



TOOLKIT

Healthy Concessions

MISSOURI FOUNDATION FOR HEALTH

Healthy Schools Healthy Communities

LET'S BUILD A HEALTHIER FUTURE

*In 2013, Missouri Foundation for Health established the **Healthy Schools Healthy Communities** (HSHC) initiative to address childhood obesity in select areas. HSHC brought together schools, community organizations, businesses, parents, and other residents to identify and advocate for changes that increase access to healthy food and physical activity where our kids live, learn, and play. This toolkit was originally developed as part of the initiative and has been adapted for statewide use.*

Updated July 2021

Policy

Many people who attend sports games and events have busy schedules and rely on concession stands as a supplement or substitute for meals. Cities and towns can support their community's health by offering healthy food options to customers. Adopting a Healthy Concessions Policy, or amending an existing ordinance in your city's code, ensures that healthy options are always offered, no matter who is operating the concession stand, and provides guidance on choosing healthy food options. This template, along with the strategies for a successful healthy concession stand featured in this toolkit, will help you offer healthy options at your concession stand.



“At one of the schools I work with, it was the kids who wanted Healthy Concession Stands. Athletes who worked the concessions during off-season told us, ‘I want to eat healthy, and I can’t. I’m told by my coach, my parents, and all these people that I’m supposed to be eating this way. I’ve adapted to eat this way, but I can’t.’ That’s when the story became more about trying to make the healthy choice the easy choice.”

Kim B., Moberly, MO

City of [redacted]

Healthy Concessions Policy

An Ordinance amending Chapter [insert reference to existing language], by enacting and adding one new section establishing the Healthy Concessions Policy to provide healthy food options for students, athletes, teachers, and families attending events at city-owned or leased locations.

BE IT ORDAINED BY THE CITY OF [redacted] AS FOLLOWS:

SECTION ONE. Chapter [insert reference to existing language] is amended as follows:

The City of [redacted] is committed to providing healthy food and beverage options for all who attend events at city-owned or leased locations. Therefore, all events at city-owned or leased locations shall follow and meet the guidelines put forth in the Healthy Concessions Policy.

SECTION TWO. Healthy Concessions Guidelines

1. Beverages, snacks, and other food products that meet the nutritional guidelines listed below shall be sold at a price equivalent to or lower than products that do not meet the nutritional guidelines.

2. Products advertised at city-owned or leased locations shall only be beverages, snacks, or foods that meet the nutritional guidelines.
3. At least one fresh fruit or vegetable must be offered.
4. Beverages shall contain no more than 20 fluid ounces.
5. No energy drinks shall be offered.
6. Upon request, the Department of Health shall provide resources and lists of acceptable products that meet the nutritional guidelines.

Concession Stand Nutritional Guidelines:

At least 50% of the products offered shall meet the following nutritional standards:

FOODS

1. Snacks shall contain no more than 250 calories per item (excluding nuts and seeds without added fat or sweeteners).
2. No more than 35% of calories from total fat per serving (excluding nuts, seeds and nut butters without added fat or sweeteners). No more than 10% calories from saturated fat, and 0 gram trans fat (<0.5/serving).
3. No more than 35% of calories from sugar per serving, except for fruit without added sweeteners. No more than 30 grams sugar per 8 oz of yogurt, pudding, frozen yogurt, or milk desserts.
4. No more than 250 mg sodium per serving for snacks, and no more than 800 mg sodium per serving for entrees.

BEVERAGES

1. Water shall be unflavored, non-carbonated, and have no additives.
2. Milk shall be nonfat and/or low-fat (skim or 1% or flavored, unflavored). Milk shall contain no more than 24 grams of sugar and no more than 150 calories per 8 ounces.
3. Juices shall be 100% juice (liquid or frozen) with no added sweeteners in containers of 8 ounces or less.
4. Low calorie beverages shall contain less than 10 calories per 8 ounces. Beverages with more than 66 calories per 8 ounces are sold in portions of 12 ounces or less.
5. Vegetable juices shall be 100% vegetable juice with no added sweeteners and contain less than 230 mg sodium per serving.
6. Electrolyte replacement drinks shall contain less than 42 grams of sweetener per 20 ounce serving.

Strategies for Success

“There’s also been success with Healthy Concessions in school facilities during sporting events. When you think about it, a lot of people use the high school football stadium as their dinner on Friday night. Soda, hot dogs, and nachos aren’t the best options. When there’s a barrier for someone who might say, ‘We don’t have the money to buy the cooler or freezer to store those things,’ we’ve spent the dollars to fix that. Giving kids the option of frozen grapes is much better than a bag of Skittles.”

Ken H., Jefferson City, MO



Pricing

Typically, most concession stand items have a 100% mark-up

- Keep healthy items just above wholesale. A 10% markup is the minimum recommended, as it covers cost or procurement and other overhead costs.
- Keep healthy items at the same price or lower than unhealthy items.
- Markup unhealthy items to make healthy items seem more appealing and to subsidize the low markup on healthy items.
- Create discount bundles with healthy items.

Placement

- Place healthy items on counter.
- Place healthy items at eye level.
- Put healthy items more forward than unhealthy items.
- Place healthy items in prime positions on the menu.

Marketing

- Promote the fact that the concession stand is going healthy.
- Use creative names on healthy items.
- We eat with our eyes first. Make the healthy items seem appealing.

- Use signs and verbal prompts.
- Use demo trays to display healthy entree items.

Portion Control

- Reduce the portion size of unhealthy items.
- Cut pizza into 8 slices instead of 6.
- Sell "fun size" instead of "king size." Fun size tends to be less appealing and the markup isn't as noticeable because purchase price seems so low compared to larger items.
- Use small "dishes" with healthy items to make portions seem larger.

Procurement

- Purchase items with longer shelf life.
- Start small; only purchase a small quantity of an item and only increase as demand rises.
- Plan for storage of perishable foods.