

Healthy Nutrition Guidelines for Vending and Micro-Markets

Products in vending machines and micro-markets are categorized into BEVERAGES, SNACKS or MEAL ITEMS. Each category has its own Food and Nutrient Guideline and Product Mix Guideline.

To meet the Healthy Nutrition Guidelines, each vending machine and micro-market should:

- Meet the **Product Mix Guidelines** at time of stocking
- Meet the **Food and Nutrient Guidelines** for at least 50% of items (per category, per machine)
- Follow the **Promotion, Product Placement and Calorie Display Guidelines**

Beverages

Product Mix Guideline

At least 50% of the beverages per vending machine/micro-market must be *healthy beverages*.

Plain or calorie-free carbonated water must be an option in each beverage vending machine/micro-market. Vending machines that only vend cans are exempt from this guideline if drinking water is readily available in the vicinity of the vending machine.

Food and Nutrient Guideline

To qualify as a **healthy beverage**, the beverage must be:

Plain or carbonated water (any size)

Unflavored 1% milk (up to 12 fl oz)

Unflavored or flavored non-fat milk and milk alternatives (e.g. soy or almond milk) (up to 12 fl oz)

100% fruit juice with no added sweeteners, can be diluted with plain or carbonated water (up to 12 fl oz)

Low-calorie beverages with no more than 60 calories per container (up to 12 fl oz)

No-calorie beverages with no more than 10 calories per container (up to 20 fl oz)

Compliance

Any beverage that meets USDA's Smart Snacks in School (for high school) meets this Guideline. To check compliance:

- Plug nutrition information into the Smart Snacks Product Calculator at <https://foodplanner.healthiergeneration.org/calculator/>
or
- Check the beverage product list at <https://foodplanner.healthiergeneration.org/products>



Snacks

Product Mix Guideline

At least 50% of the snacks per vending machine/micro-market must be *healthy snacks*.

All snacks must have 0 grams artificial trans fat.

At least four snacks in refrigerated vending machines/micro-markets must be fruits without added fat, sugar or salt. Fruits packaged with added fat, sugar or salt are allowable if the added fat, sugar or salt is in its own container.

At least two snacks in a refrigerated vending machines/micro-markets must be vegetables without added fat, sugar or salt. Vegetables packaged with added fat, sugar or salt are allowable if the added fat, sugar or salt is in its own container.

Food and Nutrient Guideline

To qualify as a **healthy snack**, the snack must:

Be a grain product that contains 50 percent or more whole grains by weight (have a whole grain as the first ingredient); or

Have as the first ingredient a fruit, a vegetable, a dairy product, or a protein food; or

Be a combination food that contains at least ¼ cup of fruit and/or vegetable; and

The snack must also meet the nutrient guidelines for calories, sodium, sugar and fats:

Calories	200 calories or less
Sugar	35% of weight from total sugars or less
Sodium	200 mg of sodium or less
Fat	35% of calories from total fat or less
Saturated Fat	Less than 10% of calories from saturated fat
Trans Fat	Zero grams of trans fat

Compliance

Any snack that meets USDA's Smart Snacks in School meets this Guideline. To check compliance:

- Plug nutrition information into the Smart Snacks Product Calculator at <https://foodplanner.healthiergeneration.org/calculator/> or
- Check the snack product list at <https://foodplanner.healthiergeneration.org/products>

Exemptions

Some snacks are exempt from specific Food and Nutrient Guidelines.

- Exempt from **all nutrient guidelines**: fresh and frozen fruits and vegetables with no added ingredients; canned fruits packed in 100% juice or light syrup with no added ingredients except water; canned vegetables with no salt added/low sodium and no added fat.
- Exempt from only **total and saturated fat guidelines**: reduced-fat and part skim mozzarella, nuts, seeds, or nut/seed butters, whole eggs with no added fat.
- Exempt from only **total fat guideline**: seafood with no added fat (e.g. canned tuna packed in water).
- Exempt from only **sugar guideline**: dried fruits with no added sugars; dried cranberries, dried cherries or dried blueberries sweetened only for processing with no added fats.
- Exempt from **total fat, saturated fat, and sugar guidelines**: trail mix of only dried fruits and nuts and/or seeds with no added sugars or fats.

Healthy Meal Items

Product Mix Guideline

At least 50% of the meal items per vending machine/micro-market must be *healthy meal items*.

All meal items must have 0 grams artificial trans fat.

At least two meal items in refrigerated vending machines/micro-markets must have a vegetable or fruit listed as the first ingredient. Vegetable-based meal items packaged with salad dressing or dipping sauce are allowable if the added fat, salt or sugar is in its own container.

At least two meal items in refrigerated vending machines/micro-markets must be whole grain rich (whole grain listed as first grain ingredient or labeled with a whole grain stamp).

If there is a freezer in a micro-market: At least two frozen meal items must be whole grain rich (whole grain listed as first grain ingredient or labeled with a whole grain stamp).

Food and Nutrient Guideline

To qualify as a **healthy meal item**, the meal item (per package) must contain:

Calories	700 calories or less
Sugar	35% of weight from total sugars or less
Sodium	800 mg of sodium or less
Fat	35% of calories from total fat or less
Saturated Fat	Less than 10% of calories from saturated fat
Trans Fat	Zero grams of trans fat

Exemptions

Some meal items are exempt from specific Food and Nutrient Guidelines.

- Exempt from **all nutrient guidelines**: fresh and frozen fruits and vegetables with no added ingredients; canned fruits packed in 100% juice or light syrup with no added ingredients except water; canned vegetables with no salt added/low sodium and no added fat.
- Exempt from only **total and saturated fat guidelines**: meal items that contain reduced-fat cheese, nuts, seeds, or nut/seed butters, whole eggs with no added fat.
- Exempt from only **total fat guideline**: meal items that contain seafood with no added fat (e.g. canned tuna packed in water).
- Exempt from only **sugar guideline**: meal items that contain dried fruits with no added sugars; dried cranberries, cherries or blueberries sweetened only for processing with no added fats.
- Exempt from only **sodium guideline**: soups should contain no more than 480 mg sodium per 8 ounce serving; 720 mg sodium for 12 ounces; 960 mg sodium for 16 ounces.

Healthy Snack Examples:

- ✓ Fresh vegetables
- ✓ Fresh fruit
- ✓ 100% fruit sorbet with no added sugars
- ✓ Fat-free or low-fat plain yogurt
- ✓ Low-fat and low-sodium cottage cheese
- ✓ Hardboiled egg
- ✓ 100% frozen fruit juice bars with no added sweetener
- ✓ Air popped or low-fat popcorn
- ✓ Low-sodium jerky
- ✓ Dehydrated vegetables
- ✓ Baked potato chips
- ✓ Dehydrated fruit with no added sugars
- ✓ Fruit packed in 100% juice or light syrup
- ✓ Whole grain pita chips
- ✓ Part skim mozzarella cheese stick



Healthy Meal Examples:

- ✓ Low sodium turkey sandwich with lettuce and tomato on whole grain bread
- ✓ Spinach and grilled chicken salad with shredded carrot and balsamic vinaigrette
- ✓ Tomato basil soup
- ✓ Baked potato with green onions and low-fat sour cream
- ✓ Tuna salad kit with whole grain crackers
- ✓ Quinoa and chicken salad with red bell pepper, avocado and harissa dressing



Promotion, Placement and Calorie Display

Promotion

Only products that meet the Food and Nutrient Guidelines shall be promoted (e.g. buy one, get one). Pricing models that promote healthy choices by establishing lower prices for healthy beverages, snacks, and meal items relative to other beverages, snacks and meal items are strongly encouraged.

Placement

Healthy beverages, snacks and meal items should be placed in positions with the highest selling potential (see planogram on next page).

Calorie Display

Calorie information should be available in accordance with the Food and Drug Administration's Vending Machine Final Rule: Food Labeling; Calorie Labeling of Article of Food in Vending Machines¹. This rule "requires operators who own or operate 20 or more vending machines to disclose calorie information for food sold from vending machines, subject to certain exemptions." Vending machine operators with fewer than 20 vending machines may voluntarily register to be covered by the rule.

What are micro-markets?

Some vending companies are also installing micro-markets in buildings. A micro-market is an alternative to traditional vending machines that usually has dry shelf space, a refrigerator, freezer and self-checkout kiosk.



¹ U.S. Food and Drug Administration Vending Machine Labeling Rules are available online at <http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm515022.htm>

How to Promote Healthy Choices in Vending and Micro-Markets

- Survey employees to find out which healthy choices they'd like to see in the vending machines.
- Organize a taste-testing event to let employees try the new healthy choices.
- Send an email out to employees to let them know healthy choices are available.
- Send quarterly communications about healthy choices in vending machines and the benefits of healthy eating.
- Put the healthy items at eye level. See example planogram below.



This example of a vending machine meets the Healthy Nutrition Guidelines. This machine has 40 slots, so fill at least 20 with items that meet the healthy guidelines. Label these 20 slots with a sticker from the Choose Well – Live Well campaign. We recommend putting the healthy items at eye level. The remaining 20 slots in this machine can be filled with items that meet the healthy guidelines, but it is not a requirement to fill more than 50% of the machine with healthy items.

- Use the Choose Well – Live Well campaign materials to promote the healthy choice.



- Vending machine stickers to label healthy items
- Coin slot sticker
- Vending machine banner

How to Read a Nutrition Label – Snacks

Any snack that meets USDA's Smart Snacks in School meets this Guideline. To check compliance:

- Plug nutrition information into the Smart Snacks Product Calculator at <https://foodplanner.healthiergeneration.org/calculator/>
or
- Check the snack product list at <https://foodplanner.healthiergeneration.org/products>

Product example: Granola bar

Nutrition Facts	
Serving size	1 bar (35g)
Amount per serving	
Calories	130
% Daily Value*	
Total Fat 2g	3%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 50mg	2%
Total Carbohydrate 24g	8%
Dietary Fiber 3g	13%
Total Sugars 8g	
Includes 6g Added Sugars	
Protein 4g	5%
Vitamin D .2mcg	1%
Calcium 24mg	2%
Iron .7mg	4%
Potassium 110mg	3%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Rolled whole grain blend (hard red wheat, oats, rye, triticale, barley), soy protein crisps (soy flour, tapioca starch, soy fiber), brown rice syrup, cherries, semisweet chocolate (cane syrup, chocolate liquor, cocoa butter, soy lecithin, vanilla), invert cane syrup, dried cane syrup, acacia gum, expeller pressed canola oil, honey, oat fiber, vegetable glycerin, sea salt, cornstarch, soy lecithin, molasses, rosemary extract for freshness, natural flavor, organic skim milk, peanut flour, xanthan gum, almonds.
CONTAINS WHEAT, SOY, MILK, PEANUT AND ALMOND INGREDIENTS. MAY CONTAIN OTHER TREE NUTS.

Product assessment:

- ✓ This whole grain product does meet the healthy snack guidelines because it passes the Smart Snack Product Calculator.

First Ingredient: Healthy snacks must have a whole grain, fruit, vegetable, dairy product, or protein food listed as the first ingredient.

- ✓ This whole grain product does meet the healthy guidelines because it lists a whole grain as the first ingredient and passes the Smart Snack Product Calculator.

Serving Size: Always look at the servings per container. Snack items must meet the healthy guidelines for the entire item.

This product has one serving.

Calories: Healthy snacks have no more than 200 calories per package.

- ✓ This item meets the calorie guidelines for Healthy Snacks because it is 130 calories.

Fat: Healthy snacks have no more than 35% of calories from total fat (there are exceptions). Each fat gram has 9 calories. To calculate % calories from total fat, multiply the grams of fat by 9. Divide this number by the total Calories and then convert the decimal to percentage: 2 grams fat × 9 calories per fat grams = 18 fat calories ÷ 130 total calories: .14 or 14% total calories from fat.

- ✓ This item meets the fat guideline because it has 14% calories from total fat.

Saturated Fat: Healthy snacks have less than 10% of calories from saturated fat. To calculate % calories from total saturated fat, multiply the grams of saturated fat by 9. Divide this number by the total Calories and then convert the decimal to percentage: .5 grams saturated fat × 9 calories per fat gram = 4.5 saturated fat calories. 4.5 ÷ 130 total calories: .04 or 4% calories from saturated fat.

- ✓ This item meets the saturated fat guidelines because it has 4% calories from saturated fat.

Trans Fat: Healthy snacks cannot have any trans fat.

- ✓ This item meets the trans fat guideline because it has 0 grams of trans fat.

Sodium: Healthy snacks have 200 mg of sodium or less.

- ✓ This item meets the sodium guideline because it has 50 mg of sodium.

Sugar: Healthy snacks have no more than 35% of weight from total sugars. Divide the grams of sugar from weight (in grams) of the item and then convert the decimal to a percentage: 6 grams of sugar ÷ 35 grams (weight of product) = .17 or 17% weight from total sugars

- ✓ This item meets the sugar guideline because it has 17% weight from total sugar.

How to Read a Nutrition Label – Meal Items

Product example: Broccoli salad with dressing

Nutrition Facts	
4 servings per container	
Serving size	3 oz (85g)
Amount per serving	
Calories	150
% Daily Value*	
Total Fat 9g	14%
Saturated Fat 1.5g	7%
Trans Fat 0g	
Cholesterol 0mg	1%
Sodium 150mg	6%
Total Carbohydrate 15g	5%
Dietary Fiber 2g	9%
Total Sugars 10g	
Includes 4g Added Sugars	
Protein 3g	5%
Vitamin D .2mcg	1%
Calcium 40mg	4%
Iron 1.1mg	6%
Potassium 470mg	10%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Vegetables: broccoli, brussels sprouts, green cabbage, kale, chicory.

Poppyseed Dressing: soybean oil, sugar, water, cider vinegar, salt, orange juice concentrate, poppy seeds, egg yolk, xanthan gum, lemon juice concentrate, onion*, lemon peel*.

*dehydrated.

Dried Cranberries: cranberries, sugar, sunflower oil.
roasted pumpkin seeds: pumpkin seeds, canola oil, salt.

Serving Size: Always look at the servings per container. Meal items must meet the healthy guidelines for the entire item. If there is more than one serving per container, you will need to multiply the nutrition facts by that number.

This product has four servings. Multiply each nutrient by four.

Calories: Healthy meal items have no more than 700 calories per package.

✓ This item meets the calorie guidelines for Healthy Meal Items because it is 600 calories: 150 calories × 4 servings = 600 calories per package

Fat: Healthy meal items have no more than 35% of calories from total fat (except for products that contain nuts, seeds or nut/seed butters). Each fat gram has 9 calories. To calculate % calories from total fat, multiply the grams of fat by 9. Divide this number by the total Calories and then convert the decimal to percentage: 9 grams fat × 9 calories per fat gram = 81 fat calories. 81 ÷ 150 total calories: .54 or 54% total calories from fat.

✓ This item meets the fat guidelines because of an exemption. Meals that contain whole eggs with no added fat, reduced-fat cheese, nuts, and/or seed are exempt from total fat guidelines.

✗ If the salad did not contain nuts or seeds but had the same nutrition facts, this item would not meet the fat guidelines.

Saturated Fat: Healthy meal items have less than 10% of calories from saturated fat. To calculate % calories from total saturated fat, multiply the grams of saturated fat by 9. Divide this number by the total Calories and then convert the decimal to percentage: 1.5 grams saturated fat × 9 calories per fat gram = 13.5 saturated fat calories. 13.5 ÷ 150 total calories: .09 or 9% calories from saturated fat

✓ This item meets the saturated fat guidelines because of an exemption. Meals that contain whole eggs with no added fat, reduced-fat cheese, nuts, and/or seed are exempt from saturated fat guidelines.

✓ If the salad did not contain nuts or seeds but had the same nutrition facts, this item would meet the saturated fat guidelines.

Trans Fat: Healthy meal items cannot have any trans fat.

✓ This item meets the trans fat guideline because it has 0g of trans fat.

Sodium: Healthy meal items have 800 mg of sodium or less.

✓ This item meets the sodium guideline because it has 600 mg of sodium: 150 mg of sodium × 4 servings = 600 mg sodium

Sugar: Healthy meal items have no more than 35% of weight from total sugars. Divide the grams of sugar from weight (in grams) of the item and then convert the decimal to a percentage: 10 grams of sugar ÷ 85 grams (weight of product) = .12 or 12% weight from total sugars

✓ This item meets the sugar guideline because it has 12% weight from total sugar.

Product assessment:

✓ This item does meet the healthy meal item guideline.

This product also counts toward the vegetable requirement for "Product Mix Guideline." For Meal items: At least two meal items in refrigerated vending machines/micro-markets must have a vegetable or fruit listed as the first ingredient (e.g. pre-packaged salad). Vegetable-based meal items packaged with salad dressing or dipping sauce are allowable if the added fat, salt or sugar is in its own container. The salad dressing and cranberries are in their own packets within the salad package.

How to Read a Nutrition Label – Meal Items

Product example: Breakfast sandwich

Nutrition Facts	
Serving size 1 sandwich (95g)	
Amount per serving	
Calories 200	
% Daily Value*	
Total Fat 10g	15%
Saturated Fat 4g	20%
<i>Trans</i> Fat 0g	
Cholesterol 105mg	35%
Sodium 630mg	26%
Total Carbohydrate 22g	7%
Dietary Fiber 4g	16%
Total Sugars 3g	
Includes 1g Added Sugars	
Protein 12g	22%
Vitamin D 2mcg	15%
Calcium 150mg	15%
Iron 1.5mg	8%
Potassium 200mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Scrambled egg patty (whole eggs, whey, egg whites, nonfat milk, soybean oil, modified food starch, dicalcium phosphate, salt, sodium bicarbonate, xanthan gum, guar gum, citric acid [to promote color retention], pepper, soy lecithin), **multigrain flatbread** (whole wheat flour, water, enriched wheat flour [wheat flour, malted barley flour, niacin, iron, vitamin B1 (thiamin mononitrate), vitamin B2 (riboflavin), folic acid], oat fiber, sugar, wheat gluten, yeast, wheat bran, rolled oats, cultured wheat flour, soybean oil, vinegar, cracked rye, monoglycerides, salt, xanthan gum, calcium sulfate, ascorbic acid), **pasteurized process gouda cheese** (gouda cheese [milk, cheese cultures, salt, enzymes], water, cream, sodium phosphate, salt, sorbic acid [preservative], natural smoke flavor, annatto color, lactic acid), **fully cooked bacon** (fresh pork bellies cured with water, salt, sugar, artificial smoke flavor, sodium phosphate, sodium erythorbate, sodium nitrite).
CONTAINS EGG, MILK, SOY AND WHEAT INGREDIENTS.

Serving Size: Always look at the servings per container. Meal items must meet the healthy guidelines for the entire item. If there is more than one serving per container you will need to multiply the nutrition facts by that number.
 This product has one serving.

Calories: Healthy meal items have no more than 700 calories per package.
 ✓ This item meets the calorie guidelines for Healthy Meal Items because it is 200 calories.

Fat: Healthy meal items have no more than 35% of calories from total fat (except for products that contain reduced-fat cheese or whole eggs without added fat). To calculate % calories from total fat, multiply the grams of fat by 9. Divide this number by the total Calories and then convert the decimal to percentage: 90 calories from fat ÷ 200 total calories = .45 or 45%
 ✗ This item is not exempt from the fat guidelines because it contains eggs with added fat (soybean oil) and full-fat cheese.
 ✗ This item does not meet the fat guideline because it has 45% calories from total fat.

Saturated Fat: Healthy meal items have less than 10% of calories from saturated fat. To calculate % calories from total saturated fat, multiply the grams of saturated fat by 9. Divide this number by the total Calories and then convert the decimal to percentage: 36 calories from saturated fat ÷ 200 total calories = .18 or 18% calories from saturated fat
 ✗ This item is not exempt from the saturated fat guidelines because it contains eggs with added fat (soybean oil) and full fat cheese.
 ✗ This item does not meet the saturated fat guidelines because it has 18% calories from saturated fat.

Trans Fat: Healthy meal items cannot have any trans fat.
 ✓ This item meets the trans fat guideline because it has 0g of trans fat.

Sodium: Healthy meal items have 800 mg of sodium or less.
 ✓ This item meets the sodium guideline because it has 630 mg of sodium

Sugar: Healthy meal items have no more than 35% of weight from total sugars. Divide the grams of sugar from weight (in grams) of the item and then convert the decimal to a percentage: 3 grams of sugar ÷ 95 grams (weight of product) = .03 or 3% weight from total sugars
 ✓ This item meets the sugar guideline because it has 3% weight from total sugar.

Product assessment:

✗ This item does not meet the healthy meal item guideline because of its fat and saturated fat content.