

City of Mississauga Corporate Report



8.1

Date: February 20, 2020

To: Chair and Members of General Committee

From: Paul Mitcham, P.Eng, MBA, Commissioner of
Community Services

Originator's files:

Meeting date:
March 11, 2020

Subject

Healthy Food & Beverage Policy for Recreation Facilities

Recommendation

1. That the Corporate Report dated February 20, 2020 from the Commissioner of Community Services entitled "Healthy Food & Beverage Policy for Recreation Facilities" be approved.
2. That in accordance with Purchasing By-law 374-06, Section 18 Subsection 3a(i) as amended, the Purchasing Agent and Manager of Materiel Management or designate be authorized to extend the Beverage Supply and Sponsorship Agreement between the City of Mississauga and the Pepsi Bottling Group (Canada) Co. for an interim extension from June 1, 2020 to December 31, 2020.

Report Highlights

- In recent years, there has been a shift in consumer demands within the food service industry, calling for healthier, more nutritious food and beverage offerings.
- The City is seeking to provide better food and beverage offerings, in line with the Ministry of Education - School Food and Beverage Policy (2010), as a large portion of Community Centres are in close proximity to Public and Separate Schools, and for the overall population, to assist in a healthier lifestyle and addressing the rising rates of obesity and diabetes.
- This policy applies to vending and concession services in all City owned/operated Recreation Facilities, including community centres, arenas and C Café. The policy excludes Banquet Services, Paramount Fine Foods Centre and Living Arts Centre.
- The criteria used in the Policy follows the established Region of Peel - Nutrition Standards

Developed collaboratively by the City's Recreation staff and Region of Peel - Public Health department.

- Implementation of the policy will require a change in specifications for the City's agreements for beverage supply and vending, to comply with these nutrition guidelines. The timing of this policy is close to the expiration date of the current agreements, therefore new procurements are planned.
- The upcoming procurements for beverage supply and vending will specify the new nutrition guidelines, but will also be used as an opportunity to address priorities in the City's Climate Change Action Plan. Specifically, the vendors will be required to eliminate single-use plastics in their food and beverage packaging, in addition to other sustainability factors.
- The City currently is under contract with Pepsi Bottling Group (Canada) Co. for beverage services through May 31, 2020. In order to provide adequate time for a new procurement to take place that aligns with the proposed policy, an extension is required until the end of 2020.
- Staff propose to implement the new policy in two phases commencing on September 1, 2020 implementation phase and on April 30, 2021 operational phase.
- Once implemented the policy eliminates the sale of beverages with greater than 60 calories (e.g. regular soft drinks), highly processed pre-packaged foods, deep-fried foods and processed meats.
- Marketing and Promotion materials related to Food and Beverage services must contain images of products that meet the Nutrition Standards.

Background

In recent years, there has been a shift in consumer demands within the food service industry, calling for healthier, more nutritious food and beverage offerings. In part due to the rising rate of diabetes among children and adults and the obesity epidemic, more and more municipalities have been looking into ways to provide healthier options to residents and patrons in their community centres.

In 2015, 2017 and 2018, the Recreation Division worked with the Region of Peel – Public Health unit to undergo nutritional assessments of food and beverage service operations at Community Centres as well as C Café. The goal was to provide better food and beverage offerings, in line with the Ministry of Education - School Food and Beverage Policy (2010), as a large portion of Community Centres are in close proximity to Public and Separate Schools and see a significant amount of resident and patron foot traffic annually.

The Recreation Division operates vending services in all recreation sites across the city and concession services in 8 community centres/arenas, 2 golf courses, C Banquets, C Café and C Express.

Benchmarking

While limited, there are examples of provinces, provincial organizations or municipalities initiating healthy food and beverage guidelines, action plans, strategies and/or policies in recent years. The Province of British Columbia developed a healthy food and beverage policy for vending machines in public buildings. In November 2006, the “Healthier Choices in Vending Machines in BC Public Buildings Policy” was introduced to replace junk food with healthy food and beverages in vending machines. This policy was revised in 2014 and follows the standard classification of food groups and identifies the target percentage for each category:

Healthiest (Sell Most) – higher levels of essential nutrients and lower levels of fat, sugar and/or sodium

Healthy (sell less/sometimes) – slightly higher levels of fat, sugar and/or sodium

Not permitted (do not sell) – few or no essential nutrients; high amounts of fat, sugar or sodium

Schools within the Province of Ontario are required to comply with the provincial policy (Healthy Foods for Healthy Schools Act) which applies to food/beverages sold in schools (cafeteria, tuck shop, vending machines) and included in school-funded programs. The provincial policy requires that at least 80% of the food/beverages provided for sale or in catered programs on school premises must be food/beverages in the “Healthiest” category.

The City of Hamilton has a Corporate Healthy Food and Beverage Policy that applies to food and beverages funded and provided by the City for all staff related and hosted events (e.g. meetings, training, appreciation events, etc.). With respect to food/beverages sold in recreation facilities, the City has taken a different approach. “Recreation’s Healthy Food and Beverage Action Plan” is a stepwise approach, taking into account operational feasibility.

Present Status

In August 2019, Recreation staff engaged Region of Peel – Public Health unit staff to complete nutritional assessments of vending and concession services available within Recreation Facilities. The results were compared to the Region of Peel Nutrition Standards, which have been recently updated to align with the new Canada’s Food Guide.

The assessment results provided a baseline percentage of products sold in Recreation Facilities that met and did not meet the Region of Peel Nutrition Standards. Vending services had 30% of beverages and 16% of food products meet the Region of Peel Nutrition Standards. Concession services had 48% of beverages and 17% of food products meet the Region of Peel Nutrition Standards.

The City currently is under contract with Pepsi Bottling Group (Canada) Co. for beverage services through May 31, 2020. In order to provide adequate time for a new procurement to take place that aligns with the proposed policy, an extension is required until the end of 2020. For food vending services, Compass Canteen is the current supplier and under contract until May 31, 2021.

Comments

Recreation Facilities are cornerstones within our communities, promoting healthy and active lifestyles for residents and patrons. This policy outlines the acceptable nutrition standard requirements, contractual obligations and business operations that apply to all concession and vending food and beverage items supplied and sold within Recreation Facilities. The policy applies to vending and concession services in all City owned/operated Recreation Facilities, including community centres, arenas and C Café. The policy excludes Banquet Services, Paramount Fine Foods Centre and Living Arts Centre.

The policy proposes a two-step phased in approach to start with an Implementation Phase - September 1, 2020 and then move to an Operational Phase - April 30, 2021. Utilizing the Region of Peel Nutrition Standards, the policy identifies the threshold, by percentage, of food and beverage product categories which will be implemented at all Recreation Facilities.

Recreation Facilities:

Prepackaged Beverage Products	
Percentage of Beverage Products that must meet Nutrition Criteria	
Implementation Phase	Operational Phase
Beverages to Promote = at least 50%	Beverages to Promote = at least 75%
Beverages to Limit = no more than 50%	Beverages to Limit = no more than 25%
Beverages to Avoid = 0%	

Prepackaged and Prepared Food Products	
Percentage of Food Products that must meet Nutrition Criteria	
Implementation Phase	Operational Phase
Meets Nutrition Criteria = at least 75%	Meets Nutrition Criteria = 100%

Highly Processed Prepackaged Foods, Deep fried foods & Processed meats are removed
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Of note, beverages with greater than 60 calories (e.g. regular soft drinks), highly processed pre-packaged foods and deep-fried foods & processed meats are recommended to be removed as items sold through vending and concession services. Products that are highly processed contain few or no essential nutrients and/or contain high amounts of fat, sugar and/or sodium. (e.g. deep-fried foods and confectionaries)¹

The policy also outlines the process for current and future contractual obligations as well as the business operations protocol for food and beverage marketing and promotion. Future procurements will provide an opportunity to include the new Nutrition Standards requirements as well as align with the City's Sustainable Procurement Policy and support environmentally responsible product packaging. This would include the condition to deliver alternative food and beverage product packaging to eliminate single-use plastics in vending and concession services

The Healthy Food & Beverage Policy for Recreation Facilities Policy (Appendix 1) was developed collaboratively by the City's Recreation staff and Region of Peel – Public Health unit, endorsed by the Recreation Steering Committee.

Strategic Plan

The Healthy Food & Beverage Policy for Recreation Facilities Policy is aligned with the 2019 Future Directions Recreation Master Plan Recommendation #32 - Work with community partners to expand upon healthy food offerings in recreation facilities and educate the public on healthier food choices. The move to eliminate single-use plastics are part of the procurements and implementation of this policy align with the Climate Change Action Plan and the Green pillar.

Financial Impact

While the revenue impact of the necessary food and beverage product changes to vending and concession services is unknown at this time; it is anticipated that any impact will be minimal and can be absorbed through existing operating budgets.

Recent studies have shown that when implementing healthy options in vending machines, revenue is unaffected and some vendors have experienced an increase in sales when they increased healthier options. When supporting healthy choices with additional promotion, nutrition education and price adjustment the results can be favourable.

- A 2017 intervention study found that when the number of healthier products in vending machines increased, paired with both price incentives and promotional signage, revenue

¹ Region of Peel Nutrition Standards, 2020 (Region of Peel, 2020)

² Center for Science in the Public Interest, "It's Time to Restock our Future" <https://cspinet.org/sites/default/files/attachment/finance-health-vend.pdf>

³ Center for Science in the Public Interest, "It's Time to Restock our Future" <https://cspinet.org/sites/default/files/attachment/finance-health-vend.pdf>

increased by \$1,039, and the number of units sold increased by 460 for snacks and 204 for beverages over the 5-month study period.

- In February 2012, the Chicago Parks District implemented 100% healthier products in all park vending machines. A 2014 study found that 88% of park-goers reacted positively to the healthier options; the leading complaint was that the options were not healthy enough. Average monthly per-machine sales increased over 15 months (from \$84 to \$371).

Conclusion

Recreation facilities host over twelve million visitors annually promoting healthy and active lifestyle to residents. The implementation of this policy will improve the quality of food and beverage products that are supplied and sold within Recreation facilities for the benefit of the community at large. It will also be an opportunity to promote more sustainable packaging and products as part of the Climate Change Action Plan.

Attachments

Appendix 1: Healthy Food & Beverage Policy for Recreation Facilities Policy



Paul Mitcham, P.Eng, MBA, Commissioner of Community Services

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