



Executive Directive 10-01
Healthy Food & Beverage Options in Vending Machines

April 19, 2010

The Executive Directive on Healthy and Sustainable Food for San Francisco (Executive Directive 09-03) calls for the development of nutritional standards for all vending machines on City property. It is with an eye towards the wellbeing of our City workforce that I am pleased to issue this Executive Directive on Healthy Food & Beverage Options in Vending Machines.

We aim to make the healthy choice the easy choice as a central premise of the nutritional guidelines outlined in this Directive. Statistics prove that people who are overweight or obese have a higher risk for serious health conditions, including increased probability of experiencing diabetes, heart disease, strokes, and some types of cancer. By minimizing access to unhealthy food and drink in the work place, the City and County of San Francisco can support and encourage healthy choices.

Therefore, I instruct all department heads to take the following steps:

1. Take an inventory of food and beverage items offered in vending machines controlled by their departments or located on City property.
2. Where possible, restock vending machines immediately with healthy items that conform to new standards.
3. Where possible, contact vendors and request transition immediately to healthy items that conform to new standards.
4. In the case of closed vendor agreements or machines controlled externally, prepare a plan to have new contracts conform to the new standards at the next possible opportunity.

Model nutritional standards for vending machines on public property are already recommended or employed by the State of California, some counties (Contra Costa, San Diego, Santa Clara, Los Angeles), and several cities in California (Santa Ana, San Jose, Chula Vista). Our City government has already proven its ability to offer healthy choices: in 2008, the Department of Public Works implemented nutrition standards for their vending machines and the Park and Recreation Department removed all vending machines from recreation centers. Additionally, San Francisco Unified School District implemented nutrition standards for all schools in 2003.

Vending machines on City and County property are controlled and maintained in various ways, with individual departments controlling the process. Some machines are controlled by employees through their union bargaining agreement, and some machines are publicly accessible. This Directive applies to all of these machines, publicly accessibly and those that serve City staff exclusively, on publicly owned property.

In many cases, department heads can order restocking to comply with this Directive. Or, as international practice moves towards healthier options, some vendors may be amenable to altering their selection mix if requested to do so. Insofar as immediate corrective steps can be taken, they should. But acknowledging that closed contracts do exist, this Directive instructs department heads to prepare for these transitions at the next available opportunity. This Directive does not prohibit departments from adopting more stringent standards, if they so choose.

New Standards

Food

- At least 50% of food items sold in vending machines should meet all of the following criteria:
 - contain no trans fats
 - have no more than 35% of calories from total fat (with the exclusion of nuts and seeds)
 - no more than 10% of calories from saturated fat
 - no more than 35% sugar by weight (with the exclusion of fruits and vegetables)
- All vending machines should offer at least one item that meets the definition of low-sodium, and that have no more than 360 mg of sodium per serving for snacks, and 575 mg of sodium per serving for entrees.

Beverages

- No drink items sold in vending machines should be calorically sweetened (examples include sports drinks, non-diet sodas, artificially sweetened water products).
- Beverage offerings should include ample choices of water, low-fat and/or 1% milk, including soy milk, rice milk and other similar dairy or non dairy milk.
- When juice is made available, offer 100% fruit or vegetable juice with no added sweeteners;
- Diet sodas should be limited to 25% of items offered.

If department heads, Departmental Personnel Officers, or responsible parties wish to follow-up with questions, Christina Goette, Senior Health Program Planner at the Department of Public Health, will be the point of contact. She can be reached at christina.goette@sfdph.org or (415) 581-2422.

On behalf of everyone who will benefit from healthier choices in vending machines, I extend my thanks and congratulations to the Shape Up at Work Coordinators, Food Policy Council and other City groups that worked on developing these standards, including the Department of Public Health, the Department of Children, Youth, and Their Families, and the Real Estate Division.



Gavin Newsom
Mayor