

---

# How to Implement the Guidelines for Food and Beverage Sales in BC Schools

---



HealthLinkBC  
February 2014



# Outline



1. What are the Guidelines?
2. How do I know if a food or beverage meets the Guidelines?
3. How do I use the Nutrient Criteria?
4. How do I use the Brand Name Food List?
5. How do I use the Checklist?
6. How do I score a combo meal?
7. How do I apply the 50% “Sell Most” rule?



---

# 1. What are the Guidelines?

---

---

# What are the Guidelines?

- The Guidelines define the **minimum nutrition standard** for the sale of healthy food and beverages in B.C. public schools.
- The Guidelines apply to all food and beverages **sold** to **students**.
- Full implementation of the Guidelines is expected by September 2014



---

## 2. How do I know if a food or beverage meets the Guidelines?

---

---

# How do I know if a food or beverage meets the Guidelines?

The Guidelines Manual includes two tools to score food and beverages against the minimum nutrition standard:

1. The Nutrient Criteria
2. The Checklist

The score determines whether or not a food or beverage is eligible for sale in schools.



# How do I know if a food or beverage meets the Guidelines?

1. The **Nutrient Criteria** tool is used to score **prepackaged** food and beverages.
  - Food and beverages must have nutrition information
  - Items score as Sell Most, Sell Sometimes, or Do Not Sell
2. The **Checklist** is used to score **freshly made** food and beverages.
  - Food and beverages do not have nutrition information
  - Score as Sell or Do Not Sell



---

# 3. How do I use the Nutrient Criteria?

---



# How do I use the Nutrient Criteria?

- Use the Nutrient Criteria to score **prepackaged** food or beverages labelled with an ingredient list and nutrition facts table. Two options:
  - Compare the nutrition information on the product label to the Nutrient Criteria to determine the score.

**OR**

- Check the Brand Name Food List for products that have been pre-scored against the Nutrient Criteria. If you can't find the product, submit it to the Brand Name Food List administrator for scoring. (see Section 4)



# How do I use the Nutrient Criteria?

- Example: Scoring a prepackaged snack bar



**Nutrition Facts**  
Serv. Size 1 bar (50g)  
Servings: 1  
**Calories** 190  
Fat Cal. 50  
\*Percent Daily Values are based on a 2,000 calorie diet.

Amount/Serving	% Daily Value	Amount/Serving	% Daily Value
<b>Total Fat</b> 5g	<b>8%</b>	<b>Sodium</b> 70mg	<b>3%</b>
Saturated Fat 0.5g	3%	<b>Potassium</b> 240mg	<b>7%</b>
Trans Fat 0g		<b>Total Carb.</b> 33g	<b>11%</b>
Polyunsat. Fat 1.5g		Dietary Fiber 6g	24%
Monounsat. Fat 3g		Sugars 18g	
<b>Cholesterol</b> 0mg	<b>0%</b>	<b>Protein</b> 4g	

Vitamin A 6% • Vitamin C 0%  
Calcium 4% • Iron 10%  
Vitamin D 0% • Vitamin E 8%  
Vitamin K 2% • Thiamin 6%  
Riboflavin 4% • Niacin 2%  
Vitamin B6 2% • Folate 2%  
Pantothenic Acid 2%  
Phos. 8% • Magnesium 8%  
Zinc 4% • Selenium 0%  
Copper 6% • Manganese 35%

**INGREDIENTS: ORGANIC DATES, WHOLE GRAIN ORGANIC OATS, ORGANIC DRIED CHERRIES, ORGANIC ALMONDS, ORGANIC EXPELLER PRESSED SUNFLOWER OIL, ORGANIC VANILLA FLAVOR, ORGANIC APPLE JUICE CONCENTRATE, SEA SALT. CONTAINS ALMONDS.**



# How do I use the Nutrient Criteria?

- **Step 1:** Use the A-Z Food and Beverage List in the Guidelines to see which category to score your product in.

Food or Beverage	Food Category	Page
Fruit smoothies with milk or yogurt	<u>Milk and Alternative-Based Beverages</u>	52
Granola	<u>Prepackaged Hot and Cold Breakfast Cereals</u>	48
Granola bars 	<u>Snack Bars and Trail Mixes</u>	57
Gravy	<u>Condiments, Dressings, Dips and Spreads</u>	58



# How do I use the Nutrient Criteria?

- **Step 2:** Read the description of the food category to ensure that your product fits.

## Snack Bars and Trail Mixes



Food in this category includes **bar-type snacks** and trail mixes.

- Trail mixes scored here include mixes of more than one of: fruit, nut/seed or grains.
- Nut and/or seed-only mixes (plain, sugared or seasoned) are scored in the 'Meat and Alternatives' category.

### **Examples of Food Scored in this Category:**

Cereal bars, fruit bars & leathers, fruit & nut bars, granola bars, meal replacement bars, protein bars, sports bars.



# How do I use the Nutrient Criteria?

- **Step 3:** Compare the information in the Nutrition Facts table and ingredient list on the package with the Nutrient Criteria.

**Nutrition Facts**  
Serv. Size 1 bar (50g)  
Servings: 1  
Calories 190  
Fat Cal. 50  
\*Percent Daily Values are based on a 2,000 calorie diet.

Amount/Serving	% Daily Value	Amount/Serving	% Daily Value
<b>Total Fat</b> 5g	<b>8%</b>	<b>Sodium</b> 70mg	<b>3%</b>
Saturated Fat 0.5g	3%	<b>Potassium</b> 240mg	<b>7%</b>
Trans Fat 0g		<b>Total Carb.</b> 33g	<b>11%</b>
Polyunsat. Fat 1.5g		Dietary Fiber 6g	<b>24%</b>
Monounsat. Fat 3g		Sugars 18g	
<b>Cholesterol</b> 0mg	<b>0%</b>	<b>Protein</b> 4g	

Vitamin A 6% • Vitamin C 0%  
Calcium 4% • Iron 10%  
Vitamin D 0% • Vitamin E 8%  
Vitamin K 2% • Thiamin 6%  
Riboflavin 4% • Niacin 2%  
Vitamin B6 2% • Folate 2%  
Pantothenic Acid 2%  
Phos. 8% • Magnesium 8%  
Zinc 4% • Selenium 0%  
Copper 6% • Manganese 35%

**INGREDIENTS:** ORGANIC DATES, WHOLE GRAIN ORGANIC OATS, ORGANIC DRIED CHERRIES, ORGANIC ALMONDS, ORGANIC EXPELLER PRESSED SUNFLOWER OIL, ORGANIC VANILLA FLAVOR, ORGANIC APPLE JUICE CONCENTRATE, SEA SALT. CONTAINS ALMONDS.



	Sell Most	Sell Sometimes	Do Not Sell
Whole Grain	If <b>first ingredient</b> is a grain, the grain must be a <b>whole grain</b>	No <b>whole grain</b> criteria	No <b>whole grain</b> criteria
Calories	300 calories or less		More than 300 calories
Fat	5 g or less <i>(If peanuts, nuts or seeds are the first or second ingredient, it is exempt from the fat criteria)</i>	7 g or less <i>(If peanuts, nuts or seeds are the first or second ingredient, it is exempt from the fat criteria)</i>	More than 7 g
Saturated Fat	3 g or less		More than 3 g
Trans Fat	5% or less of total fat		More than 5% of total fat
Sodium	200 mg or less	300 mg or less	More than 300 mg
Sugars	6 g or less <i>*If fruit is the first or second ingredient may have up to 20 g sugar.</i>	16 g or less <i>*If fruit is the first or second ingredient may have up to 30 g sugar.</i>	More than 16 g <i>*If fruit is the first or second ingredient product has more than 30 g of sugar.</i>
Sugar Ingredients	First ingredient <b>may not</b> be a sugar	First ingredient <b>may not</b> be a sugar	First ingredient is a sugar
Sugar Substitutes	NO Sugar Substitutes	NO Sugar Substitutes <b>except</b> in Secondary Schools	Contains Sugar Substitutes <b>except</b> in Secondary Schools
Caffeine	15 mg or less		More than 15 mg or 'caffeine' listed in ingredient list and amount not indicated on label
Additional Ingredients	NO cautionary statements and NO specific quantity of botanical ingredients listed on the label		Food label has a <b>cautionary statement</b> or a <b>specific quantity</b> of botanical ingredients listed on the label

---

# 4. How do I use the Brand Name Food List?

---

## *What is the Brand Name Food List?*

The Brand Name Food List (BNFL) is a tool to help British Columbians choose prepackaged and franchised food and beverages that meet the nutrition standards for schools and public buildings. The BNFL scores food and beverages based on the Guidelines for Food and Beverage Sales in BC Schools (the Guidelines) and the Nutritional Guidelines for Vending Machines in B.C. Public Buildings.

The list is meant for ready-to-eat, prepackaged and franchised food, not individual ingredients, such as flour, baking soda etc. Freshly made food and beverages (that do not have an accompanying Nutrition Facts table and ingredient list) are scored using the Checklist tool contained within the Guidelines. Non-franchised freshly made food and beverages are not eligible for posting on the Brand Name Food List because they do not have standardized recipes and are not widely available in B.C.

### Sign In

E-mail Address

Password

Sign In

[Forgot your password?](#)

### New Users

[Create Account](#)



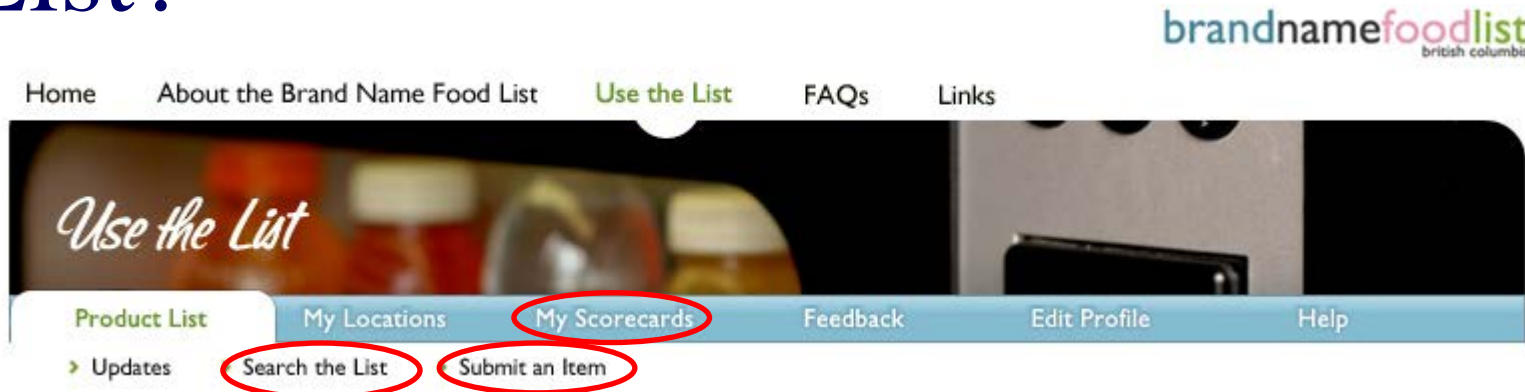
## *Get your scorecard!*

Once you're logged in, you can create a scorecard that shows how the prepackaged items you sell measure up against the nutrition standards.

[Get Started](#)



# How do I use the Brand Name Food List?



## ■ Use the Brand Name Food list to:

- ❑ Search for food and beverages and their score
- ❑ Submit an item for scoring and adding to the list
- ❑ Create a Scorecard to track implementation of the Guidelines in a food sales outlet



# How do I use the Brand Name Food List?

- **Search for food and beverages and their score**

## Search the List

Complete the "Search Criteria" form to find the score (Sell Most, Sell Sometimes, and Do Not Sell) for products in the List. You can sort by the columns to reorder the search results and click on any manufacturer name to see Nutrition Facts table for that product.

**Search Criteria**

Keyword	<input type="text" value="granola bar"/>	Product / Package Size	<input type="text"/>	Units	<input type="button" value="v"/>
Manufacturer Name	<input type="text"/>	Food Grouping	<input type="button" value="-- Select Food Grouping --"/>		
Product Name	<input type="text"/>	Sell Category	<input type="checkbox"/> Sell Most	<input type="checkbox"/> Sell Sometimes	
Flavour	<input type="text"/>		<input type="checkbox"/> Do Not Sell		
		Scoring Criteria	<input type="button" value="Elementary Schools"/>		



## Search Criteria

Keyword 
 Product / Package Size  Units


Manufacturer Name 
 Food Grouping

Product Name 
 Sell Category  Sell Most  Sell Sometimes

Flavour 
 Do Not Sell

Scoring Criteria

Your search returned 10 items

Print my search results 

	Manufacturer Name	Product Name	Flavour	Size	Food Grouping	Sell Category
	Nature's Path	Organic Sweet and Sa...	Mmmapple Pecan F...	36 g	Snack Bars and Tr...	Sell Sometimes
	Nature's Path	Organic Sweet and Sa...	Peanut Buddy	35 g	Snack Bars and Tr...	Sell Sometimes
	Nature's Path	Organic Sweet and Sa...	Peanut Choco	356 g	Snack Bars and Tr...	Sell Sometimes
	Nature's Path	Organic Trail Mix Che...	Pumpkin-n-Spice...	35 g	Snack Bars and Tr...	Sell Sometimes
	Nature's Path	Organic Trail Mix Che...	Sunny Hemp Hem...	35 g	Snack Bars and Tr...	Sell Sometimes
	Nature's Path	Organic Yogurt Chewy...	Berry Strawberry Fl...	35 g	Snack Bars and Tr...	Sell Sometimes
	Nature's Path	Organic Yogurt Chewy...	Lotta' Apricotta	35 g	Snack Bars and Tr...	Sell Sometimes
	Taste of Nature	Homegrown Granola...	Go Ontario! Cherry...	40 g	Snack Bars and Tr...	Sell Sometimes
	Cascadia Gluten Fr...	Granola Bar	Granola	60 g	Snack Bars and Tr...	Do Not Sell
	Cascadia Gluten Fr...	Granola Bar - Nut Free	Nut Free	60 g	Snack Bars and Tr...	Do Not Sell

Page 1 of 1 (10 items)

# How do I use the Brand Name Food List?

- **Submit a product to the BNFL for scoring by emailing a copy of the product label, including the:**
  - ❑ Manufacturer and product name
  - ❑ Package size, serving size
  - ❑ Ingredient list
  - ❑ Nutrition Facts Table



# How do I use the Scorecard feature?

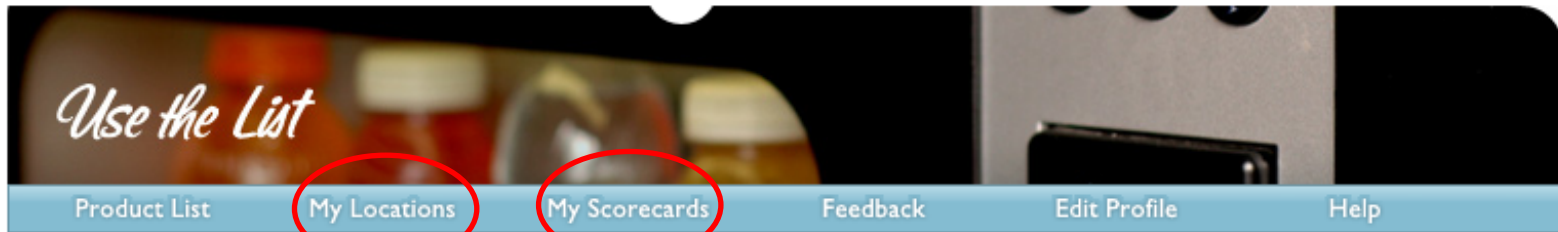


HealthLinkBC

[> Sign Out](#) [> Site Map](#) [> Contact Us](#) [> Terms & Conditions](#)

brandnamefoodlist  
british columbia

[Home](#) [About the Brand Name Food List](#) [Use the List](#) [FAQs](#) [Links](#)



## Welcome to the Brand Name Food List

This is where you will find nutrition scores for many popular prepackaged and franchised food and beverage products. All products are given a score that describes their appropriateness for being sold in elementary/middle schools, secondary schools, and public buildings in B.C. These ratings take the form of 'Sell Categories' which range from 'Do Not Sell' to 'Sell Most'.



Ready to Start?

[Search the Product List](#)

First Time User?

[Read the Quick Start Guide](#)

## Scorecard Items

Manufacturer Name	Product Name	Flavour	Size	Food Grouping	Quantity	Sell Category
Dairyland	1% MF Partly Skimmed Milk	Milk	250.00	Milk and Alternative Beverages	9	Sell Most
Dairyland	1% MF Chocolate Partly Skimmed Milk (25% less sugar)	Chocolate	250.00	Milk and Alternative Beverages	9	Sell Sometimes
logo	Nomad Drinkable Yogurt	Strawberry	300.00	Milk and Alternative Beverages	4	Do Not Sell
logo	Nomad Drinkable Yogurt	Tropical	300.00	Milk and Alternative Beverages	5	Do Not Sell
Unique Beverage Company	Cascade Ice	Acai Blueberry Pomegranate	509.00	Other Beverages	1	Sell Sometimes

## Scorecard Results

Do Not Sell	Sell Sometimes	Sell Most
9 items(20%)	27 items(60%)	9 items(20%)

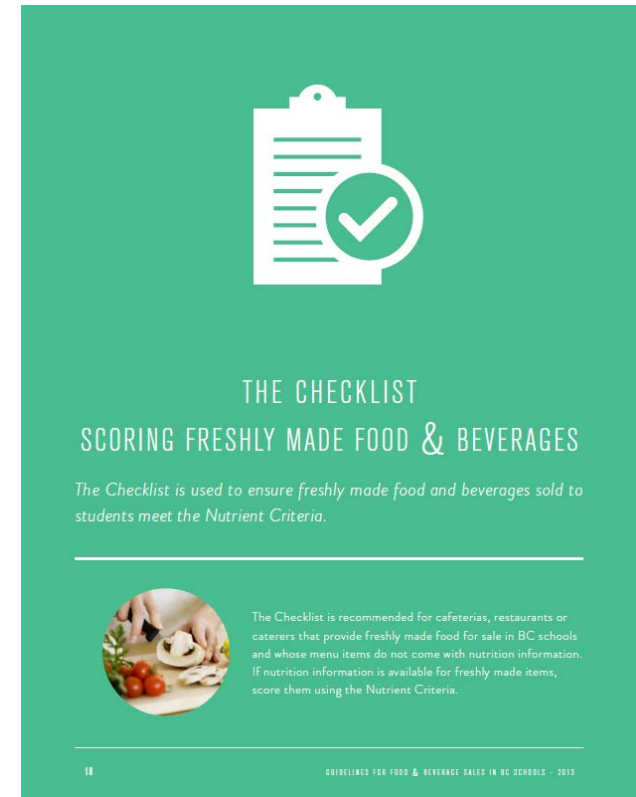
---

# 5. How do I use the Checklist?

---

# How do I use the Checklist?

- Used to score freshly made food and beverages that do not come with nutrition information
- Completed by the food provider
- Focuses on commonly used ingredients that are key contributors of sodium, sugar, and fat.





# How do I use the Checklist?

- Questions are customized for each food category
- Users calculate sodium, sugar, and fat contributions of key ingredients in their recipes
- Items score as Sell or Do Not Sell
- Only items that score as Sell are eligible for sale in schools.

## Grain Dishes and Baked Goods



### Sodium

#### Reducing sodium (cont.)

- Compare the serving size at the top of the Nutrition Facts table to the amount in your recipe and use this to calculate how much sodium the ingredient contributes to your recipe
- 3. Add up the sodium that each product contributes to the recipe
- 4. If salt is added to pasta water include an extra 200 mg of sodium for every 100 g of raw pasta that is cooked
- 5. Divide this result by the number of servings your recipe serves

Does your recipe have 450 mg or less of sodium per serving sold?

Yes  No

### Sugars

#### Reducing sugar



*Scoring tip: Reduce the added sugar in your recipe by adding fruit (fresh or dried) or cooked squash for sweetness, flavour and nutrients in grain based products.*

Does your recipe have 20 ml or less of added sugars (includes all sugars, honey, molasses, syrup, chocolate chips and candies) per serving sold?

Yes  No

### Sugar Subs.

#### Sugar Substitutes

Is your recipe free of sugar substitutes? (In Secondary schools sugar substitutes use is permitted so check "Yes.")

Yes  No

### Fat

#### Using small amounts of fat

When your recipe includes any of the ingredients below, follow the numbered instructions.

#### Key Sources of Fat

- Vegetable oil
- Butter
- Salad dressing
- Cream cheese
- Cheese
- Margarine
- Mayonnaise
- Cream
- Sour cream
- Chips or prepackaged crispy noodles

For more information contact [HealthLink BC - Dial 8-1-1](#)

---

## 6. How do I score a combination meal?

---

# How do I score a combination meal?

**To score a combo meal with freshly made soup, sandwich and a prepackaged carton of chocolate milk:**

- Score each food and beverage item individually:
  - ❑ Freshly made soup and sandwich are scored using the Checklist
  - ❑ Chocolate milk is scored using the Nutrient Criteria
- To be eligible for sale:
  - ❑ Soup and sandwich must score as Sell
  - ❑ Chocolate milk must score as Sell Sometimes or Sell Most



---

# 7. How do I apply the 50% “Sell Most” rule?

---

# How do I apply the 50% “Sell Most” rule?

- The Guidelines require that at least 50% of prepackaged food and beverages sold to students in each sales venue score as “Sell Most”. The remainder should score as “Sell Sometimes”
- The 50% Sell Most rule:
  - applies to each sales outlet individually (e.g. vending machine; school store; cafeteria; PAC lunch etc)
  - applies to prepackaged food and beverages separately



# How do I apply the 50% “Sell Most” rule?

- The 50% rule does NOT apply to freshly made food and beverages.
- Freshly made food and beverages are scored using the Checklist as “Sell” or “Do Not Sell“.
- All (100%) freshly made food and beverages must score as “Sell” to be sold in schools.



## Dietitian Services at HealthLinkBC

**Call 8-1-1**  
to speak to a Registered Dietitian

Monday to Friday: 9am - 5pm

Translations services are available in more than 130 languages  
HealthLink BC Dietitians can also answer your questions by email

[www.healthlinkbc.ca](http://www.healthlinkbc.ca)

