



GUIDELINES:
**What is Considered
Healthy?**



Guidelines for Food and Beverages

Often times, there is confusion as to what is considered “healthy” and you might be wondering what foods and beverages do really measure up in terms of being healthful. In order to clear up this confusion and provide guidance to you in purchasing items, we are providing guidelines from the California Center for Public Advocacy.

This Center has developed recommendations for competitive food standards for elementary and secondary schools. We encourage you to follow these standards (to the best of your ability) in making food and beverage purchases for your student store. These standards are the “ideal” and are something to strive for. Product availability in your area may be a factor in prohibiting you from meeting all of these standards.

Elementary Schools (schools that have grade 6 or lower)

Recommendation Eliminate the sale of all foods sold outside the school meal program during the school day. Individual items sold during breaks must meet the same standards as for secondary schools.

Rationale Young children should not have the opportunity to make unhealthy food choices at school. The school environment should model healthy choices.

Secondary Schools (schools that have grades 7-12)

Beverages:

- Contain at least 50% fruit juice with no added sweeteners (Fruit juices, Knudsen Spritzer)
- Water
- Low-fat (1%)/ nonfat (skim) milk -includes flavored milks
- Beverages not recommended for sale include soft drinks, sports drinks, punch, iced tea, drinks containing less than 50% real fruit juice, and beverages containing caffeine (except chocolate milk).

Rationale Eliminates beverages with little nutritional value and others that replace more healthful alternatives. Schools should not promote the consumption of habit-forming substances.

Snack foods meet the following criteria:

- No more than 30% of total calories come from fat
- No more than 10% of calories come from saturated fat
- No more than 35% added sugar by weight (except fresh, dried or canned fruits and vegetables)
- Portion size is limited to:
 - > Snack foods* are 1.25 ounce or less
 - > Cookies and cereal bars are 2 ounces or less
 - > Bakery items (muffins) are 3 ounces or less
 - > Frozen desserts, ice cream are 3 ounces or less
 - > Yogurt are 8 ounces or less
 - > Beverages (except water) are 12 ounces or less

Foods not recommended for sale include all large-sized portions, regular chips, and candy.

* Snack foods include chips, crackers, popcorn, cereal, trail mix, nuts, seeds, dried fruit and jerky.

Food and Beverage Product Lists (brand specific or recommended varieties)

In the 1.25 ounce serving or less, these items have less than 40% fat calories, and less than 40% added sugar by weight (excluding nuts, seeds, peanut butter items, and dried fruit). This list is subject to change. Items not found on this list do not mean they don't meet recommendations. Remember, packaging size makes a difference. Select small portion sizes and avoid large sizes that contain more than a "single" serving.

Grains:

Granola and Cereal Bars

- Barbara's Granola Bars (cinnamon raisin, oats & honey, carob chip, peanut butter)
- Barbara's Cereal Bars (multigrain, cherry, strawberry, apple cinnamon)
- Bodghi Jungle Nut Crunch Bar
- Cliff Bars (chocolate chip, peanut crunch, chocolate almond fudge, cookies & crème, chocolate brownie)
- Envirokidz Crispy Rice Bar
- Frunola Energy Bar
- General Mills Milk'n Cereal Bars (all varieties)
- General Mills Chex Morning Mix
- General Mills Oatmeal Crisp (fruit 'n cereal) Bars
- Health Valley Solar Bars (berry, peanut butter, and chocolate)
- Keebler Journey Bars (apple cinnamon, peanut butter fudge)
- Kellogg's Nutri Grain Cereal Bars (strawberry, blueberry, cinnamon apple)
- Kellogg's Nutri Grain Granola Bars (honey oats and raisins)
- Kellogg's Nutri Grain Yogurt Bars (strawberry, blueberry, cinnamon apple)
- Kellogg's Krave Energizing Snack Bar
- Kettle Valley Fruit Bars
- Luna Bars
- Nature Valley Chewy Trail Mix Bars (fruit & nut, apple cinnamon)
- Nature Valley Crunchy Granola Bars (all varieties)
- Power Bar (all varieties)
- Quaker Fruit and Oatmeal Bars (all varieties)
- Quaker Oats Chewy Granola Bars (all varieties)

** Check out the Generic Breakfast Bars as they are often less expensive and compare equally in their nutrition profile with popular brands.

Breads, Muffins and Bagels

- Bagels, (all types) Limit to 4 ounce portions.
- Muffins (banana nut, blueberry, lemon poppy seed, orange blossom)—limit to 4 ounce portions or less
- Sweet Breads (banana, pumpkin, zucchini)—limit to 4 ounce portions or less

Cookies

- Barbara's Snackimals (oatmeal, carob chip, and vanilla)
- Basil's Animal Crackers
- Famous Amos Oatmeal Raisin Cookies

Fig Newtons
Graham Crackers (regular and low fat brands)
Health Valley Apple or Strawberry Cobbler
Keebler Animal Crackers
Nabisco Teddy Grahams (all flavors)
Rice Krispy Treats (original flavor)

Crackers, Chips, Pretzels, and Popcorn

Alladin Bread Sticks
Baked Chips (potato and corn variety: Frito Lay, Lays)
Cheese Nips Air Crisps
Frito Lay Rold Gold Pretzels
General Mills Gardettos (original)
Kettle Krisps (BBQ and low salt)
Nabisco Multi-Grain Wheat Thins (reduced fat preferable)
Nabisco Triscuits
Newman's Own Salted Rounds Pretzels
Pepperidge Farms Cheddar Cheese Goldfish
Pita Cheddar Cheese Snax
Pita Cinnamon Snax
Popcorn (fat free or light varieties)
Rold Gold or Snyder's of Handover, Generic Brands Pretzels
Quaker Oats Quakes Rice Snacks (all flavors)
Sun Chips (all flavors)
Snyder's Pretzels
Super (soft) Pretzels
Tumaro's Krispy Crunchy Puffs (all flavors)

Protein Foods:

Trail Mix, Nuts, Seeds and Jerky, Sandwiches

Dakota Gourmet Amazing Corn Snack (mesquite BBQ, classic, cool ranch)
Dakota Gourmet Sunflower Kernels (honey roasted, lightly salted)
Dakota Gourmet Soy Nuts (traditional, honey roasted, organic)
Dakota Gourmet Sunflower Seeds
Dakota Gourmet Smore Mix
David Pumpkin and Sunflower Seeds
Hi-Country Beef Jerky (95% fat free)
Kirkland's Trail Mix
Planter's Trail Mix

Nature Valley Trail Mix
Nuts (all varieties including soy nuts)
Smuckers Uncrustables (peanut butter and jelly sandwich)
Star-Kist Tuna Lunch Kit (water-packed white tuna with light mayo)

Dairy & Soy Products:

Dannon D’animals Drinkable Yogurt
Cheese (reduced fat, LIGHT, or fat-free—Low-Fat Mozzarella Cheese Sticks
Puddings (fat free and regular)
Yogurt (low fat, light or non-fat)
Yoplait Go-Gurts
Horizon Organic Low fat Yogurt Tubes

Fruits & Vegetables:

Fresh or canned individually fruits in light syrup or natural juices
Dried fruit or fruit leather
Dreyers Whole Fruit (no sugar) Frozen Fruit Bars

Entrees or Soups:

Fantastic Big Soups (microwavable, all flavors)
Dr. McDougall’s Microwavable Soups (all flavors)
Healthy Valley Fat Free Soups
Spice Hunter Lowfat Stuffed Potatoes (microwavable)
Nice Spice Soups
Safeway Select Enlighten Soups and Stuffed Mashed Potatoes
Campbell’s Soups to Go (all flavors)
Los Cabas Burritos (Beef/Bean & Red Chili Burrito, Bean & Cheese Burrito, Ultimate Bean & Cheese Burrito, Combo Bean and Beef Burrito, Beef/Bean & Green Chili Burrito)
Baked Potato with Protein or Vegetable Topping



This list is not meant to be all-inclusive but provide ideas for healthful items to be sold in student stores.

Recommended Beverages

A serving of 12 ounce or less is recommended for beverages except for water.

Water:

Arrowhead Water
Aquafina Water
Arrowhead Sparkling Mountain Spring Water with Fruit Essence
Big Spring Water
Dasani Water
Pelligrino Sparkling Water
Perrier Sparkling Water
Schwepps Sparkling Water with Natural Flavors
Very Fine Fruit20 (all flavors)

Milk:

1% and Skim (nonfat) Milks—check with your local dairy or school food service program manager for low fat and fat-free milks
Horizon Organic Milk (8 ounce reduced fat milk, extended shelf life)
Bravo-Looney Tunes Slim Slammers (11 ounce low-fat milk, extended shelf life)
Rice or Soy Milks (fortified)—Edensoy, Silk, and VitaSoy

Fruit & Vegetable Juices (50%-100% fruit juice):

Apple Cider (pasteurized)
Campbell's' Tomato Juice
Crystal Geyser Juice Squeeze (wild berry, cranberry black cherry, pink lemonade)
Dannon Frusion (banana berry, wild berries, peach passion fruit)
Dole Pineapple Juice
50-100% Fruit Juices
Hanson's Fruit Smoothies and Hanson's Natural Junior Juice
Juicy Juice (kiwi-strawberry, grape, punch, berry and apple)
Langers Juice (cranberry, raspberry, cranberry grape, mixed berry, orange, and apple)
Martinelli's Sparkling Juice (apple, apple grape, & apple cranberry)
Minute Maid Juice (orange, apple, grape, mixed berry, & fruit punch)
Motts Juice (fruit punch, apple juice and orange juice)
Treetop Juice (apple, grape, fruit punch, & apple pear)
Tropicana Juice (grapefruit, orange, apple and grape)
Tropicana Smoothies (strawberry, mixed berry, peach, tropical orange)
V8

Very Fine Fruit Juice (grape, apple, grapefruit & orange)
VitaPup Frozen Drink (contains 59% juice, requires special equipment)
Yoplait Nouriche (strawberry, peach)
Welch's Grape Juice

Sports Drinks:

Sports drinks (non-carbonated only) that don't contain more than 42 ounces of added sugar per 20 ounce serving. Limit portion size to 20 ounce serving.

Gatorade
Powerade
Propel

Healthy Snack Combinations

A nutritious snack is one that has a serving from two of the five food groups from the Food Guide Pyramid (protein, dairy, fruit, vegetables, and grains.)

Try offering these favorite combo's:

Bagel and Cream Cheese with a Fruit Juice
String Cheese and Granola Bar
Milk and Cookies
Baked Tortilla Chips with Salsa
Fresh Apple Slices with Peanut Butter
Celery Sticks with Peanut Butter
Fresh Vegetables (carrots, snap peas, cucumber) with Light Ranch Dip and A String Cheese
Uncrustable Peanut Butter Sandwich with Fruit Juice
Yogurt with Piece of Fruit
Soft Pretzel with Mustard and Fruit Juice
Beef Jerky with a Cereal Bar
Popcorn, String Cheese and Water
Animal Crackers or Honey Graham Crackers and Milk
Crackers, Cheese and Water
Fresh or Canned (lite syrup) Fruit, Cheese Stick, and Water
Apples with Caramel and Crackers