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- We're busy!
- More than a million visits every year
- So many taste buds, so little time



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It's all about

Location Location Location

- Neighbours with 2 High Schools
- Share “campus” with 3,000 students
- Red Deer Public School Board – leading the charge with Nutrition Policy!



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- March 2009 - Recreation Parks & Culture Department approved “Food & Beverage Provision” Administrative Policy
- Policy is rooted in “choice” versus restricting unhealthy options
- We’re just beginning our journey ...

Policy Development

- Not a lot of “best practice” examples out there
- Looked to:
 - Canada Food Guide
 - Alberta Nutrition Guidelines
 - BCRPA Municipal Recreation Food Environment Action Toolkit (MRFEAT)
 - Red Deer Public Schools Policy
 - Making the Healthy Choice: Nutrition Policy & Recreation Facilities (*S. Thomas Masters Project, Simon Fraser University, Spring 2005*)

Where we are now ...

- A very broad policy statement
- Nutrition Standards which provide expectations for:
 - Choice
 - Portion Size
 - Affordability
 - Promotion
- Beginning to incorporate policy in direct service and new agreements



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Food & Beverage Policy (the fine print)

Snack Vending Agreement – New Changes

The Vendor will provide a minimum of 25% of total vending to offer healthy food/beverage choices consistent with “Choose Most Often” Nutrition Guidelines for Children & Youth (Schedule “C”). The Vendor will place healthy food/beverage choices in high profile locations. The Vendor will not charge a premium for “Choose Most Often” options and to the extent there is a lower profit margin on “Choose Most Often” options, this will be considered and compensated accordingly through pricing for “Choose Sometimes and Choose Least Often” food options.

Food Service Agreement – New Changes

The Tenant will ensure healthy food/beverage choices (“Choose Most Often”) are always available, attractively packaged and prominently displayed. See Schedule “C”, Nutrition Guidelines for Children & Youth for “Choose Most Often, Choose Sometimes and Choose Least Often” food rating system. The Tenant shall place “Choose Most Often” food options in high profile locations. Product advertising will feature “Choose Most Often” options more prominently than “Choose Sometimes and Choose Least Often” food choices. The Tenant will not charge a premium for “Choose Most Often” options. A lower profit margin on “Choose Most Often” options will be compensated for by an increased profit margin on “Choose Sometimes and Choose Least Often” food options.

(C) The Tenant will provide an identifiable rating system to showcase nutrient-rich foods. The Tenant will endeavour to provide food/beverage service that is mindful of the environment. Where feasible, ‘green initiatives’ will be implemented that target reducing, reusing and recycling best practices.

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Where we are going ...

- Work with vendors ... find solutions to deliver Nutrition Guidelines and still offer viable business opportunities
- Additional integration of policy in City sponsored programs, special events and food service agreements
- Challenges with declining revenue streams
- Opportunity for a new kind of facility sponsorships



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