

# UNIVERSITY OF CALIFORNIA HEALTHIER VENDING

Presented at Centers for Disease Control and Prevention Meeting  
Conference Call on Healthy Food Service Guidelines in Worksite and Community Settings  
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**UCLA** | HOUSING & HOSPITALITY SERVICES



**Global Food  
Initiative**  
UNIVERSITY OF CALIFORNIA

# UC GLOBAL FOOD INITIATIVE

The initiative aims to:

Identify best practices and share widely within UC, California, the nation and the world;

Use the power of UC research and extension to help individuals and communities access safe, affordable and nutritious food while sustaining our natural resources; and

Deploy UC's research to shape, impact and drive policy discussions around food issues at the local, state, national and international levels.



# GFI WORKING GROUPS

Working groups encompass matters related to:

- Food production
- Access and security
- Sourcing
- Education and communication
- Policy and public impact

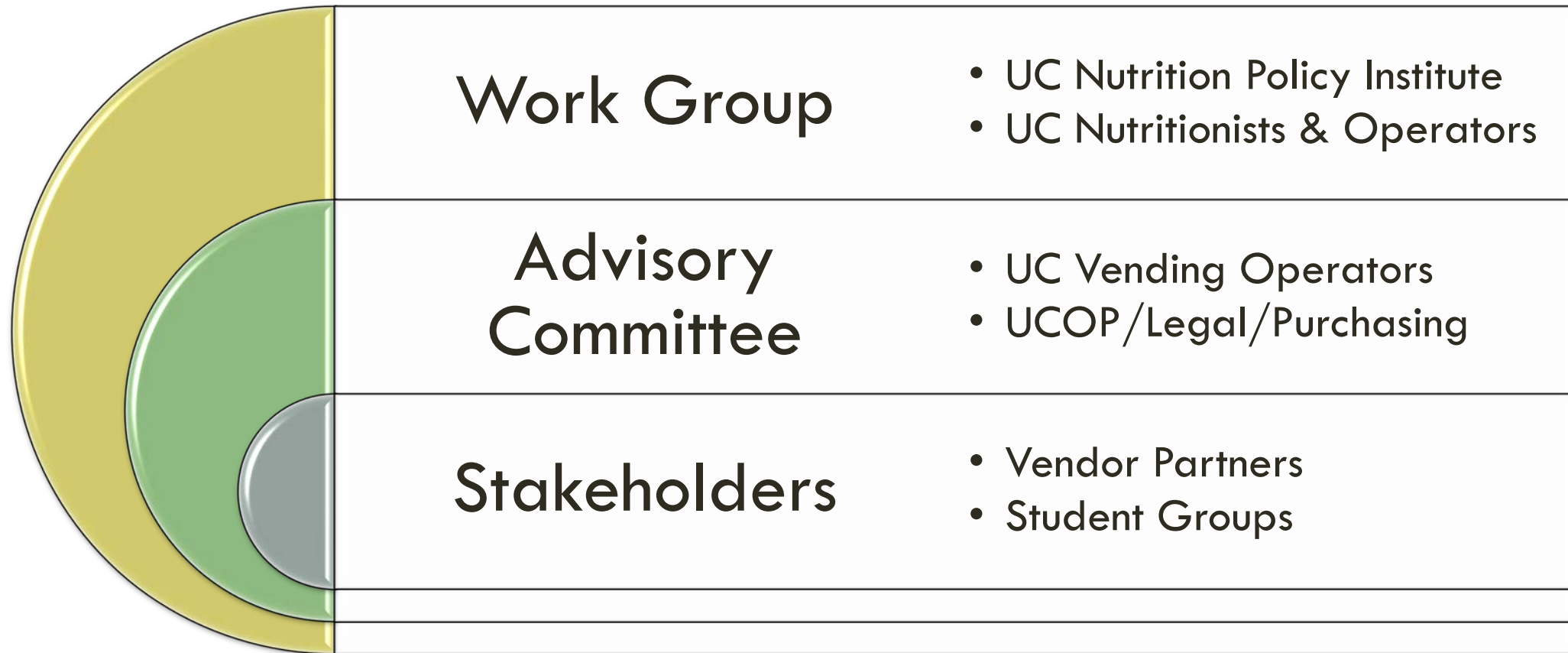
# GOALS OF THE GFI VENDING SUBCOMMITTEE

1. Support the goals of the GFI and UC's leadership in improving food systems.
2. Develop system-wide standards for vending machines to enhance the availability of healthier choices on UC campuses.
3. Create a toolkit of best practices to be available to UC campuses and vendors under contract to assist with policy implementation.

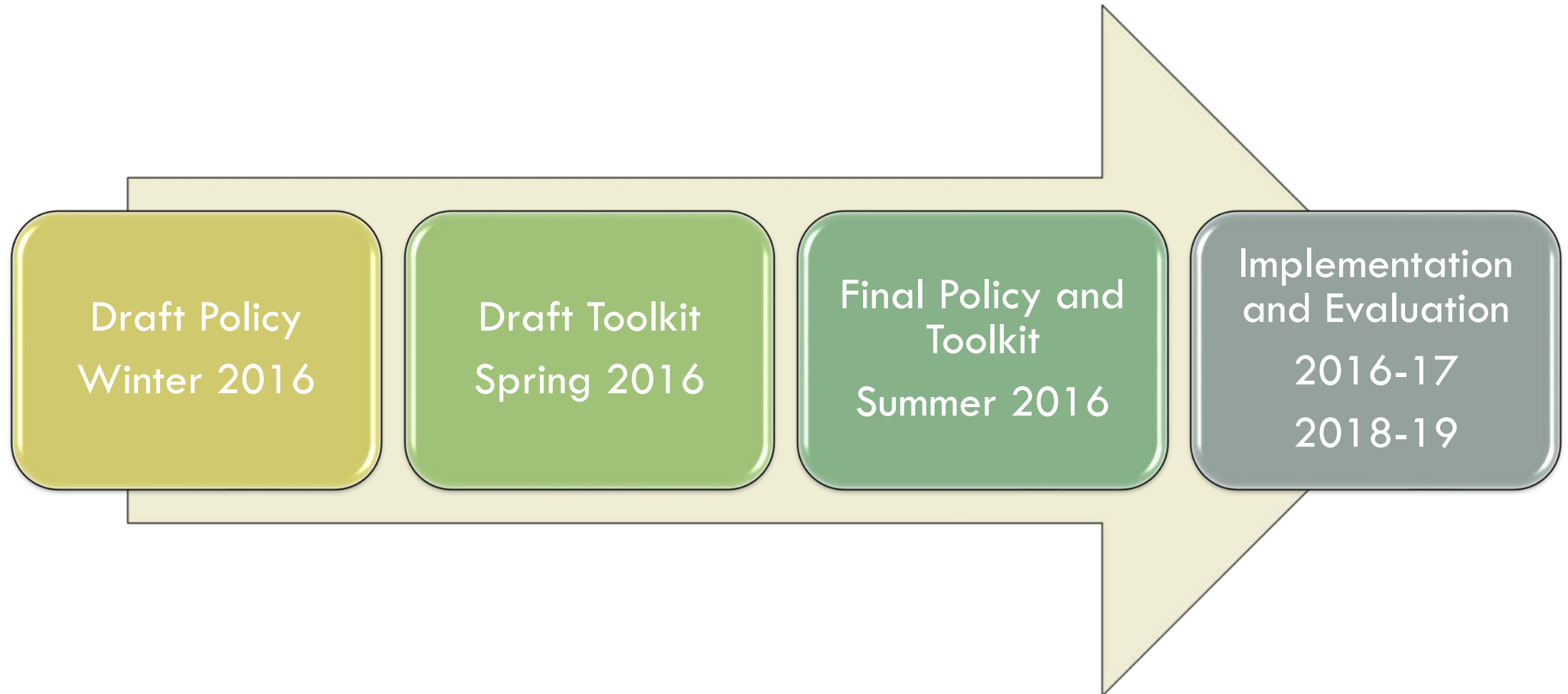
# VENDING ACROSS UC

Campus	Snacks	Beverage
UCLA	Self-Operated	Self-Operated
UC Berkeley	Canteen	Pepsi
UC Davis	Sodexo	Sodexo
UC Irvine	Pepsi/First Class Vending	Pepsi
UC Merced	Pepsi/Self-Operated	Pepsi
UC Riverside	First Class Vending	First Class Vending
UC San Diego	Pepsi/Canteen	Pepsi/Canteen
UC San Francisco	Canteen	Canteen
UC Santa Barbara	Canteen of Coastal California	Canteen of Coastal California
UC Santa Cruz	Sodexo	Pepsi

# GFI VENDING SUBCOMMITTEE PROCESS



# GFI VENDING SUBCOMMITTEE NEXT STEPS



# UCLA HCI VENDING CRITERIA

STEP 1	STEP 2
<p>No more than:</p> <ul style="list-style-type: none"><li>▪ 250 Calories</li><li>▪ 35% Calories from fat</li><li>▪ 10% Calories from saturated fat</li><li>▪ 35% sugar by weight</li><li>▪ 360 mg of sodium</li></ul>	<p>Additional review by HCI Dieticians/Nutritionists:</p> <p>“Yes”</p> <ul style="list-style-type: none"><li>▪ Certain nut and seed based snacks</li></ul> <p>“No”</p> <ul style="list-style-type: none"><li>▪ Deep-fried</li><li>▪ Trans fat</li><li>▪ Corn syrup as first ingredient</li></ul>



# KEY FINDINGS

- ✓ Opportunity to influence purchasing behavior
- ✓ Actionable customers were more likely to purchase HCI products from HCI machines than from usual machines
- ✓ HCI machines did not have a significant change in sales from baseline
- ✓ HCI machines sold significantly more HCI products than usual machines

# UC BEST PRACTICES - UCLA

## 4 P's – “Making the healthy choice the easy choice”

### Product:

- 35% Healthy offerings in all machines – using HCI criteria
- Selecting products to appeal to targeted audiences
- Smaller sizes, attractive packaging and a variety of choices/product offerings
- Refrigerated cases/transportation – larger selection of perishable/healthy products

### Price:

- Differential pricing – increasing unhealthy/decreasing healthy pricing

### Placement

- Giving healthy items prime real estate in machines

### Promotion

- Identifying healthy products through stickers
- Educating customers through signage and online information

# UC BEST PRACTICES - UCSF

## Healthy Beverage Initiative

- Launched July 1, 2015
- SugarScience Research
- Zero-calorie and nutritious drinks

## Smart Choice Program

- Developed standards to designate healthy menu items, including beverages, at retail food outlets and vending across UCSF
- Partners with Canteen for vending snacks and beverages

## PantryLab

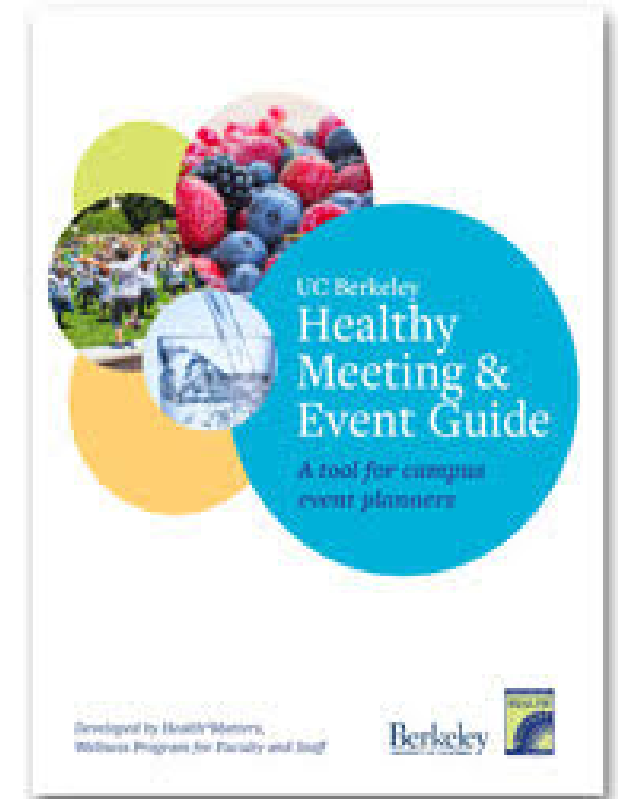
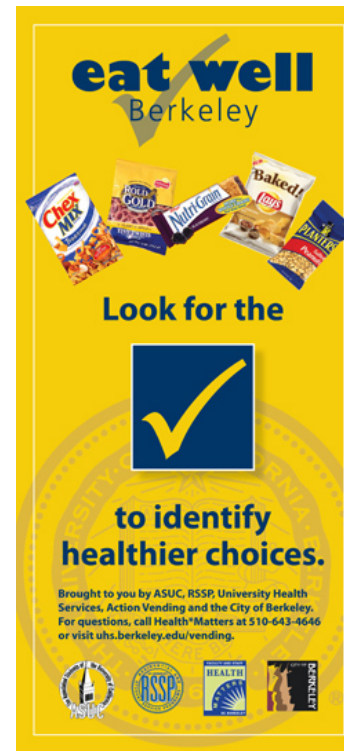
- Smart sensor-based refrigerated vending machine
- Built-in RFID reader to track the items stored inside the unit via tags affixed to food packaging



# EAT WELL BERKELEY - UC BERKELEY

## Eat Well Berkeley Initiative

- Began in 2006
- Addresses vending, meeting guidelines and catering, restaurants
- Developed standards to designate healthy menu items
- Vending machines with window clings and checkmarks on the healthier slots
- Partner with Canteen and Pepsi for vending snacks and beverages



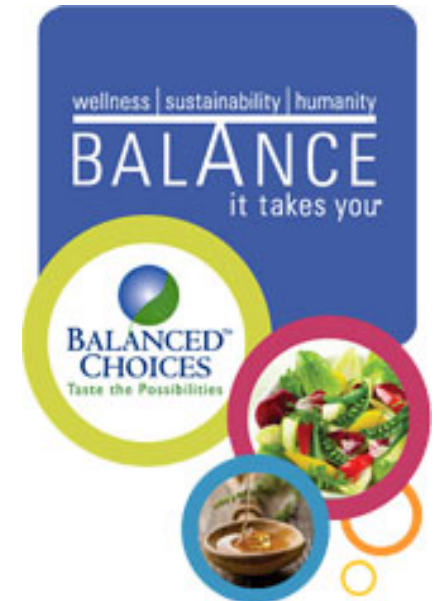
[uhs.berkeley.edu/eatwellberkeley](https://uhs.berkeley.edu/eatwellberkeley)

# UC BEST PRACTICE PARTNERS



choice plus

enr-G  
recharge your system



# RESOURCES

UC Global Food Initiative

<http://www.ucop.edu/global-food-initiative/>

UCLA Healthy Vending

<http://healthy.ucla.edu/healthyvendingmachines>

UCLA Healthy Campus Initiative

<http://healthy.ucla.edu/>

UCSF Healthy Beverage Initiative

<https://www.ucsf.edu/news/2015/05/129901/ucsf-launches-health-beverage-initiative>

UC Berkeley Eat Well Berkeley Initiative

<http://www.uhs.berkeley.edu/facstaff/healthmatters/eatwellberkeley.shtml>