CUNY Campaign for Healthy Food (CUNY CHeF)
Improving Food and Beverage Environments, Policies and Choices at CUNY

Growing rates of obesity and diet-related diseases in New York City and the nation require effective strategies to lower this burden on our health and economy. Scientific evidence on a variety of health issues suggests that the most effective and economical approach is to create environments and policies that make it easy for individuals to make healthier choices. The US Centers for Disease Control and Prevention (CDC) have funded the City’s efforts to reduce obesity and diet-related diseases through policy, systems, and environmental changes that make healthy eating decisions easier, based on available and growing data that show the role of sweetened beverage consumption on rates of diabetes and other diet-related health conditions.¹

The Healthy CUNY Initiative and the CUNY Campaign for Healthy Food (CUNY CHeF) Advisory Board, a university wide group of students, faculty and administrators appointed by the Chancellor’s office, propose that all campuses of City University of New York adopt the action steps described below to promote health and reduce obesity and diet related disease among CUNY students, faculty and staff. Our recommendations are based on NYC Department of Health and Mental Hygiene’s (DOHMH) standards for food and beverages served at meetings and its guidelines for vending machines. (See pages 5-8) In addition, based on several surveys of CUNY campuses, students, faculty and staff, we make CUNY-specific recommendations for food and beverages² available on CUNY campuses. Below are summaries of the DOHMH standards and their application at CUNY in four areas.

1. Recommendations for Food and Beverages served at CUNY Meetings and Events:

In order to support healthy food and beverage choices for CUNY students, faculty and staff, the CHeF Advisory Board recommends that individuals follow these guidelines from DOHMH when ordering items for meetings and events:

For Example:

- Provide tap water whenever food or other beverages are served.
- Serve beverages with fewer than 25 calories per 8 ounces (such as soda, teas, and juice).
- Do not serve juice other than 100% juice.
- Keep portions small by cutting breads and sandwiches into halves or quarters.
- Provide fresh fruit and/or vegetables when food is served.
- Offer low-fat or fat-free dairy options with no added sugars.
- Provide whole grain bread, cereal, pasta or rice (such as whole-wheat bread, whole grain cereal or brown rice).


²Full reports of our research on vending, meeting food and water fountains are available on the Healthy CUNY website, www.cuny.edu/healthycuny.
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- Provide dips low in saturated fat (such as hummus and salsa). Do not provide dips high in saturated fat (such as cheese, ranch or sour cream dips).
- Offer fresh, lean sandwich fillings (such as grilled vegetables, turkey).
- Offer lower-calorie condiments (such as low-fat mayonnaise, mustard and salad dressings) served on the side.
- Minimize or avoid deep-fried foods or high-calorie snacks (such as chips, french fries, large cookies or fried chicken).

Because budget restrictions often influence menu choices, the CHeF Advisory Board offers the following tips for keeping costs low while still ordering healthy meals or snacks for meeting participants.

- Order for fewer people and cut food into smaller portions.
- Serve pitchers of ice water at all meetings instead of soda, juice or bottled water.
- Offer whole, fresh fruit when possible and instead of desserts.
- Hold meetings after breakfast or lunch and provide only water and fresh fruit.
- Work with your campus vendors to put affordable, healthy food on the menu.

In addition to healthier ordering, CUNY can improve food by increasing the number of healthy food options available through CUNY vendors, the businesses approved for doing business with CUNY. CUNY staff can help to increase the demand and availability of healthy food options by:

- Encouraging CUNY-approved vendors to offer affordable healthy options.
- Ordering from approved vendors’ menus that identify “healthy” options that meet the DOHMH standards.
- Making it easy to remember the recommendations by reviewing the Foods and Beverages at CUNY Meetings brochure available at www.cuny.edu/healthycuny before placing an order.

2. Recommendations for food and beverages sold on CUNY campuses:

These recommendations are based on the NYC DOHMH Standards for Beverage Vending Machines and Standards for Food Vending Machines. The standards discourage the provision of high calorie beverages (defined as more than 25 calories per 8 ounces) and encourage healthy beverage and snack choices.

The CHeF Advisory Board recommends the following:

A) Implement NYC DOHMH Beverage and Snack Vending Machine Standards in all 24 CUNY campuses by September 2013, or at the expiration of the current contract on each campus.
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Pricing, labeling and other language in these contracts should assist CUNY with complying with DOHMH standards.

B) Provide customers with the information needed to make healthy choices by posting calorie information of items sold in vending machines where practical.

C) Create price incentives for choosing low-calorie beverages.

3. Recommendations for Water Fountains on CUNY Campuses:

In order to provide a healthy alternative to the consumption of sugar sweetened beverages, the CHeF Advisory Board recommends improving access to clean fresh water on all CUNY campuses.

CUNY and individual campus administrations should continue to ensure that all water fountains are clean, fully functioning and with adequate water pressure.

When new capital improvements and new construction are being planned, we should consider:
   A) Placing water fountains in high-volume areas and near beverage vending machines.
   B) Installing water bottle-filling stations where possible.

4. Recommendations for Education

To ensure that all relevant individuals and units at CUNY are aware of the changes described above, the Health CUNY Initiative, in partnership with appropriate CUNY administrators and organizations, should publicize these recommendations, sponsor training sessions as needed, and post appropriate information on the Healthy CUNY website.

5. Proposed Addition to REQUEST FOR PROPOSALS, FOOD AND VENDING SERVICES from CUNY Auxiliary Enterprise Boards

(CHeF Committee suggested edits are in red)

Current Contract Language

1.1 Objective. Our objective is to provide the College community with a full range of fresh, nutritious, affordable, and tasty food and beverages through the management and operation of dining rooms, cafeterias, catering services, snack and beverage vending machines, and related activities, as further described in this RFP (“Food Service Operations”).
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1.1.1 We are looking for a relationship that will distinguish itself with high value and satisfaction and be viewed as successful by both parties as well as the College community. The successful proposer is expected to be an integral part of the College campus. We will favorably consider proposals that reflect the characteristics of the College and consider its particular needs and health and wellbeing as a priority.

1.1.2 We encourage proposals that include kiosks and/or satellite operations in new locations on the campus that may provide greater convenience and increased volume.

1.1.3 We are particularly interested in providing variety to those who dine on campus regularly. You should take into account the tastes and needs of the College’s diverse population, including its many international students and those with vegetarian, vegan, halal and kosher diets. Members of our campus community are also advocates for issues that may relate to Food Service Operations, such as environmental, agricultural, labor, and trade policies.

SUGGESTED ADDITIONAL LANGUAGE

In order to achieve the goal of providing fresh, nutritious, affordable, and tasty food and beverages in its dining rooms, cafeterias, catering services, snack and beverage vending machines, and related food service activities, City University of New York seeks to offer food that promotes the health and well-being of its students, faculty and staff. For this reason, City University of New York expects all food service vendors to meet to the maximum extent feasible the standards and guidelines developed by the New York City Department of Health and Mental Hygiene as described in its Food Procurement Guidelines, Beverage Vending Machine Standards, Snack Vending Machine Standards and Nutrition Standards to Promote Healthful Eating Among Employees and Visitors. In addition, vendors will be expected to comply with federal regulations requiring calorie posting in cafeterias and concessions. Applicants for this RFP are expected to describe their experience in meeting such standards, their plans to achieve full implementation during the life of this contract and the procedures they will use to monitor progress toward full implementation. Healthy CUNY will be available to work with vendors and AEDs over the life of the contract to assist with implementation of the standards.
New York City Beverage Vending Machine Standards

The New York City Beverage Vending Machine Standards were enacted May of 2009, pursuant to Executive Order 122. There are separate standards for vending locations regularly used by adults (Adult Standards) and for vending locations regularly used by children (Children’s Standards).

Standards for Vending Locations Regularly Used by Adults

The following five criteria must be met:

1) **Specifications regarding the product mix:**
   - A) No more than two columns (or “buttons”) may be High Calorie beverages (defined as any beverage > 25 calories per 8 oz.). The maximum of two columns applies irrespective of the total number of columns in the machine.
   - B) Unless otherwise approved by the City in writing, water is required to be stocked for a minimum of 2 columns (or “buttons”).
   - C) The remaining products must be ≤ 25 calories per 8 oz.

2) **Specifications regarding product display placement:**
   - A) Water must be placed in the position with the highest selling potential.
   - B) High Calorie beverages must be placed in the position with the lowest selling potential.
   - C) For machines where the buttons are arrayed vertically, highest selling potential means those closest to eye level, usually the top buttons, and lowest selling potential means those furthest from eye level, usually the bottom buttons. Or as determined by industry best practices.

3) **Specifications regarding size:**
   - A) All beverage selections with the exception of water and seltzer are limited to 12 oz.
   - B) All water and seltzer selections must be at least 12 oz.
   - C) Portion sizes smaller than 12 oz are encouraged for High Calorie beverages.

4) **Calorie labeling:**
   - A) Every machine must display the total calorie content for each item, as sold, clearly and conspicuously, adjacent or in close proximity so as to be clearly associated with the item, using a font and format that is at least as prominent, in size and appearance, as that used to post either the name or price of the beverage where it can be seen before the consumer presses the button to choose the beverage. Existing nutrition labeling on the beverages does not meet this requirement. The City will have sole discretion regarding the display of calorie information. (adapted from HC §81.50)

5) **Promotional space:**
   - A) Promotional space on the vending machines (i.e. sides, front graphic panel, etc.) including but not limited to the language and graphics, if used, is subject to the approval of the City in its sole discretion and must be used only to promote healthy beverage choices (≤ 25 calories per 8 oz) and/or healthy activities.

Price: **(Recommended)**
   - A) Pricing models that encourage healthy choices (e.g. by establishing lower prices for healthy beverage choices (≤ 25 calories per 8 oz) relative to High Calorie beverages (> 25 calories per 8 oz)) are encouraged.

For more information, please contact: nycfoodstandards@health.nyc.gov

Standards for Hot Beverage (e.g. Coffee) Vending Machines

The following criteria must be met:

- All beverages must be ≤ 25 calories per 8 oz.
- If stocking condiments:
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- Milk/creamer product must be 1% or non-fat
- Sugar and sugar-substitutes are acceptable
- All beverages and condiments must contain < 0.5 grams of trans fat per serving.

Phase in time of 2 years, to be in compliance by January 2012.

Standards for Vending Locations Regularly Used by Children age 18 and under

The following three criteria must be met:

1) **Specifications regarding the product mix:**
   - A) Beverage vending machines can only include:
     - Water
     - Unsweetened milk, 1% or nonfat only
     - Beverages with \( \leq 25 \) calories per 8 oz
     - Carbonation and caffeine are allowed
   - B) Prohibited:
     - Artificial sweeteners
     - Other “natural” non-nutritive or very low-calorie sweeteners (e.g. stevia, erythritol)
     - Artificial flavors and colors
   - C) If the location is regularly used by **programs serving children age 12 or younger** (e.g. afterschool locations, summer camp), in addition to the standards above, products:
     - Should not be caffeinated
     - Should be \( \leq 10 \) calories per 8 oz

2) **Calorie labeling:**
   - A) Every machine must display the total calorie content for each item, as sold, clearly and conspicuously, adjacent or in close proximity so as to be clearly associated with the item, using a font and format that is at least as prominent, in size and appearance, as that used to post either the name or price of the beverage where it can be seen before the consumer presses the button to choose the beverage. Existing nutrition labeling on the beverages does not meet this requirement. The City will have sole discretion regarding the display of calorie information. (adapted from HC §81.50)

3) **Promotional space:**
   - A) Promotional space on the vending machines (i.e. sides, front graphic panel, etc.) including but not limited to the language and graphics, if used, is subject to the approval of the City in its sole discretion and must be used only to promote healthy beverage choices (\( \leq 25 \) calories per 8 oz) and/or healthy activities.
   
   Note that New York City beverage vending standards may be revised or updated in the future. Vendors will have time to come into compliance with any changes.

1 Unless otherwise approved by the City, in its sole discretion in writing, water for the purposes of these Standards shall mean bottled water that is intended for human consumption, that contains 0 calories per 8 oz, and contains no added flavor, color, or sweeteners of any kind. Any product containing water modified with added flavors, colors or sweeteners or with calories in excess of 0 calories per 8 oz shall not be considered water for the purposes of these Standards.

2 If drinking water is free and readily available in the same vicinity (must be on the same floor) as a beverage vending machine, agencies can substitute seltzer for the mandatory 2 columns (or “buttons”) of bottled water. Seltzer is defined as water naturally or artificially impregnated with mineral salts or gasses, having 0 calories per 8 oz and no artificial sweeteners.

3 However, because machines have different display arrangements, the City will have sole discretion to approve all product display and placement.

4 For the purposes of these Standards, seltzer is defined as water naturally or artificially impregnated with mineral salts or gasses, having 0 calories per 8 oz and no artificial sweeteners.
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Guidance for the Application of the Adult and Children’s Standards

Beverage vending machines within City Facilities* may serve an array of customers including: the general public; employees of the City of New York; participants in City programs for youth (school students, participants in afterschool programs); participants in City programs for adults; and others. The Children’s Standards will be applied based on the type of programming that takes place in the facility in which a machine is located.

Adult Standards

City Facilities that cater to adults and do not have programming for children should follow the Adult Standards. Examples include office space occupied by City agencies, police precincts, senior centers and shelter facilities for adults.

City Facilities that are open to the general public but have no specific programming of any kind, such as gas stations, are subject to the Adult Standards.

Any portion of a youth facility which is intended for use exclusively by adults, and where youth are not generally permitted to enter, are subject to the Adult Standards. For example, teachers lounges within schools or the administrative offices of a community center are subject to the Adult Standards.

Children’s Standards

Any City Facility where there is programming specifically for children, such as schools, community centers, park facilities, other spaces that regularly host Out-of-School Time (OST) programs, and athletic facilities that are used by school teams, are subject to the Children’s Standards. For example, a community center that has programs for youth on weekday afternoons and adults in the evenings is subject to the Children’s Standards.

Children age 18 and under Beverage Standards (High School) should be used by facilities that have programming only for high school aged children.

Children age 12 or under Beverage Standards should be used by facilities that have regular programming for children 12 and under. Facilities that serve children of all ages should use this standard. So, if a facility serves children age 6-18, it is subject to these standards.

*A City Facility is a property, building, or a discrete portion of a property or building, that is owned, rented, or otherwise controlled by the City or occupied by a City funded program.

New York City Food Vending Machine Guidelines

Snack foods are ubiquitous and the increasing consumption is associated with rising obesity. The purpose of these standards is to make vending machine food choices healthier. These standards are not meant to encourage placement of new vending machines nor to endorse their continuing presence, but rather they provide healthier standards for any machines present. The first step for agencies should be to consider whether vending machines are necessary in their facilities and to consider the possibility of removing vending machines.

These standards apply to all food vending machines located within City facilities. A City facility is a property, building, or a discrete portion of a property or building, that is owned, rented, or otherwise controlled by the City or occupied by a City-funded program.

Type of machine:

Non-refrigerated food machines (commonly called “snack” machines):
- All food items in machine must meet Snack Standards (below)
- Limited to 30% grain/potato-based snacks (includes similar products such as corn, plantain and taro chips)

Refrigerated food machines:
- Food items in machine must meet Snack or Meal Standards (below)
- Must stock low-fat dairy items. Low-fat defined as 3 grams or less per serving.
- Must stock fresh fruit and vegetable items.

Frozen food machines (includes ice cream machines):
- Food items in machine must meet Snack or Meal Standards (below)

Hot food machines:
- All food items in machine must meet Meal Standards (below)
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Type of food:

**Snack Standards**
These snack standards apply to all items sold in Non-refrigerated, Refrigerated and Frozen food machines. Hot food machines can only stock meals, not snacks. These standards apply to products such as crackers, chips, pretzels, granola bars, energy bars, nuts, fruit, fruit cups, yogurt, cottage cheese, gum, mints and other related products.

*Snack items must meet all criteria as packaged:*
• \( \leq 200 \text{ calories} \)
• \( \leq 35\% \text{ of total calories from fat} \)
• Nuts, seeds, nut butters and cheese are exempt
• Combination products of dried fruit and nuts are exempt
• \( < 0.5 \text{ grams of trans fat (per serving)} \)
• \( \leq 200 \text{ mg of sodium} \)
• Cottage cheese: \( \leq 400 \text{ mg per serving} \)
• \( \leq 35\% \text{ of calories from total sugars} \)
• Fruit and vegetable products with no added sugar are exempt from sugar standard
• Yogurt: \( \leq 30 \text{ grams total sugar per 8 ounces} \)
• \( \geq 2 \text{ grams fiber, if product is grain-based (e.g. granola bar, crackers, pretzels, cookies, chips etc.)} \)

1/10/2011

**Meal Standards**
Meal standards only apply to Refrigerated, Frozen and Hot food vending machines. Non-refrigerated food machines cannot stock meal items. These standards apply to products such as salads, sandwiches, wraps, burritos, soups, breakfast sandwiches, and combination packaged items such as tuna lunch kits, and other related products. They do not apply to muffins or breakfast breads or pastries – these items must meet the snack standards.

*Meal items must meet all criteria as packaged:*
• 201-700 calories (all items \( \leq 200 \text{ calories} \) must follow snack standards)
• \( \leq 35\% \text{ of total calories from fat} \)
• \( < 10\% \text{ of total calories from saturated fat} \)
• \( < 0.5 \text{ grams of trans fat (per serving)} \)
• \( \leq 800 \text{ mg sodium} \)
• Soup: \( \leq 480 \text{ mg sodium per 8 ounces} \)
• \( \leq 35\% \text{ of calories from total sugars} \)

There are separate standards for beverage vending machines. 1 Food vending machines can only stock beverages that are:
1 Please refer to the Citywide Beverage Vending Machine Standards.
• 1% and non-fat unsweetened milk or
• \( \leq 25 \text{ calories per 8 ounces} \)

**Calorie labeling**
Require calorie labeling and any other nutrition information as mandated by federal law through the Patient Protection and Affordable Care Act of 2010.

**Standards for Vending Locations Regularly Used by Children age 18 and under:**

*All standards described above apply and the following additional criteria must be met:*
• Products may not contain artificial flavors, artificial colors, or artificial sweeteners.