, one size may not fit all. We encourage you to think about flexible approaches for implementing the standards that are tailored to your organization’s needs and culture. For example, organizations can phase the standards in over a twelve month period, or can gradually increase the percentage of items that meet the nutritional standards until the 100% level is reached.

Clear, consistent, and specific nutritional standards are a crucial component for healthy vending or concession operations, and should be included in a written policy, requests-for-bid, and/or vendor contracts. For more information on how to incorporate these standards into a written policy, please refer to Public Health Law Center resources developed for Kansas communities.

Healthy Beverage Standards

To meet the standards, all beverages must be one or a combination of the following:

- Water, including carbonated water with no added caloric sweeteners.¹
- Coffee or tea with no added caloric sweeteners.¹
If condiments are provided, sugars and sugar substitutes may be provided and milk/creamer products, such as whole or 2% milk, that have less fat than cream.
- Fat-free or 1%^{1,3,4} low-fat dairy milk or calcium- and vitamin-D-fortified soymilk with less than 200 calories per container¹.
- 100% fruit juice or fruit juice combined with water or carbonated water.^{1,3,4}
Limited to a maximum of 12-ounce container^{1,3}; no added caloric sweetener.
- 100% vegetable juice¹ or vegetable juice combined with water or carbonated water⁴.
Limited to a maximum of 12-ounce container; no added caloric sweeteners; and ≤ 200 milligrams (mg) of sodium per container.
- Low-calorie beverages that are < 40 calories per container.¹

Healthy Food Standards

Provide an assortment of healthier food choices with more fruits, vegetables, whole grains, and fat-free/low-fat dairy products, and lower amounts of saturated and trans fats, added sugars, and sodium.

Snacks and Side Dishes¹

A. To meet the standards, snack foods (and side dishes) must meet all of the following:

Nutrients

Calories: ≤ 200 Calories^{1,2,3,4} per item as offered (per package)¹

Fat: $\leq 35\%$ of calories from fat^{1,4,5,6}

(Example: ≤ 7 grams for a 200 calorie snack)

Exceptions for products that are 100% nuts and seeds;¹ nut butter

Saturated Fat: $\leq 10\%$ calories^{1,2,3,4,5,6}

Fat: (Example: ≤ 2 grams for a 200 calorie item)

Exception for products that are 100% nuts and seeds;¹ nut butter

Trans Fat: 0 grams^{1,2,3,4,5,6}

Sodium: ≤ 200 mg¹ per item as offered (per package/container)

Sugar: $\leq 35\%$ of calories^{1,5} from total sugar and a maximum of no more than 10 grams of total sugars in the product.

Exceptions are fruits and vegetables without added sweeteners or fat and because of the lactose, yogurt (no more than 30 grams of total sugars per 8 oz.)

Additional A. Each snack food item must contain at least one of the following:¹

1. A quarter cup of fruit, non-fried vegetable, or fat-free/low-fat dairy, or
2. 1 oz. of nuts or seeds or 1 Tbsp. of nut butter, or
3. at least 50% of the grain ingredients are whole grain (determined by the product having whole grain as the first ingredient, from the manufacturer, or if the product has a whole grain claim), or
4. at least 10% of the Daily Value of a naturally occurring nutrient of public health concern (calcium, potassium, vitamin D, or fiber).

B. Sugarless chewing gum can be sold without having to meet the above nutrition standards.¹

B. Entrée Type Foods (e.g., sandwich, pizza, burger)¹

To meet the standards, entrees must meet all of the following:

Nutrients

Calories: ≤400 per item as offered (per package¹ or as per single item as served)

Fat: ≤ 35% of calories from fat¹
(Example: ≤ 15 grams for a 400 calorie item)

Saturated ≤ 10% calories¹

Fat: (Example: ≤ 4 grams for a 400 calorie item)

Trans Fat: 0 grams^{1,3,4}

Sodium: ≤ 480 mg per item as offered^{1,2,3,4}

Sugar: ≤ 35% of calories from total sugar¹ and a maximum of no more than 15 grams of total sugars in the item.

Additional Each entree food item must contain at least **two** of the following¹:

1. A quarter cup of fruit, non-fried vegetable, or fat-free/low-fat dairy, or
2. 1 oz. of nuts or seeds or 1 Tbsp. of nut butter, or
3. at least 50% of the grain ingredients are whole grain (determined by the product having whole grain as the first ingredient, from the manufacturer, or if the product has a whole grain claim), or
4. at least 10% of the Daily Value of a naturally occurring nutrient of public health concern (calcium, potassium, vitamin D, or fiber).^{1,4}

References

1. The National Alliance for Nutrition & Activity NANA –A collaboration of 400 Organizations. The National Alliance for Nutrition & Activity (NANA Model) Beverage and Food Vending Machine Standards <http://cspinet.org/new/pdf/final-model-vending-standards.pdf>
2. Government Services Administration (GSA) Guidelines for Fed Concessions and Vending Operations. GSA, *Health and Sustainability Guidelines for Federal Concessions and Vending Operations* http://www.gsa.gov/graphics/pbs/Guidelines_for_Federal_Concessions_and_Vending_Operations.pdf
3. AHA American Heart Association. American Heart Association, *Recommended Nutrition Standards for Procurement of Foods and Beverages Offered in the Workplace* http://www.heart.org/idc/groups/heartpublic/@wcm/@adv/documents/downloadable/ucm_320781.pdf
4. Smart Snacks in School, USDA (note: these are still in a comment period until October 2013). Compared with criteria at high school level. *Smart Snacks in School, USDA's "All Foods Sold in School" Standards*. http://www.fns.usda.gov/cnd/governance/legislation/allfoods_flyer.pdf
5. NEMS-V Green Level. Foods in this category are considered Tier 1 foods according to the [Institute of Medicine \(IOM\) guidelines](#) and are consistent with the 2005 Dietary Guidelines for Americans. Sodium is based on recommendations of the Nutrition Advisory Committee of Iowa's Healthy Kids Act (2008). <http://www.nems-v.com/NEMS-VCriteriaforCodingFoods.html>
6. Dietary Guidelines for Americans. Dietary Guidelines for Americans, 2010, Executive Summary, <http://www.cnpp.usda.gov/Publications/DietaryGuidelines/2010/PolicyDoc/ExecSumm.pdf>.

Sample List Healthier Items

Labels will need to be compared to standards, but acceptable items might include:

- Unsweetened, canned fruit cups
- Dried fruits, such as raisins, apricots, and apples
- Hard pretzels
- Baked chips
- Low fat popcorn
- Low fat whole grain crackers
- Low fat granola bars
- Low fat, whole grain cereals
- Low fat, whole grain cereal bars
- Low fat trail mix
- Graham crackers
- Animal crackers
- Plain, unsalted nuts
- 100% fruit leather
- Fig bars
- Salsa with baked tortilla chips
- Vegetables, such as baby carrots, broccoli florets, and celery sticks
- Fresh fruit salads
- Fresh vegetable salads with low fat or fat free dressing
- Packaged fruit slices, such as sliced apples
- Mini bagel
- Nonfat yogurt
- Nonfat cottage cheese
- String cheese
- Sandwiches made with vegetables and/or lean meats on whole grain bread
- Frozen 100% fruit bars
- Water
- 100% fruit juice
- 100% vegetable juice
- Nonfat or 1% low fat milk