

## TALKING POINTS FOR SUCCESSFULLY IMPLEMENTING HEALTHY VENDING AT WORKSITES

### Why healthy vending?

- According to USDA, snacks provide an average of about 25% of daily calories.
- Trends in snacking, combined with larger portion sizes and more sedentary lifestyles, may be contributing to the incidence of overweight and obesity among children and adults.
- More and more people are interested in healthier snack options. The International Food Information Council's 2017 Food & Health Survey found that in the last year, nearly 90% of respondents drank more water and 70% opted for low- or no-calorie beverage options, while 60% reported cutting back on salt and saturated fat.<sup>1</sup>
- Many vendors have found that revenue is not effected by implementation of healthy vending, and some vendors have even experienced an increase in sales when they added more healthy options.<sup>1</sup>
- The NEMS-V bronze recognition level of 30% healthy vending machine options is in line with Automatic Merchandiser State of the Vending Industry Report (2008) advising operators to fill only about 20-30% of vending machine's slots with healthier choices in order to maintain profits.

<sup>1</sup> **Financial Implications of Healthy Vending.** Accessed from <https://cspinet.org> 8/14/2018

### Why should my company get on board with healthy vending?

- Worksites can be a model for healthy eating and show that healthy food tastes good and still generate revenue.
- Healthy products such as popcorn, pretzels, and granola bars are not taxed like candy bars and other sugary snacks.
- There are unhealthy items that do not "hold their weight" in vending sales; these are the items that could be replaced with healthy options.
- Adding and marking healthy choices is a good first step to healthy vending. However, people do not expect to find healthy choices in vending machines so making them aware that healthy options are available is another important step. There are many resources available to motivate customers to purchase healthy choices. Visit [www.nems-v.com](http://www.nems-v.com) and click on worksite kit. You will find signs, table tents, snack tracking calendars, and a series of newsletters that promote healthy vending.
- Remember the healthier items may not be demanded at first. However, with proper promotion and placement, the amount of sales of healthier items will increase over time.

<b>What worksite can do</b>	<b>What vending supplier can do</b>
Survey employees to learn more about vending purchasing habits and food and beverage preferences	Meet with the worksite wellness coordinator, human relations director, CEO or whoever handles vending contracts to discuss healthy vending machine options.
Provide the vending machine company with NEMS-V healthy food and beverage standards and reference list located on web site. NEMS-V Food and Beverage References document is located under NEMS-V tools at <a href="http://www.nems-v.com">www.nems-v.com</a>	Provide the worksite with a product listing of items available from the distributor(s). Use the NEMS-V Food and Beverage References document located under NEMS-V tools at <a href="http://www.nems-v.com">www.nems-v.com</a> to determine yellow and green healthy choices.
Use the Healthy Choices Calculator to assist vendor with identifying healthy products. Phone and table application coming soon.	Use the Healthy Choices Calculator to identify healthy products. Phone and table application coming soon.
Hold taste testing and share results with vendor	Work with distributor(s) to provide products for taste testing.
Develop a plan to market healthy choices, creating healthy food and beverage options. Click on the Worksite Kit button on the left hand side at <a href="http://www.nems-v.com">www.nems-v.com</a> to view promotional options	Provide variety of healthy options. Mark the healthy items with stickers by the price and/or with colored product pushers.
Use signage near vending machines to encourage healthy choices.	Place foods and beverages that meet NEMS-V yellow and green criteria so that they are as or more visible than similar items that do not meet the nutrition standards.
Determine pricing adjustment and/or provide incentives to employees for purchasing healthy options.	Price items meeting NEMS-V criteria competitively (e.g., at or below) to similar items that do not meet the standards.
Often a healthy vending project is started voluntarily by the worksite and the vendor. After working out any issues, include the specific requirements that have been agreed on in the next vending contract. This is a great way to sustain the availability of healthy choices in your vending machines.	