



Gerd W. Clabaugh MPA  
 Director

Terry E. Branstad  
 Governor

Kim Reynolds  
 Lt. Governor

**MEMORANDUM OF UNDERSTANDING**  
**MOU-2015-NEMS-V-01**

**BETWEEN THE**

**IOWA DEPARTMENT OF PUBLIC HEALTH**

**AND**

**Iowa Department for the Blind**  
**Business Enterprise Program**

This Agreement is made and entered into by and between the Iowa Department for the Blind, Business Enterprise Program (BEP), hereinafter called the AGENCY and the Iowa Department of Public Health, hereinafter called DEPARTMENT.

**PURPOSE:** It is the mutual desire of the AGENCY and the DEPARTMENT to provide healthy selections in the vending in state owned and operated buildings. Both agree to work together to promote healthy products to encourage state employees and visitors to eat more healthy.

I. The term of this Agreement shall be **January 16, 2015 to June 30, 2015.**

II. Agreement Administrators

Brenda Dobson, Interim Director, Division of Health Promotion and Chronic Disease Prevention is the Authorized State Official for this agreement. The Authorized State Official must approve any changes in the terms or conditions specified in this agreement. Negotiations concerning this agreement should be referred to Carol Voss at telephone (515) 242-5566 or [carol.voss@idph.iowa.gov](mailto:carol.voss@idph.iowa.gov).

Richard Sorey, Director, Iowa Department for the Blind, is the AGENCY Administrator. This individual is responsible for administrative matters of this agreement. Negotiations concerning this agreement should be referred to Roger Erpelding at telephone (515) 281-1358 or [roger.erpelding@blind.state.ia.us](mailto:roger.erpelding@blind.state.ia.us).

Name	Richard Sorey, Director
Business Name	Iowa Department for the Blind
Street Address	524 4TH ST
City, State, Zip	Des Moines, IA, 50309
Telephone Number	(515) 281-1334
E-mail address	<a href="mailto:Richard.sorey@blind.state.ia.us">Richard.sorey@blind.state.ia.us</a>

III. The DEPARTMENT agrees to:

- A. Provide the BEP vendors with NEMS-V healthy food and beverage standards and reference list located on web site.
- B. Use the Healthy Choices Calculator to assist vendor and wholesalers with identifying healthy products.
- C. Work with vendor to hold taste testing opportunities; share results with vendor.
- D. Provide MIX IT UP marketing materials to promote healthy choices.
- E. Provide signage to be placed near vending machines to encourage healthy choices.
- F. Promote purchase of healthy options by Capitol complex and other state agency employees and visitors as implemented.
- G. Work with vendor to mark packaged food choices and beverage choices that meet NEMS-V criteria with color-coded product markers and/or stickers.
- H. Assist vendor in complying with vending machine menu labeling regulations as a part of the Affordable Care Act.

IV. The AGENCY agrees to:


- A. Assist IDPH with facilitation of providing a product listing of items available from the distributor(s) quarterly so that IDPH can update the list of healthy food and beverage options.
- B. Use the Healthy Choices Calculator or consult IDPH to identify healthy products.
- C. Assist IDPH with facilitation of acquiring products from distributors for taste testing.
- D. Provide variety of healthy options and mark the healthy options with signage and colored product pushers.
- E. Consult with IDPH and food suppliers regarding new products for refrigerated options that meet NEMS-V criteria.
- F. Price items meeting NEMS-V criteria competitively to similar items that do not meet the standards.
- G. Assist BEP vendors in meeting the goal of providing at least 25% of all packaged food choices that meet NEMS-V criteria and identify them using color-coded product markers and/or other signage.
- H. Assist BEP vendors in meeting the goal of providing at least 50% of available beverage choices (other than 100% juice and unsweetened milk) that meet NEMS-V criteria and identify them using color-coded product markers and/or other signage.

V. It is mutually understood and agreed that:

- A. This agreement can be amended by the mutual written consent of both parties only.
- B. Any use of the DEPARTMENT'S name, logo, or other identifier must have prior written approval from the DEPARTMENT.


IN WITNESS WHEREOF the parties have signed their names effective the day and year first above written.

**Iowa Department for the Blind**

BY  \_\_\_\_\_  
Richard Sorey  
Director, Iowa Department for the Blind

DATE 01/09/2015 \_\_\_\_\_

**Iowa Department of Public Health**

BY  \_\_\_\_\_  
Brenda Dobson, MS, RDN, LD  
Interim Director, Division of Health  
Promotion and Chronic Disease Prevention

DATE 1.12.15 \_\_\_\_\_