

**SUBJECT: POLICY FOR THE PROCUREMENT OF HEALTHY FOOD
VENDING MACHINE SERVICES AND CREATION OF CITY OF
MADISON HEALTHY VENDING STANDARDS**

Purpose:

The City of Madison cares about the health and well-being of employees and visitors and wants to support the growing demand and need for more nutritious vending options in the workplace. In an effort to provide healthier options to the City of Madison’s workforce, which exceeds 2,500 people, as well as members of the public who use and visit City facilities for services or public meetings, this Administrative Procedural Memorandum (APM) establishes the City of Madison’s Healthy Vending Standards.

Policy:

To ensure that nutritious foods are available to employees and the public, this APM formally establishes the City of Madison Healthy Vending Standards and provides guidelines for operations and facilities managers to adhere to when procuring food vending machine services at city-owned and managed facilities.

This policy will take effect on January 8, 2019 or upon expiration of any existing vending contract(s), whichever occurs later. All food and beverage vending machine services at City of Madison-owned or managed properties shall meet the City of Madison Healthy Vending Standards set forth in this APM.

Standards:

The establishment of the City of Madison Healthy Vending Standards are guided by the Center for Disease Control’s Food Service Guidelines for Federal Facilities¹.

To fulfill the purpose of this policy, all food and beverages sold in vending machines in city-owned or managed facilities must meet the following nutritional criteria:

City of Madison Healthy Vending Standards for Packaged Snacks

Description	Threshold (per package)	Vending Machine Composition
Sodium Limits	240mg or less ($\leq 240\text{mg}$)	100% of products offered
Trans Fat Limits	0g	100% of products offered
Calorie Limits	200 calories or less ($\leq 200 \text{ kCal}$)	100% of products offered
Saturated Fat Limits	10% or less of total calories	100% of products offered
Sugar Limits	35% or less of total weight	100% of products offered

City of Madison Healthy Vending Standards for Beverages

Description	Threshold (per container)	Vending Machine Composition
Juice Beverages	100% juice with no added sugars	100% of products offered
Milk and Fortified Soy Beverages	Low-fat with no added sugars	100% of products offered

75% of all offered beverage products (except for exemptions below) must adhere to the following calorie limits: 40 calories or less per 8 fluid ounces ($\leq 40 \text{ kCal}/8 \text{ fl. oz.}$).

Standards Exemptions

Packaged Snacks Nutrient Standards Exemptions

- Saturated Fat: Reduced-fat cheese; nuts, seeds and nut/seed butters; and dried fruit with nuts/seeds with no added nutritive sweeteners or fats.
- Sugar limit: Dried / dehydrated whole fruits or vegetables with no added nutritive sweeteners; dried whole fruits; products consisting of only exempt dried fruit with nuts and/or seeds with no added nutritive sweeteners or fats.

Beverages Nutrient Standards Exemptions

- Excludes 100% juice and unsweetened, fat-free, or low-fat [1%] milk.

Labeling

For each item of food sold that does not provide visible nutrition information at the point of purchase, a vendor shall provide a sign in close proximity to each food item or the selection button that includes a clear and conspicuous statement disclosing the number of calories contained in the article. This will be done in accordance with the terms of the USDA FDA's *Vending Machine Final Rule: Food Labeling; Calorie Labeling of Articles of Food in Vending Machines*², which requires vendors with over 20 vending machines to comply. It is strongly suggested that vendors with under 20 machines also provide visible nutrition information.

Authority and Compliance:

The Food Policy Director, in conjunction with Purchasing Services staff, will compile an inventory of food vending machines located on City-owned and operated facilities. Additionally, the Food Policy Director and Purchasing Services staff will monitor implementation of and track compliance with this APM, requiring annual reports from departmental purchasing contacts on food and beverage vending machine contracts, food and beverage vending machine inventory, sales numbers, and any other pertinent information/metrics. The Food Policy Director will work with Purchasing Services Staff and city departmental staff to gather consumer feedback on an on-going basis to gauge reaction and response to the policy. Additionally, the Food Policy Director, in collaboration with Public Health Madison and Dane County, will make periodic updates to these standards based on advances in nutritional guidelines.



Paul R. Soglin
Mayor

APM No. 4-11
January 8, 2019

¹Food Service Guidelines Federal Workgroup. Food Service Guidelines for Federal Facilities. Washington, DC: U.S. Department of Health and Human Services; 2017.

https://www.cdc.gov/obesity/downloads/guidelines_for_federal_concessions_and_vending_operations.pdf

² Memorandum: Food and Drug Administration Requirements for Vending Machines (March 2016).

https://fns-prod.azureedge.net/sites/default/files/cn/SP28_CACFP09_SFSP11-2016os.pdf