

## INDUSTRY GUIDELINES FOR SALE OF BEVERAGES IN SCHOOLS

The Canadian Beverage Association has issued these guidelines for use by its members on a voluntary basis, as part of its overall *Guidelines for School Partnerships*.

Under these guidelines the following beverages are suitable for offering to students at each specific level:

### **Elementary Schools**

Bottled water	<ul style="list-style-type: none"> <li>no restriction on container size</li> </ul>
100% juice	<ul style="list-style-type: none"> <li>maximum 250ml container size</li> <li>100% juice with no added sweeteners and up to 130 calories / 250ml</li> </ul>
Milk	<ul style="list-style-type: none"> <li>maximum 250ml container size</li> <li>low-fat and non-fat regular and flavoured milk* with up to 160 calories / 250ml</li> </ul>

### **Middle Schools \*\***

Bottled water	<ul style="list-style-type: none"> <li>no restriction on container size</li> </ul>
100% juice	<ul style="list-style-type: none"> <li>maximum 300ml container size</li> <li>100% juice with no added sweeteners and up to 130 calories / 250ml</li> </ul>
Milk	<ul style="list-style-type: none"> <li>maximum 300ml container size</li> <li>low-fat and non-fat regular and flavoured milk* with up to 160 calories / 250ml</li> </ul>

### **High Schools**

<ul style="list-style-type: none"> <li>At least 50% of beverages offered in high schools must be water and low or no-calorie options</li> </ul>	
Bottled water	<ul style="list-style-type: none"> <li>no restriction on container size</li> </ul>
No-calorie and low-calorie beverages	<ul style="list-style-type: none"> <li>no restriction on container size</li> <li>no-calorie and low-calorie beverages with up to 10 calories / 250ml</li> </ul>
100% juice	<ul style="list-style-type: none"> <li>maximum 355ml container size</li> <li>100% juice with no added sweeteners and up to 130 calories / 250ml</li> </ul>
Milk	<ul style="list-style-type: none"> <li>maximum 355ml container size</li> <li>low-fat and non-fat regular and flavoured milk* with up to 160 calories / 250ml</li> </ul>
All other beverages	<ul style="list-style-type: none"> <li>maximum 355ml container size</li> <li>up to maximum of 70 calories / 250ml</li> </ul>

These guidelines are suggested effective immediately for all new and renewing school contracts.

The Canadian Beverage Association's goal is for members to voluntarily implement the parameters of these guidelines by the 2009/2010 school year.

These guidelines apply to all beverages sold on school grounds during the regular and extended school day. The extended school day includes activities such as clubs, yearbook, band and choir practice, student government, drama, and childcare / latchkey programs.

This beverage policy does not apply to school-related events where parents and other adults constitute a significant portion of the attendees. Such events include interscholastic sporting events, school plays, band concerts, and where beverages are being sold as a part of fund-raising activities.

\* Milk includes nutritionally equivalent milk alternatives, such as soy milk beverages.

\*\* As a practical matter, if middle school and high school students have shared access to areas on a common campus or in common buildings, then the school community has the option to adopt the high school standard.

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