



## Healthy Shasta and FitPick® Select Healthier Vending Guide

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## FitPick® Program Overview

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### What is FitPick® SELECT?

FitPick® is a healthy vending and micro market labeling program that helps operators and consumers identify “better for you” products that meet recognized nutrition guidelines. FitPick® guidelines are easy to understand - with labels listing maximum values on calories, fat, sugar and sodium - making it simple to see whether a product qualifies or not. The FitPick® program offers nutrition guidelines:

- **FitPick® SELECT** was designed to align with standards set forth by the USDA for snacks served in schools that went into effect July 1, 2015.

The FitPick® program empowers consumers to make informed snack choices and helps ensure operators meet the latest recognized nutrition standards. FitPick® SELECT is a smart and responsible choice for any vending or micro market operation wanting to compete in today’s health-conscious market.

- **FitPick® SELECT identifies better for you snacks-** FitPick® SELECT appeals to all customers who want informed choice.
- **FitPick® SELECT is easy to use-** Recognizable stickers, labels and clings make it simple for users to identify Fit Pick® SELECT items.
- **FitPick® SELECT involves no changes to machine-** it involves selection and variety of food choices that meet nutrition standards and a placement of stickers and thin films on machines and products.
- **FitPick® SELECT attracts a new consumer base-** FitPick® SELECT helps operators meet customer request for healthy options with a recognized program that is easy to implement.
- **FitPick® SELECT helps operators meet latest recognized nutrition standards.**



## FitPick® SELECT Standards (Schools or Worksites)

FitPick® SELECT is a FitPick® programming component designed to align with standards set forth by the USDA for snacks served in schools. It is the ideal option for operators in schools and any other locations to provide snack choices that comply with the nutrition standards established by the USDA.

FitPick® SELECT / USDA SMART SNACKS IN SCHOOL	
CALORIES	200 or less
FAT	8g or less ( $\leq 35\%$ of calories) Except 100% nuts or seeds
SATURATED FAT	2g or less ( $< 10\%$ of calories)
TRANS FAT	0g
SUGAR	18g or less ( $\leq 35\%$ of weight) Except dried fruit
SODIUM	200mg or less**

\*\*\*In addition to the above nutrient standards, any food sold in schools must meet at least one of the following three criteria:

1. Be a “whole grain-rich” grain product;
2. Have as the first ingredient a fruit, a vegetable, a dairy product, or a protein food;
3. Be a combination food that contains at least  $\frac{1}{4}$  cup fruit and/or vegetable;
4. \*\*On July 1, 2016, snack items must contain  $\leq 200$  mg sodium per item.
5. Note: Now the 2015-2020 Dietary guidelines limit added sugars to  $< 10\%$  calories/day.

Source: [http://www.fns.usda.gov/cnd/governance/legislation/allfoods\\_flyer.pdf](http://www.fns.usda.gov/cnd/governance/legislation/allfoods_flyer.pdf)



## Nutrition Standards for Beverages based on USDA Smart Snacks in Schools

- Plain water (carbonated or uncarbonated)
- Unflavored low fat or fat free milk and milk alternatives such as soy, rice and almond etc.
- 100% fruit or vegetable juice
- 100% fruit or vegetable juice diluted with water (with or without carbonation), and no added sweeteners.
- Unsweetened tea or coffee

No more than 20-ounce portions of:

- Calorie-free, flavored water (with or without carbonation); and
- Other flavored and/or carbonated beverages that are labeled to contain < 5 calories per 8 fluid ounces or  $\leq$  10 calories per 20 fluid ounces.

No more than 12-ounce portions of:

- Beverages with  $\leq$  40 calories per 8 fluid ounces, or  $\leq$  60 calories per 12 fluid ounces.

# FitPick® Benefits

**NEARLY 700 approved products**

FitPick identifies **better for you snacks** – with nearly 700 delicious FitPick approved products

**NEW consumer base**

FitPick attracts more women & **healthy minded individuals**

**MEETS nutrition standards**

FitPick meets **latest recognized nutrition standards**



FitPick is **EASY**

**16,000+ organizations**

throughout the world – and counting – **have used FitPick**, including all four branches of the military, government agencies, corporations and school districts



**FitPick MOTIVATES MILLIONS of consumers to make smart snack choices every day!**



## *Generic Plan-o-gram for Snack Machine (30% Fit Pick® SELECT)*

<b>Shelf A:</b>	Chips		Chips		Chips		FitPick Chip		FitPick Chip	
<b>Shelf B:</b>	Chips		Chips		Chips		FitPick Snack Item		FitPick Snack Item	
<b>Shelf C:</b>	Snack		Snack		Cookies		FitPick Snack Item		FitPick Snack Item	
<b>Shelf D:</b>	Candy	Candy	Candy	Candy	Candy	Candy	Candy	Fit Pick	Fit Pick	Fit Pick
<b>Shelf E:</b>	Candy	Candy	Candy	Candy	Candy	Candy	Candy	Fit Pick	Fit Pick	Fit Pick
<b>Shelf F:</b>	Large Size Candy		Pastry		Pastry		FitPick Item		FitPick Item	

## GETTING STARTED WITH HEALTHY SHASTA AND FITPICK® SELECT VENDING



**1. Put together a healthy vending team.**

For a successful make-over you will need organization-wide support including administration, contract staff, the vendor, and employee input. (Healthy Shasta technical support available as needed.)

**2. Read the Healthy Shasta/FitPick® SELECT Healthier Vending Guide.**

**3. Decide how many FitPick® SELECT items you would like to see in your vending.**

Dedicating a minimum of 25% to a maximum of 50% of the total space to FitPick® SELECT supports the concept of individual choice while gradually introducing change to resistive customers. It is also more likely to maintain the vendor sales at an acceptable business level. Decide what makes sense for your organization and vendor. Consider a lower price for healthy items and a higher price for unhealthy items.

**4. Promote the Healthy Shasta/FitPick® SELECT Vending Program.**

**Host a sampling event**

Sometimes people are reluctant to try new things. Consider giving them a preview of what will be in your machine by ordering extra snacks and giving away free samples prior to “unveiling” the machine. Provide baskets of sample FitPick® SELECT products for each break room or staff meeting.

**Build some excitement**

Conduct an employee-to-employee marketing campaign. Want to convince someone to try something new? Use the marketing tools (payroll stuffers, table tents, newsletter samples, etc.) included in this toolkit to help build excitement around the new snacks. Incentivize healthier vending purchases by marking some of the items as a winning selection and then give away prizes to anyone who gets one of the specially marked healthier snacks. Announce new FitPick® SELECT products at staff meetings, promote on agency intranet, set up displays in break rooms.

**Hold a grand re-opening of the newly stocked vending machine**

Invite employees, administrators, clients, and advisory board and community members to the great unveiling of your “new” healthier vending machine. The local newspaper or TV station might even be interested in the positive steps your organization is taking.

**5. Stock and label the vending machines.**

Stock your machines, grouping FitPick® SELECT products in the two right hand columns for easier identification. Working with your vendor, decide which type of cling you will use on the vending machines. We recommend that you use two/three types of signs/labels. (pg.12)

- Top headliner cling that denotes the 35-10-35 message at the top of vending window
- Large round sticker to place near the coin drop
- Small stickers that are placed near the price of the item

**6. Once the vending machine has been labeled, monitor the restocking to ensure the machines abide by the standards over time.**

**7. Implementing FitPick® SELECT can be a great time to consider developing an organizational nutrition policy or guideline for food served on site.**

**Enjoy the new options. Eat healthier. Lead by example.**

# Sample Tasting Survey Instrument



and



## Thank you

For taking the time to sample products that qualify as Fit Pick® SELECT choices in our vending machines. Your feedback is important to us!

Please note the name of the food item(s) you tried:

**Sample #1:** \_\_\_\_\_

Please rate this product:	Good	Fair	Poor
Would you buy this product?	Yes	Maybe	Never

**Sample #2:** \_\_\_\_\_

Please rate this product:	Good	Fair	Poor
Would you buy this product?	Yes	Maybe	Never

Have you noticed the FitPick® SELECT program before today?

Will it influence your buying decision?

Comments/Questions:

# FitPick<sup>®</sup> SELECT Monitoring Log Example

*Recommendation: Monitor vending machines weekly following implementation, and monthly over time. Issues and feedback may be recorded for follow-up with the site team and/or vending operator.*

Date: \_\_\_\_\_ Organization: \_\_\_\_\_

Name: \_\_\_\_\_ Machine location: \_\_\_\_\_

- Please check vending machines periodically.
- Place an X in the appropriate box to answer each question. Please note both positive and negative comments or requests regarding FitPick<sup>®</sup> SELECT or other vended products
- Please note any action taken.
- To contact the vending operator: \_\_\_\_\_ For on-site assistance: \_\_\_\_\_

	YES	NO
Is the vending machine working properly?		
Are FitPick <sup>®</sup> SELECT signs displayed prominently on machine?		
Are FitPick <sup>®</sup> SELECT spirals labelled with FitPick <sup>®</sup> logos?		
Are all FitPick <sup>®</sup> SELECT slots filled?		
Do items in FitPick <sup>®</sup> SELECT slots qualify for the program?		
Are there different products in all or most FitPick <sup>®</sup> SELECT slots?		
Which items are duplicated in FitPick <sup>®</sup> SELECT slots? (list all)		
Are FitPick <sup>®</sup> SELECT prices comparable to non-FitPick <sup>®</sup> SELECT items?		
Comments/Requests:		

Submit this form to: \_\_\_\_\_

# Sample Press Release

*(Place your organization's logo here)*

**FOR IMMEDIATE RELEASE**

*(Fill in current date)*

Contact: *(Fill in spokesperson's name and contact information)*

## **New Vending Program Supports Healthy Lifestyles**

*(Your town, state)* — The FitPick® SELECT program recently arrived at *(fill in name of organization)* to help consumers identify vending machine snacks that not only taste great, but support a healthy lifestyle as well. Delicious snacks like baked chips, fruit bars, pretzels, nuts and trail mix, jerky, dried fruit, and granola bars fill approximately \_\_\_\_\_% of the slots in participating vending machines.

"We are very pleased that our *(Insert: employees/ guests)* have options in the vending machine that support their commitment to health," states *(Fill in spokesperson's name and title)*. "Traditional pleasure foods are still available, but FitPick® SELECT now gives consumers a satisfying alternative choice."

FitPick® SELECT, developed by the National Automated Merchandising Association (NAMA), uses colorful stickers and clings to identify vending machine products that meet lower-fat and lower-sugar program standards. It is available to all vending operators via the NAMA website: [www.vending.org](http://www.vending.org). *Fill in operator's name* or *(name of vending company)* comments: "The FitPick® SELECT program has given vending operators a simple, identifiable and consistent way to meet the growing demand for lower-fat, lower-sugar products. We are proud to contribute to creating an environment for health." For more information on FitPick® SELECT, go to [www.fitpick.org](http://www.fitpick.org).

###

# Sample Internal Communication for Worksites

*The following three articles are intended for placement on organizational printed or intranet newsletters*

## Sample Article: Introducing FitPick® SELECT:

### Grab. Energize. Go!

Nutritionists agree: Healthy snacking throughout the day is good for you. Delicious items like granola bars, dried fruit, nuts, baked chips, fruit bars, and beef jerky can give you the long lasting energy you need to feel great and perform well.

Great news! The FitPick® SELECT vending program – just introduced in **(Fill in name of organization)**'s vending machines – includes all of these products and more! FitPick® SELECT increases your snack options to include items that are lower in fat, saturated fat and sugar. And, most important: FitPick® SELECT items are reasonably priced and taste great! FitPick® SELECT lets you Grab. Energize. & Go!

FitPick® SELECT products have been carefully screened to meet nutritional criteria based on standards set forth by the USDA for snacks served in schools, effective July 1, 2015. To find these products, “Look on the Right Side” of the vending machine where they are identified with colorful FitPick® SELECT stickers.

Check it out! For more information, go to [www.healthyshasta.org](http://www.healthyshasta.org) or contact our FitPick® SELECT coordinator: **(Insert name of individual)** at **(Insert phone or e-mail)**.

**If planning a taste test:** On **(Insert date)**, free samples of FitPick® SELECT snack items will be available from **(Insert time)** near **(Insert location)**. Stop by for a taste of FitPick® SELECT and share your opinion!

*More articles.....*



## Sample Article 2: FitPick® SELECT: The Answer to Your Snack Attack

It's 10:00 a.m. and your stomach is growling so loudly, you're afraid the guy next to you can hear it. You want a snack that is tasty, satisfying, priced right, but still low in fat and sugar.

Impossible? Not anymore! Vending machines labeled with colorful FitPick® SELECT stickers at **(Insert name of site)** now include snacks and beverages that taste good and support a healthy lifestyle. FitPick® SELECT items include baked chips, fruit bars, pretzels, nuts and trail mix, dried fruit, granola bars, and more. FitPick® SELECT lets you Grab. Energize. & Go.

So, don't let that growl in your tummy keep your co-worker awake! Head over to the vending machine, "Look on the Right Side" and grab a FitPick® SELECT.

For more information, go to [www.healthyshasta.org](http://www.healthyshasta.org) or contact our FitPick® SELECT coordinator: **(Insert name of individual)** at **(insert phone or e-mail)**.

**If planning a taste test:** On **(Insert date)**, free samples of FitPick® SELECT snack items will be available from **(Insert time)** near **(Insert location)**. Stop by for a taste of FitPick® SELECT and share your opinion!

## Sample Article 3: Snack with Pride: Thanks to FitPick® SELECT

Are you a "closet snacker?" Embarrassed when co-workers see you sneak to the vending machine for a little pleasure food?

Fear no more! FitPick® SELECT – **(Insert name of organization)**'s new vending program – just gave you a reason to proudly stroll to your nearest vending machine to enjoy a snack or beverage that tastes good and supports your healthy lifestyle. Snack foods and drinks in the vending machine columns marked with FitPick® SELECT stickers are competitively priced, taste great and meet the nutrition guidelines based on standards set forth by the USDA for snacks served in schools, effective July 1, 2015.

Remember to "Look on the Right Side" of the vending machine. That's where you'll find baked chips, fruit bars, pretzels, nuts and trail mix, dried fruit, granola bars, and other satisfying snacks.

So, next time you crave a snack, proudly announce your trip to the vending machine and offer to bring something back for your co-workers! Grab. Energize. & Go!

For more information, go to [www.healthyshasta.org](http://www.healthyshasta.org) or contact our FitPick® SELECT coordinator: **(Insert name of individual)** at **(Insert phone or e-mail)**.

**If planning a taste test:** On **(Insert date)**, free samples of FitPick® SELECT items will be available from **(Insert time)** near **(Insert location)**. Stop by for a free taste and share your opinion!

# Sample Comment Card

*Sample comment cards are an excellent tool for measuring consumer response to FitPick® SELECT. At one worksite, stacks of comment cards were placed near the vending machine with a collection box nearby. At another site, they were handed out with product samples at a taste test. Promote completing cards by entering them into a prize drawing.*

## FitPick® SELECT Comment Card

**What do you think about FitPick®?**

Date: \_\_\_\_\_

- I love it
- I like it
- No opinion
- I don't like it
- I really dislike it
- I don't know what FitPick® is



Look for the  
**FitPick®**  
Sticker

Questions? Contact **[insert site contact]**

# Stickers



and



FitPick® SELECT choices that meet current USDA Smart Snacks in School requirements are available in this vending machine.  
www.FitPick.org

LESS THAN  
**35%**  
FAT\*

LESS THAN  
**10%**  
SATURATED  
FAT\*

LESS THAN  
**35%**  
of total weight from  
SUGAR\*

\*Fats, seeds and dried fruits excluded

FIND THE  
FitPick®  
SELECT  
STICKER



**Items marked with the  
Healthy Shasta logo are the  
healthier choice!**



- Less than 35% calories from fat (except nuts/seeds)
- Less than 10% calories from saturated fat
- No trans fat
- Less than 35% weight from sugar (except dried fruit)
- 200mg or less of sodium per serving





## **Resources**

To help ensure that the products you offer are FitPick® SELECT and USDA compliant, we recommend the following resources:

### **Alliance for a Healthier Generation Product Navigator**

The Alliance for a Healthier Generation offers an online catalog of products that meet the USDA Smart Snacks regulations. You can find the Product Navigator here:

[https://www.healthiergeneration.org/live\\_healthier/eat\\_healthier/alliance\\_product\\_navigator/](https://www.healthiergeneration.org/live_healthier/eat_healthier/alliance_product_navigator/)

### **Alliance for a Healthier Generation Product Calculator**

For items that aren't listed in the Navigator, The Alliance for a Healthier Generation Product Calculator allows you to input product details to determine whether or not a particular item meets the USDA standards. You can find the Product Calculator here:

[https://www.healthiergeneration.org/take\\_action/schools/snacks\\_and\\_beverages/smart\\_snacks/alliance\\_product\\_calculator/](https://www.healthiergeneration.org/take_action/schools/snacks_and_beverages/smart_snacks/alliance_product_calculator/)

**For more information, please visit:**

[www.fitpick.org](http://www.fitpick.org)



## Key Contacts

### **Healthy Shasta/LWCA (Lifetime of Wellness Communities in Action)**

Mary Messier  
530-245-6639  
[mmessier@co.shasta.ca.us](mailto:mmessier@co.shasta.ca.us)  
[www.healthyshasta.org](http://www.healthyshasta.org)

### **NAMA/FitPick® (National Automatic Merchandising Association)**

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