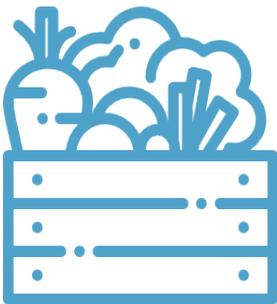




Healthy Procurement Practices: *Set the Standards for Good Food*

Americans eat an estimated one-third of their calories outside their homes and spend almost half of their food budget on food they don't prepare themselves. State and local governments can implement practices to improve the diet and health of their residents, which would save an estimated \$114 billion per year in medical expenses, reduced productivity and lost lives nationwide.

These practices will help you provide healthy food options to your residents:



ACCESS TO MORE HEALTHY FOOD OPTIONS:

Use Regulatory Power:

Enact laws or regulations, such as through your general plan or zoning code, to promote farmers' markets and community gardens that provide affordable produce and increase community building.

Provide Incentives to Attract and Support Healthy Food Options:

Use tax breaks, grants, loans, land assembly, conditional use zoning, and fast, track permitting to build grocery stores in underserved areas.

Increase Access for Low-Income Populations:

Encourage or require farmers' markets to accept EBT, WIC and Senior Farmers' Market Program vouchers.

Identify Healthy Food Contractors:

Identify vending contractors who offer healthy food options and consider switching to those contractors when current contracts expire.

MINIMUM NUTRITION STANDARDS

Establish Nutritional Standards for City Properties:

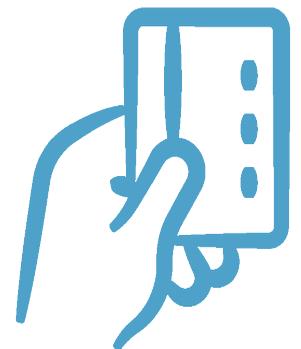
Using guidelines from the local health department or USDA, set the number of calories, fat and sodium per beverage, snack or meal. When procuring food for city employees and residents, prohibit the purchase of foods and beverages that don't meet those standards.

Set up Internal Policies for Healthy Food:

Create a policy to offer healthy options for the food provided to city employees at breaks, meetings, conferences and other work-related events on city property.

Update Vending Machine Offerings:

Provide healthier snack options by requiring 75% of food and beverages sold in government vending machines to meet certain nutritional standards.





Healthy Procurement Practices: *Set the Standards for Good Food*

Implementing healthy procurement in the Mid-Atlantic:

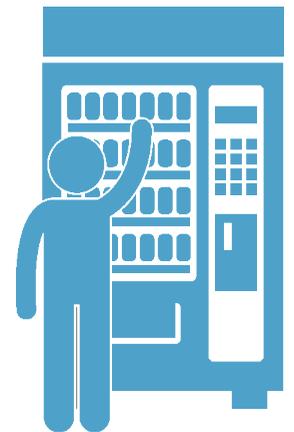


VIRGINIA:

The Town of Leesburg: In 2014, Leesburg's Parks and Recreation Department (PRD) adopted nutritional guidelines for its vending machine. As with many new initiatives, Leesburg's PRD faced some initial apprehension and concern that vending sales would decrease. PRD was able to allay these concerns by gradually increasing the percentage of healthy options. Overtime, the vendor reported an increase in sales due to a demand for healthier options. By gradually introducing healthy food options, municipalities and their vendors can realize a win-win scenario: higher profit margins for vendors and healthier food options for consumers.

MARYLAND:

The Town of Ocean City: After joining the HEAL Campaign in In 2015, the Town of Ocean City began working on one of their HEAL Resolution goals to provide healthy vending machine options at a local recreation complex, one of the a limited number of vending machines vending. After trying and failing to convince various local vendors to provide healthy options, the town took matters into their own hands. Through grant funding from the local Health Department and Booster Club, the Town purchased a vending machine. Working with a nutritionist at the Health Department, staff developed a healthy vending plan and food label system using the "GO, SLOW, WHOA" nutritional guide that color codes healthy (green), less healthy (yellow), and unhealthy (red) vending options. Six months after launching the initiative, the Town evaluated the purchases and found that 1) users were purchasing significantly healthier options and 2) the vending machine was making a profit and, in turn, making the Town money. The Town has continued to run the vending machine, and over time, the Town hopes to provide additional healthy options through more vending machines throughout the Town.



Fact sheet created with support from Kaiser Permanente, a founding partner of the HEAL Cities Campaign

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