



DSM Healthy Food and Environment Policy Definitions to Support the Policy (Criteria)

Endorsed by Lora Sellers, DPI VP Human Resources
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Healthy Food Environment Policy

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Overall Goal: Healthy Food Environment is the Norm, not the Exception

A healthy food environment is the norm for all cafeterias and vending at DSM and at all company-sponsored events by following four key principles that make it easy and affordable to select healthy choices while dining at or with DSM.

The policy contains four key principles:

60% of food and beverage options at onsite food venues meet "healthy" criteria

60% of food and beverages offered through DSM food venues such as onsite cafeterias, vending, and off-hours food service shall meet "healthy" criteria.

60% of food and beverage options at company-sponsored events meet "healthy" criteria

60% of food and beverages purchased by DSM and offered at sponsored events to any audience meet "healthy" criteria. This may range from a staff lunch, employee fall festival, or Wellness events.

Price leverage healthy options

Implement a pricing strategy that prices "right sized" portioned foods and beverages that meet the DSM definition of "healthy", lower than those that do not meet the standard. This applies to all DSM food cafeteria and catering.

Label calories and serving size on all foods and beverages

100% of all foods and beverages sold at DSM cafeterias and vending or offered at company-sponsored events shall contain visible calorie labeling per serving and serving size.

Definitions to Support the Policy

The following provides definitions or clarification to support the key principles of the healthy food environment policy.

Price Leverage: Apply price differential substantial enough to influence the purchasing behaviors of consumers towards healthy choices. Establish an average minimum of 25% price differential between healthy and less healthy “like” items (i.e., entrée to entrée, side to side, etc.) at all food venues such as cafeteria and vending. The differential may be achieved by raising the price of less healthy choices, lowering the price of healthy choices or a combination of the two. The spirit of special promotions, meal deals and discounts should also leverage healthy choices.

Calorie Labeling. Must provide visible calorie labeling and serving size on the product or at the point of purchase/serving line for 100% of items to allow consumers to make informed choices.

Examples include:

- manufacture’s package label
- stickers affixed to the package/box
- signage in front/on the serving line via poster, table tents
- signage affixed to the cooler/case/vending machine

Exception to 100% labeling approved for chef specials -i.e. special recipe not planned. However if it becomes a repeat menu item, calorie labeling is required.

Serving size. Serving lines, plated and packaged foods should include proper serving-sized portions. If prepackaged items include more than one serving, labeling should clearly state serving size. If self-service, the serving size must be demonstrated via a plated example or signage describing or illustrating the proper serving size. This does not restrict the consumer from taking more than the appropriate serving, yet allows them to make an informed choice.

“Healthy” Definition. For the purposes of the healthy food environment policy, “healthy” is defined as

- meeting the “Pick Well Live Well” criteria

Pick Well Live Well - Healthy Choice Criteria

MEAL

A meal refers to a complete plate or combination of food offered for breakfast, lunch or dinner. Typically, this includes a main dish and side item(s).

To qualify, a PWLW Meal must include *two or more* of the following:

- fruit/vegetable
- whole grain
- lean protein (i.e., skinless lean poultry, lean beef or pork, fish/seafood, tofu, beans/legumes, eggs, etc.)

Calories less than 800 per meal

Total fat max 35% of calories

Saturated fat max 10% of calories

Tran fats zero

Sodium less than 1000 mg per meal

SNACKS

The snack category refers to packaged or proportioned items such as pretzels, chips, crackers, cookies, yogurt, or quick breads/muffins. Items that are meal replacements (e.g., sandwiches, meal replacement bars, shakes) are not included.

A PWLW snack is defined as per package:

Calories less than 200

Sugar max 35% calories from total sugars

Total Fat max 35% calories*

Saturated fat max 10% calories

Trans fat zero

Sodium less than 480 mg

*100% nuts or seeds are EXEMPT from the fat criteria

BEVERAGES

The beverage category refers to all beverages.

Note: Water must be offered as an option at all eateries, vending and catered events.

A PWLW beverage is defined as:

- Water, flavored water, diet sodas, sport drinks have less than 50 calories per 8 oz.
- Unflavored skim, 1% milk or soymilk
- 100% real fruit juice: maximum serving size of 12 oz.
- Coffee/flavored coffees with no more than 100 calories per 8 oz. and have low- or no-fat additives

OR

- Per serving calorie criteria as outlined below:
 - a. **Main dish <500 calories**
Single entrée or meal component such as casserole, sandwich, 5 oz. serving of meat or fish
 - b. **Side item <250 calories**
Rice potatoes, bread/rolls, fruits, vegetables
 - c. **Meal <800 calories**
Featured meal/pre-plated meal with main dish and sides
 - d. **Soup (8 oz.) <225 calories**
 - e. **Desserts/breads <200 calories**
- Desserts/quick breads/muffins/rolls/breads
 - f. **Snacks <200 calories**
 - g. **Condiments <75 calories**
1 Tbsp. mayo, ketchup, mustard, dressing
 - h. **Beverages (8oz.)**
 - plain or flavored water, sports drinks, diet sodas, juice drinks <50 calories per 8 oz.
 - milks and coffee drinks <100 calories per 8 oz.
 - 100% juice **no limit on calories; 12 oz. max**

% Healthy. The % healthy is to be applied per location:

- **Cafeteria**- per location of each cafeteria; does not have to apply to each station within the cafeteria.
- **Vending** - per vending area, for example if only one machine in that area, 60% of the slots in the machine must have healthy items. If a vending area with multiple machines, one may opt to meet criteria in each machine or achieve 60% of the combined slots across the suite of machines.
- **Catering/Company Events** - The 60% healthy options at company-sponsored events is to be applied to the collective offerings of food and the collective offerings of beverages at each event. This applies to the total number of items on the menu served at the event, not on the volume of each item available to be served. For example, if 10 food items are served, 6 or more must meet the healthy definition. If only 2 items are served, both must meet the definition.

The impression in the cafeterias, vending, and company-sponsored events should be that healthy food and beverages predominate.