

Comparison of Healthy Vending Standards

Criteria	Fit Pick Vending industry standard	King County Healthy Vending Passed by Board of Health in 2011	USDA Smart Snacks in School To be implemented July 2014
SNACKS			
Calories	No guideline	Not more than 250 calories	Not more than 200 calories
Total Fat	Not more than 35% calories (nuts and seeds excluded)	Not more than 35% calories (nuts and seeds excluded)	Not more than 35% calories (nuts & seeds, nut/seed butters excluded)
Saturated Fat	Not more than 10% calories	Not more than 10% calories (nut and seeds without any added oils excluded)	Not more than 10% calories (nuts & seeds, nut/seed butters excluded)
Trans Fat	No guideline	Zero	Zero (less than 0.5g)
Sodium	No guideline	Healthiest: not more than 150 mg/serving Healthier: not more than 360 mg/ serving	Not more than 230 mg (reduced to 200 mg after July 2016)
Sugar & Sweeteners	Not more than 35% total weight from sugar (exclude whole fruit products or ingredients with no added sweeteners)	Not more than 35% total weight from sugar (exclude whole fruit products or ingredients with no added sweeteners)	Not more than 35% total weight from sugar (excluding whole or dried fruit products or ingredients with no added nutritive sweeteners or fats and dried fruit products with only nuts and seeds)
Whole Food Group/ Whole-Grain	No guideline	Healthiest: 100% whole grains Healthier: at least 50% whole grains or whole grain as first ingredient OR - Fruit, vegetable, nuts, seeds, dairy product, or protein as main ingredient	Must fall under one of the following: - at least 50% whole grain or whole grain as first ingredient, OR - fruit, vegetable, dairy product or protein as first ingredient; OR - be a combination food that contains ¼ cup of fruit or vegetable; OR - contain 10% daily value of nutrient of concern

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BEVERAGES			
Water	No beverage guidelines Not Applicable (N/A)	Healthiest: plain water – with or without carbonation	Plain water – with or without carbonation
Milk		Healthiest: unflavored fat-free/1% milk Healthier: fat-free/1% flavored milk (no more than 22g sugar per 8 oz)	Unflavored low fat milk, unflavored or flavored non-fat milk and milk alternatives Elementary school – up to 8 oz Middle and High School – up to 12 oz
Juice		Healthier: 100% fruit or vegetable juice; not more than 12 oz serving for adults, not more than 4 oz for children/youth	100% fruit or vegetable juice Elementary school – up to 8 oz Middle and High School – up to 12 oz
Other		Healthiest: Unsweetened coffee or tea Healthier: Not more than 10 calories per 8 oz for beverages such as flavored and carbonated beverages	More options for High School students: No more than 20 oz. portions of: -Calorie free flavored or unflavored water -Flavored and/or carbonated beverages ≤ 5 calories/8 oz. or ≤ 10 calories/20 oz. No more than 12 oz. portions of: Flavored and/or carbonated beverages ≤ 40 calories/8 oz. or ≤ 60 calories/12 oz.
MARKETING			
Placement	Not in guideline. Toolkit suggests grouping products together.	Healthiest and healthier items at eye level	N/A, as 100% must meet guidelines
Labeling	Yes	Yes	N/A, as 100% must meet guidelines
Promo space	No guideline	Limit advertising to healthy products	Prohibits food and beverages that do not meet the guidelines from being advertised
Price	No guideline, but toolkit does mention this possibility	Suggest price of healthy items be cheaper or at least the same price as other items	N/A, as 100% must meet guidelines