



SUPPORTING SCHOOL CANTEENS TO MEET THE NSW HEALTHY SCHOOL CANTEEN STRATEGY

A GUIDE FOR MANUFACTURERS AND SUPPLIERS/DISTRIBUTORS

The NSW Healthy School Canteen Strategy

In 2015, 1 in 5 NSW children aged 5-16 years were overweight or obese. This led to the NSW Premier's priority of reducing childhood overweight and obesity by 5% by 2025. The NSW Healthy School Canteen Strategy (Strategy) is one of the initiatives that form part of the NSW Government's commitment to tackling this health issue.

The Strategy aims to support student health by providing access to healthy foods and drinks to make the healthy choice, the easy choice. All NSW public schools are required to transition to the Strategy by the end of 2019. Independent and Catholic Schools are strongly encouraged to adopt the Strategy.

The Food Industry plays a significant part in the success of the Strategy, as they supply the ingredients and

commercially prepared products used in school canteens. The Food Industry has a great opportunity to assist in tackling childhood obesity, by shifting the food supply to increase the availability of healthier choices that meet the Food and Drink Criteria (Criteria) of the Strategy. Providing a wider range of products that meet the Criteria will assist canteens in meeting the Strategy by 2019.

With the implementation of the Strategy there will be new clients in search of foods and drinks that meet the Criteria. This may lead to increased sales and profits to the manufacturers and suppliers of these products. The Food Industry can further benefit by registering their products with Healthy Kids Association to appear in the annual Buyers' Guide, taking advantage of its distribution to all schools throughout NSW.

Unpacking the Food and Drink Criteria

The Food and Drink Criteria have been developed to align with the Australian Guide to Healthy Eating (2013) and incorporate the Health Star Rating national front-of-pack labelling system. The Criteria classify foods as either **Everyday** or **Occasional** and replace the traffic light labelling in the previous Fresh Tastes @ School Strategy (2004).

Everyday and Occasional foods and drinks

FOODS, DRINKS AND MEALS FROM THE

FIVE CORE FOODS
ARE CLASSIFIED AS
EVERYDAY

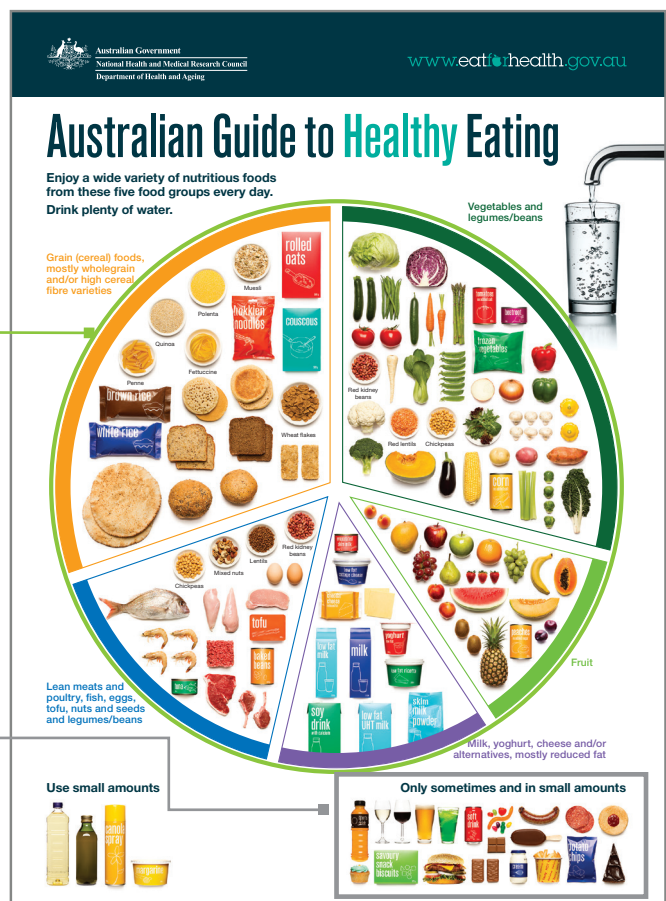


FOODS, DRINKS AND MEALS FROM THE
DISCRETIONARY
GROUP ARE CLASSIFIED AS
OCCASIONAL



SUGAR SWEETENED DRINKS ARE

NOT TO BE
SOLD
— IN SCHOOL CANTEENS —



Alcohol is not part of the school environment Source: National Health and Medical Research Council

Menu Balance With Everyday And Occasional Foods and Drinks

A HEALTHY CANTEEN MENU SHOULD CONTAIN AT LEAST



AND
NO
MORE
THAN



Health Star Rating (HSR)

THE HSR ASSIGNS PRODUCTS A RATING OF

1/2 TO 5 STARS

BASED ON
THE OVERALL
NUTRITIONAL
PROFILE.



THIS INCLUDES ENERGY, RISK
NUTRIENTS (SATURATED FAT,
SUGAR AND SODIUM) AND
POSITIVE NUTRIENTS (DIETARY
FIBRE, PROTEIN AND FRUIT,
VEGETABLE, NUT AND LEGUME)

ALL PACKAGED OCCASIONAL FOODS
AND DRINKS SOLD IN A SCHOOL CANTEEN



SHOULD HAVE A HSR OF

**3.5 STARS
OR ABOVE**

Portion Size

RECOMMENDED

**PORTION
SIZE LIMITS**

ARE APPLIED



TO ALL
OCCASIONAL
FOODS AND
DRINKS, AS WELL
AS **EVERYDAY**
FLAVOURED MILKS,
JUICES AND HOT
MEALS.

Marketing and promotion

ONLY **EVERYDAY** FOODS AND DRINKS **SHOULD BE**

PROMOTED OR EYE LEVEL
ON SHELVES

AND COUNTERS; IN ANY ADVERTISING, MEAL DEALS,

SPECIALS OR ON ANY COMMERCIAL

BRANDING ON SIGNAGE, DISPLAYS, CHILLERS, OVENS AND DISPLAYED.

School canteen business model:

School canteens have a unique business model due to:



- High profit margins required to cover high overhead costs, salaries and the cost of food.
- Students don't have great deals of disposable income to spend on expensive products.
- Limited time for food preparation and reliance on casual staff and/or volunteers.
- Operating up to three times a day, or on limited hours due to volunteer capacity, and being closed during school holidays.
- Foods and drinks sold must meet the Criteria.

These factors are recommended to be addressed by Food Industry when considering product formulation, innovation, cost and supply to school canteens.

How manufacturers can help school canteens meet the criteria

1. Questions for a food manufacturer to consider

Do your products:

- Meet the Criteria to be sold in school canteens?
- Look appealing? What appealing qualities do they have, e.g., crispy, fresh? (Children focus largely on the appearance of foods and drinks).
- Taste good?
- Contain nuts or other ingredients that may not be able to be sold in school canteens?

Are your products:

- New and unfamiliar to the current student market?
- Promoting an Occasional food choice?
- Able to be frozen and reheated/stored for a long period of time?

2. Modifying Foods and Drinks to Meet the Criteria

Do you currently sell foods or drinks to school canteens that don't meet the Criteria? Sometimes a simple reformulation or modification to these products can ensure that they can be sold. For example:

Modifying portion sizes to meet limits (see portion size reference guide)

- A 350g vegetable curry sold to primary schools can be reduced by 100g to meet the 250g portion size limit for Primary Schools.
- Producing two sizes of flavoured milk, one 300ml for primary schools and 500ml for secondary schools, would promote Everyday products to both school markets.

Product Reformulation

- Reformulation of **Occasional** foods and drinks may be required to meet a HSR of 3.5 stars or above. For example, when producing a meat pie, margarine could replace butter, vegetables could be added to the filling, and lower sodium flavour-enhancers could be used.
- Replace confectionery such as chocolate chips, icing, dried yoghurt, or sprinkles in baked goods with fruit, cocoa powder and/or desiccated coconut.

Making Occasional foods **Everyday**

- Replace processed meats such as bacon or salami, with light ham or chicken.
- Replace crumbed patties and fillets with non-crumbed patties and lean meat fillets.
- Remove fruit and vegetable juices with added sugar and replace with 99% fruit or vegetable juice.
- Remove pastry from quiches to offer an **Everyday** frittata.
- Change the cooking instructions from frying to baking or steaming for dim sims and dumplings.

3. The Health Star Rating



- The HSR is designed to be a quick, easy guide to compare similar packaged foods and drinks, and the more stars indicate a healthier choice.
- Under the Criteria, the HSR of 3.5 stars or above is only applied to packaged Occasional foods and drinks.
- Applying the HSR to your packaged foods and drinks can assist canteen staff to purchase products that meet the criteria.
- More information on the HSR system and how to apply it to your products can be found at: <http://healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/home>

4. Healthy Kids Association Product Registration Scheme

Food Manufacturers can take advantage of the Healthy Kids Association (HKA) Product Registration Scheme (PRS) and have their products included in the NSW School Canteen Buyers' Guide.

- The Buyers' Guide lists **Everyday** and **Occasional** products that meet the HSR and portion size limits.
- The NSW Buyers' Guide is sent free of charge to all NSW schools, and is available online on the HKA website.
- Busy canteen managers appreciate a 'one stop shop' listing of products that meet the Strategy.

For more information on the PRS, The Buyers' Guide and the benefits of registering your products, please visit this link: <https://healthy-kids.com.au/what-is-the-food-industry/product-registration-scheme-prs/>

How suppliers and distributors can help school canteens meet the criteria

1. Working with your local school canteens

There are a number of ways in which suppliers and distributors can work with their local school canteens to meet the Food and Drink Criteria:

- Survey the local canteens you service to determine the types of foods and drinks that are selling well and identify whether they meet the Criteria.
- Ask your local canteens if they would like to swap any **Occasional** foods or drinks with **Everyday** alternatives.
- If there are common products that canteens want and they cannot source them themselves, see if you can provide a similar product that meets the Criteria. This is a great opportunity to not only boost your sales but also to help the canteens you service to meet the Strategy.
- Check that any supplier/distributor provided fridges and freezers are free from any **Occasional** food and drink branding or promotions.
- Offer **Everyday** food and drink branding and promotions for fridges and freezers.
- Liaise with HKA regarding the registered products listed in the NSW Buyers' Guide.

2. How to identify Everyday and Occasional foods and drinks which meet the Criteria

There are a number of resources available that can help you with identifying if foods and drinks meet the Criteria to ensure you only supply these to schools.

The Healthy Food Finder is a great online database that you can use to lookup foods and drinks commonly sold in school canteens. <https://www.foodfinder.health.nsw.gov.au/>

The Healthy School Canteens Menu Ready Reckoner provides examples of meals, snacks and drinks that meet the Food and Drink Criteria. It can be found on the Healthy School Canteens website at: <https://healthyschoolcanteens.nsw.gov.au/canteen-managers/making-great-choices/ready-reckoner>

The NSW Buyers' Guide provides information on products, which meet the Food and Drink Criteria. The Buyers' Guide is sent out to all schools in NSW every year and there is a free copy online for food suppliers and distributors to access at: <https://healthy-kids.com.au/what-is-the-food-industry/buyers-guide/>

To promote your products that meet the Food and Drink Criteria:

- Develop a list of the foods and drinks you sell/distribute broken down as **Everyday** and **Occasional**.
- Use The Healthy Food Finder or work with Healthy Kids Association to categorise each item into **Everyday**, **Occasional** or 'does not meet Criteria' based on its portion size and HSR.
- For **Occasional** foods and drinks or 'does not meet Criteria', see if there are any similar products that can be sourced which are either **Everyday** or healthier versions of **Occasional** foods and drinks that meet the Criteria.

3. Providing $\frac{3}{4}$ Everyday / $\frac{1}{4}$ Occasional food and drinks

A school canteen menu must contain at least $\frac{3}{4}$ **Everyday** foods and drinks. This means that the demand for **Everyday** products from suppliers will be greater than the demand for **Occasional** products and will be reflected in school canteen ordering patterns. The Healthy Food Finder, Menu Ready Reckoner, and the HKA NSW School Canteen Buyers' Guide can assist you with understanding what demand may be placed upon your company.

To meet this increased demand, ensure you stock a larger variety of **Everyday** foods and drinks. You can provide additional assistance to the canteens you supply by separating your products into categories (e.g. **Everyday** snacks, **Occasional** snacks, **Everyday** drinks, **Occasional** drinks).

SUPPORT FOR MANUFACTURERS AND SUPPLIERS/DISTRIBUTORS

Healthy Kids Association are also able to provide free support on general enquiries on the Food and Drink Criteria such as product classification. You can contact HKA on (02) 9876 1300 or 1300 724 850 if calling from outside the Sydney area.

Everyday and Occasional food and drink portion quick reference guide

This is a quick reference guide to determine the portion size limit of a food or drink and whether it is Everyday or Occasional. More detail is provided at <https://healthyschoolcanteens.nsw.gov.au/canteen-managers/making-great-choices/ready-reckoner>

Everyday drinks	Portion size limit
Flavoured milk, milkshakes & smoothies (with no ice-cream/gelato/sorbet)	Primary school: 300ml Secondary school: 500ml
99% fruit/vegetable juices (including coconut water & no-added sugar frozen crushed ice drinks)	250ml

Occasional drinks	Portion size limit
Milk based coffee drinks e.g. iced coffee (secondary schools only)	500ml
Diet soft drinks (caffeinated diet drinks only sold in secondary schools)	Primary school: 250ml Secondary school: 500ml
Flavoured milk and thick shake based frozen drinks (with ice-cream/gelato/sorbet)	Primary school: 300ml Secondary school: 500ml (Maximum of 125ml ice cream/gelato/sorbet)

Everyday foods	Portion size limit
Hot meals (e.g. pasta; pizza; risotto and flavoured rices; Indian, Asian, Mexican meals; jacket potatoes; burger patties/rissoles/meatballs/falafel/veggie burger meals; and dim sum)	Primary school: 250g Secondary school: 350g

Occasional food	Portion size limit
Processed meat	60g
Crumbed or coated foods (e.g. chicken fillets, nuggets, tenders, schnitzels, burgers, veggie burgers)	140g
Hot potato products (e.g. wedges, hash browns, skins)	100g
Garlic bread	½ English muffin/pita or 1 slice of bread or 1 thick bread stick slice or 75g
Pies	180g (250g for potato-top pies)
Sausage rolls and savoury pastries	120g
Corn chips or hard taco shells/bowls	30g
Instant flavoured noodles	75g
Commercial pizza	Primary school: 250g Secondary school: 350g
Salty snacks (e.g. chips, flavoured rice snacks and crackers, pretzels, flavoured popcorn, noodle snacks)	30g
Muesli/snack bars	50g
Desserts (e.g. mousse, cheesecake, puddings, rice pudding, coconut-milk based yoghurt)	100g
Sweet biscuits	50g
Cakes & sweet pastries	80g
Confectionery	50g
Ice cream and frozen yoghurt	125ml