



EUROPEAN INITIATIVES TO ENCOURAGE A WIDER CHOICE OF PRODUCTS IN VENDING MACHINES

A summary of legislation, requirements & guidance in the European Union Member States promoting 'healthier vending', & highlighting of best practices for vending machine operators.

Contents

Chapter	Page
1. Introduction, objectives and scope	3
2. The Vending industry in Europe	5
• Key market figures	5
• Vending Operators	5
• Main types of machines	6
• Terminology	8
3. Consumer Behaviour Report 2015	9
4. Individual Country Profiles	10
• European Union Member States	
- Austria	10
- Belgium	11
- Bulgaria	13
- Croatia	13
- Cyprus	13
- Czech Republic	14
- Denmark	16
- Estonia	16
- Finland	16
- France	16
- Germany	17
- Greece	18
- Hungary	18
- Italy	18
- Ireland, Republic of	19
- Latvia	21
- Lithuania	21
- Luxembourg	21
- Malta	21
- Netherlands	22
- Poland	23
- Portugal	23
- Romania	24
- Slovakia	25
- Spain	26
- Slovenia	27
- Sweden	28
- United Kingdom	28
• Non European Union Member States	31
5. Conclusions	32
• Industry Initiatives	33
6. Appendix 1	36
• Referenced documents and links	36
• National Vending Associations	38

1. Introduction, objectives and scope

Vending machine operators have over a number of years been making meaningful efforts to provide a wider choice of products in their machines in order to play their part in reducing stubbornly upward trends in obesity and overweight rates in Europe.

This has often been done on a voluntary basis.

There has been, until now, a lack of detailed information across Europe into how European Union (EU) member states are viewing and tackling the vending industry - and vending operators in particular - in order to encourage an expansion and diversification of the selection of products provided in their machines. A summary with regards to specific legislation, guidelines and best practices in place for vending operators has now been made.

Objectives & Purpose

The objective of this document is to summarise any actions, programmes, initiatives and incentives by national governments in Europe to encourage vending machine operators to place more diverse products in their vending machines. By offering more diverse and nutritious items, it is recognised that a consumer is provided with a wider choice, and can provide an option whereby they can make an informed decision on which product they desire.

The document aims to provide a solid knowledge base for vending machine operators, public institutions and the European Union (EU) Platform for action on Diet, Physical Activity and Health, on the current state of play facing vending operators in each country as they seek to provide 'healthier' products in machines. This can help and shape promotion of initiatives for the future, and also aiming to identify what works for the industry (best practices), where restrictions and barriers exist in certain markets, and how vending in all European countries can contribute fully to the wider objectives of reducing current trends in obesity.

This information could assist governments and civil society into further evaluating the effectiveness of any decisions, policy or strategies, particularly in comparison with other European Union countries. This document can also inform vending operators of the areas where they need to adapt their machine offering, and may even provide the knowledge required in order to foster a faster change in the diversification of product provision and choices. The report also aims to aid understanding of the vending industry, what it is comprised of as well as some initiatives already being undertaken by vending operators.

The report not only focuses on vending machines in schools, but for all public (and publically managed) locations. Therefore, it is recognised that information may differ in scope and detail from other reports focusing on school policies, such as the 2014 Joint Research Centre Report on mapping school food policies in the EU 28 plus Norway and Switzerland.

The report is not designed as a full commentary on all aspects of national efforts in respect to unhealthier food and drink products generally, but to report on a number of key developments ascertained which do, or can, have influence over the products in vending machines.

Information research

Information was primarily sourced by research, interviews, and discussions between the European Vending Association (EVA) and its National Vending Association Members, with national, local and regional governments and institutions primarily across the EU-28. Health authorities in all 28 EU Member states were contacted either directly or via the relevant permanent representatives, in order to source any latest information or proposals in relation to the provision of products in vending machines.

As the EVA National Vending Associations represent 13 EU Members, and 2 non-EU Members, further research (including through EVA Direct Member companies) took place on the remainder of EU countries. More information on the categories of EVA Members can be found here: <http://www.vending-europe.eu/en/members>

While the report clearly focuses on EU Member States, some information is highlighted on the policy with regards to vending machines in the United States of America.

2. The Vending industry in Europe

Market size and key figures

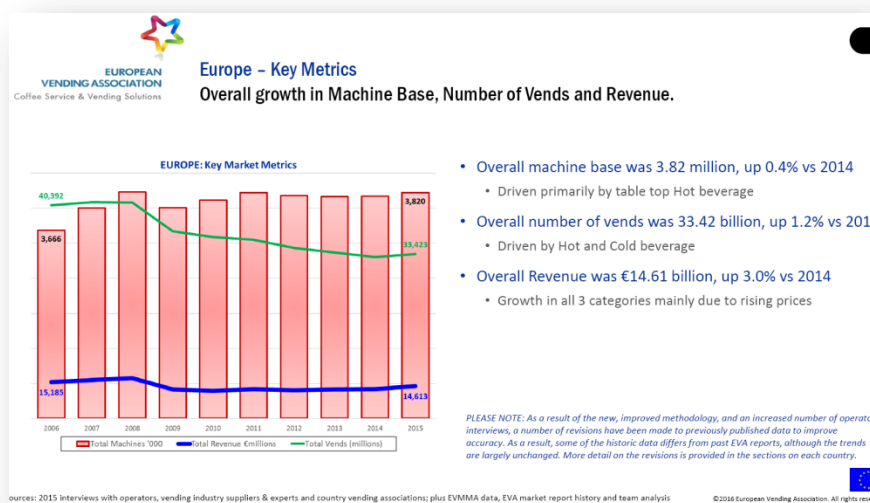
- There are approximately **3.8 million** vending machines in Europe.
- **2.36 million dispense hot drinks**, either as table-top or freestanding coffee machines.
- **80%** of machines are located in the workplace.
- Every day, over **90 million** food and drink items are dispensed from European vending machines;
- There are around **130 Europeans** on average for every vending machine, although penetration rates vary from market to market.
- Across Europe, the industry employs more than **85,000** people directly in 10,000 companies.
- The 6 biggest markets in Europe are Italy, France, United Kingdom, Germany, Spain and the Netherlands, which in total make up around 75% of the total European market.
- Total annual turnover is **€14.6 Billion**.

Vending operators

Operators manage the machines as their core business and are responsible for cleaning and filling the machines with products (be it coffee beans, drinks, snacks, cups, electronic goods etc.). It is up to the vending operators, along with the client and location requirements, to decide which products are placed in the machines.

In Europe, around 10,000 operating companies are made up of:

- 6 large multinational
- 20 large national
- 200 regional mid-size
- 9,800 regional small
- 69% of operators run less than 100 machines



<http://www.vending-europe.eu/en/consumer--market-reports/market-report/>

Main types of machines

Freestanding hot drinks machines

- 1.19 million machines



Table top hot drinks machines

- 1.17 million machines



Glass front snack machines

- 0.81 million machines



Closed Front drinks machines

- 0.65 million machines



Terminology

As shown above, vending machines come in various shapes and sizes, and can dispense a range of products, from hot drinks to snack products, from soups to electronic goods.

Often when the vending industry is mentioned, one immediately thinks of the typical glass front vending machine which can be found regularly in railway stations, airports, and other public locations. This is likely due to the fact that these types of machines are most commonly seen by the average member of the public, whereas 80% of machines are literally placed out of public view and located in the workplace.

Therefore, despite the wide variety in the industry in terms of machine type and products dispensed, 'vending machine' has sadly become synonymous with glass and closed front machines and a by-word for the provision of unhealthy products. Consequently, these vending machines are sometimes seen as an easy target of legislation or rules, and a barrier to a balanced and healthy diet.

This report will not only outline these rules and legislation in place for the vending machines and vending operators, but will also highlight best practices for the industry and outline a number of operator initiatives which can demonstrate a change of industry thinking in recent years.

Of course, resulting from the fact that the vast majority of vending machines are located in the work environment, it is recognised that only really the publically located machines which are more susceptible to influence in terms of guidelines for providing healthier products.

For the purposes of this report, any reference to 'diverse' should be understood as an offering of wider choice of products by operators, and 'more nutritious' should be read as 'less calorie dense, high sugar, high salt products.' The document will furthermore aim to outline any term used by member states or intuitions to define the products placed inside vending machines.

3. Consumer Behaviour Report 2015

In 2015, the European Vending Association commissioned a report on consumer behaviour with regards to users of vending machines, which covered 10 European Union Countries plus Russia. (Austria, France, Germany, Italy, Netherlands, Poland, Romania, Russia, Spain, Sweden, the United Kingdom).

The study allows readers to understand the behaviour of some of the core targets of vending businesses, including the consumption behaviour for both cold beverages & snack machines and hot beverage machines.

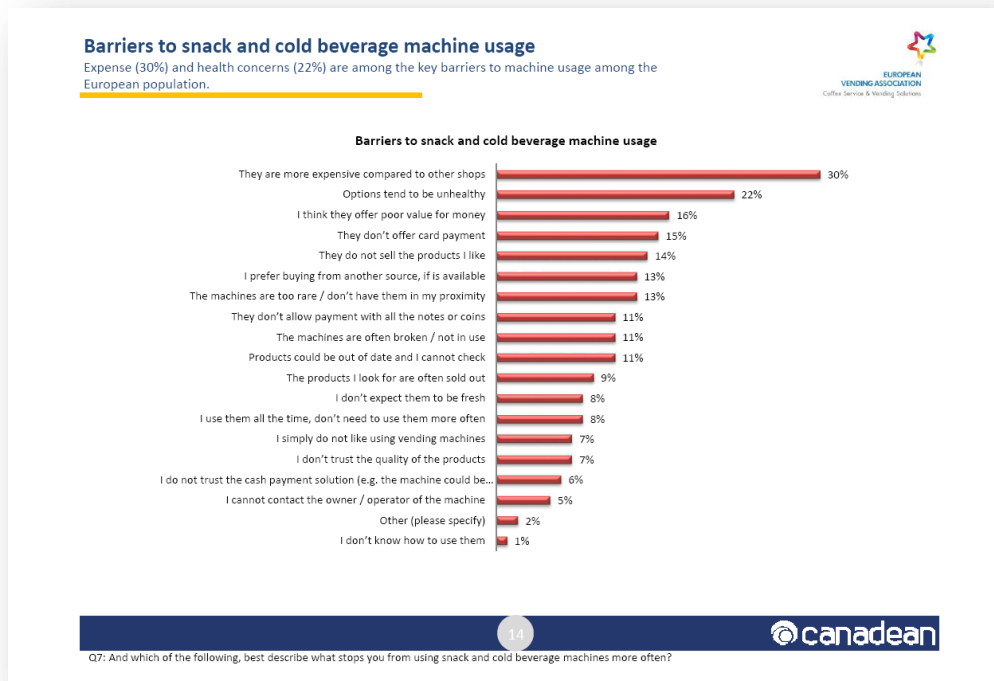
Relevant for this report, the study revealed the drivers for and barriers against using chilled vending machines, with results being clear that consumers would like to see more diverse products in glass fronted vending machines, which could help them make a better choice.

Indeed, 30% of respondents said they wished to see more variety of products in vending machines. When asked specifically what products people want to see in vending machines, top requests included:

- Low calorie food and snacks: 31% of respondents
- Fruit and vegetables: 29%
- Salads: 20%
- Organic / ecological products: 16%

22% of respondents said a barrier to why they don't use vending machines is that options tend to be 'unhealthy.'

Results from this consumer behaviour report can provide a solid knowledge base and the evidence required for vending operators to provide more choice in their machines. As such, the EVA decided to provide the report free of charge to our members, and non-member vending operators can purchase the report specific for their market for only a nominal fee.



<http://vending-europe.eu/en/consumer--market-reports/consumer-report-2015/>

4. Individual Country Profiles

European Union Member States

Austria

According to the Austrian Vending Association (OVV), there are no special rules or initiatives for operators in the Austrian market which could encourage a wider range of products in machines. Likewise, at the moment there are no legislation – either State or Federal - specifically for (or incorporating) vending machines in Austria.

OVV was in contact with the Federal State Styria to directly discuss healthier food in school buffets in 2013, and to encourage more nutritious food products for children. However, a ban on vending machines although once mentioned, was not implemented.

There is an initiative called SIPCAN (Special Institute for Preventive Cardiology and Nutrition - <http://www.sipcan.at/>) which provides recommendations on products for vending in schools. If the criteria are met a certificate can be awarded to the operator and the school, to show that the items are in line with the healthier product criteria.

Austrian vending companies are in contact with SIPCAN to collaborate and to implement the recommendations. In recent years, SIPCAN were invited to present their programme to vending companies at the General Assembly of the OVV.

SIPCAN - Details

A survey demonstrated that in 3 out of 4 schools (Secondary schools i.e. pupils above age 11-12), cold drinks vending machines contribute to offering refreshments with 70% of students using a machine at least once per week.

Goals of SIPCAN:

- To establish ideal refreshments among the total drink offer
- To reduce the average content of sugar in drinks
- To promote and to facilitate in the long-term the healthier choice

The SIPCAN Drink list

SIPCAN tested 500 different drinks in Austria from 0.2 to 0.75L, and produced a list/ranking of these which it provides online here: www.sipcan.at/online-checklisten

The requirements for the drinks to be permitted and recommended are:

- Maximum of 7.4g/100ml of sugar (incl. natural sugar) permitted
- No sweeteners

The list also informs about the amount of fruit, if the product is bio and if it contains caffeine.

SIPCAN found however that only half of the drinks tested comply with the recommendations of the SIPCAN drinking list, i.e. max 7.4g of sugar per 100ml and no sweeteners.

According to SIPCAN, once healthier options in a cold drinks vending machine are offered, consumers are more flexible and are ready to take another drink when the usual/favourite one is not available. If the options are presented in an attractive way, then it is made easy for the consumer to choose a healthier option. According to SIPCAN, this applies not only to schools, but also to adults in companies.

Minimum criteria for vending machines:

- Water and fruit juices mixed with water should represent at least 20% of the offer
 - For Can & Bottle machines: minimum of 2 out of 10 selection buttons
 - For glass front machines: minimum of 8 out of 40 rows
- Min. 80% of the total offer (incl. juices mixed with water, water, & snacks) need to comply with the SIPCAN-criteria., i.e. :
 - 8 out of 10 selection buttons for can & bottle machines; and
 - 32 rows out of 40 for glass front machines
- Only 20% of the offer cannot be compliant with the criteria, but SIPCAN recommends to avoid this choice
- For pupils below 10, no drinks with tea and caffeine can be offered, and for pupils below 15, no energy drinks permitted
- Vending machines cannot be branded by products which do not comply with the SIPCAN criteria. Branding of the company, pictures of fruits, water and sport activities can however be shown.

SIPCAN checks/inspects the machine, makes regular controls and makes available certified stickers which can be placed on the machines.

Results

Since the introduction of this drinks list in 2010, the average amount of sugar in drinks provided in schools has decreased: in 2015, 5.5% less sugar on average than in 2010.

In Austria, 120 schools currently have cold drinks vending machines that offer drinks according to the SIPCAN criteria and have contributed that students get used to drinks with less sugar content.

SIPCAN guidance is available in Appendix 1.

Belgium

In Belgium, there is currently no federal legislation, rules or guidelines promoting healthier products in vending machines.

The regions of Flanders and Wallonia set their own policies in terms of vending machines in schools.

Vending machines in Flemish primary and secondary schools

In late 2016, Flemish Minister for Education Hilde Crevits and Flemish Minister for Welfare Jo Vandeurzen signed a declaration of commitment with several partners from the food industry and education partners committing to a more balanced and healthier beverage and snack policy in the Flemish schools. The declaration was signed by the Belgian Vending Association (GDA).

The declaration aims at a balanced and varied range of drinks and snacks in schools by the 2020-2021 school year to make it easier for young people to choose products that fit into a healthy and balanced lifestyle, and impacts products placed inside vending machines.

All offered products are to be divided into four different categories:

1. Products from the *encouragement* policy – these should be widely available (e.g. water, milk, fresh fruit).
2. Products from the policy of *tolerance*. These should be limited. The schools can determine the availability and accessibility of products (juice, yogurt with fruit).

3. Products to be *banned by the cut-off date*. These should be currently limited and schools are encouraged to reduce supply ahead of the 2020-2021 school year when they will be banned. These products include sugared soft drinks, sausage rolls etc.
4. Products from the *prohibition* policy: these are not to be offered in schools e.g. energy drinks, alcohol.

For beverages for 2017-2018, the aim is that all products from category 3 are removed in 75% of primary schools and 60% of secondary schools. For snacks for 2017-2018 the aim is that all products from the category 3 are removed from in 75% of all schools ahead of a complete ban for drinks and snacks by the 2020-2021 school year.

The Minister has published further detailed information on the types of products which fall under each category, which can be viewed more in detail in Appendix 1.

In detail: Categories for Vending Machines products

Bijlage 1

Kieskeurig: aanbod dranken en tussendoortjes

Aanbevelingen dranken BaO

Dranken	Aanbod op school	Beleid
Water (plat en bruisend) Witte melk Calciumverrijkte sojadrink natuur Verse groentesoep	Basis (ruim beschikbaar)	Voor deze dranken wordt een aanmoedigingsbeleid gevoerd. Deze dranken zijn bij voorkeur dagelijks en via verschillende kanalen beschikbaar op school.
Gezoete melkdranken en calciumverrijkte sojadranken (met fruit, vanille of chocolade) Thee, koffie (zonder toevoeging van suikers) Fruitsap (Sinds 2011 is wettelijk vastgelegd dat fruitsap geen toegevoegde suikers mag bevatten), groentesap Gearomatiseerde waters (zonder toegevoegde suikers en/of zoetstoffen) Dranken op basis van granen, noten en zaden (zonder en met toegevoegde suikers) – geen volwaardig alternatief voor melk en calciumverrijkte sojaproducten	Bij voorkeur niet (in afbouw)	Voor deze dranken wordt een uitdoof-/ontmoedigingsbeleid gevoerd. Deze dranken biedt de basisschool bij voorkeur niet aan. Biedt de school deze momenteel nog aan, dan wordt dit aanbod afgebouwd.
Frisdranken (met toegevoegde suikers) Light frisdranken (met zoetstoffen) Fruitedranken en nectars (met toegevoegde suikers) Sportdranken Energiedranken (met cafeïne en/of taurine) Alcoholische dranken (bijv. tafelbier)	Nooit	Voor deze dranken wordt een verbodsbeleid gevoerd. Deze dranken horen niet thuis in de basisschool.

Recommendations on products in Flemish schools

In Flanders, the Flemish Education Minister had in previous years also set a target to have reduced consumption of 'unhealthy' products in schools. This includes the full range of food and drinks in the school, not just vending machines, which are not planned to be banned. The VLOR (Flemish Education Council) has furthermore set out their opposition to a ban of vending machines, rather focusing on the machine products: <http://www.vlor.be/sites/www.vlor.be/files/rso-rso-adv-1516-001.pdf>

Brussels and Wallonia

In late 2004, it was announced that soda and sweet vending machines were banned in pre-school or primary schools in Brussels and Wallonia as of the start of 2005.

It is understood however that the situation is not strictly enforced after representations from numerous schools who felt that the ban is arbitrary and who rely on vending machines for supplementary income. Therefore it seems to be the decision of individual primary or pre-primary schools as to their individual policy.

In September 2018 each school will be obliged to have a plan to promote health and healthy food products.

Federal

The Federal Government has indicated that a federal-wide measure banning soda and sweet vending machines from schools is not favoured, but rather a wider approach encouraging healthier products which could lead to a reduction and eventual disappearance of soda vending machines. According to the Government, banning will not have the desired effect.

Tender requirements examples

Société des transports intercommunaux de Bruxelles (STIB)/ Maatschappij voor Intercommunaal Vervoer te Brussel (MIVB)

In 2016, the public metro network operator in Brussels, STIB/MIVB, rolled out new vending machines in their stations.

As part of this new contact:

- Healthier and Fairtrade options are now required to be placed in machines.
- The vending operator can decide the qualities to be placed in the machine depending on profitability.
- However, if operator removed all Fairtrade or healthier options this would constitute a contractual amendment and would consequently need discussed with STIB.
- Healthier options mean lower sugar and fat options, and a balance of traditional sodas as well as water is required.
- Initially, up to around 80% of machine content can be deemed 'classic' vending products, with at least 20% being healthier.

Charleroi - Towards healthier vending machines

In Charleroi, product quality and composition requirements have been included in the tender call specifications for the schools and all municipal public buildings,

Operators must limit the number of sodas and include flavoured waters, introduce whole grain cereal biscuits as well as dried and nut fruits, and reduce the sugar content in the proposed choices.

Bulgaria

The reduction of salt, fat and sugar content in food served in all canteens in schools, kindergartens and childcare centres became law in 2009. In addition, there are restrictions in place for certain unhealthful foods and drinks in vending machines. Detailed Information could unfortunately not be sourced on the specifics of the banned food and drinks in Bulgaria.

Croatia

Information could not be sourced on specific policies relating to vending in Croatia.

Cyprus

Information could not be sourced on specific policies relating to vending in Cyprus.

Czech Republic

In 2016, the Czech Republic has passed law number 282/2016 which sets requirements for foods for which advertising is permitted and which can be offered for sale and sold in schools and school facilities.

The reason for this implementing decree on requirements for foods in schools and educational establishments is the need to curtail the unhealthy environment that causes obesity. The decree outlines that only foods whose nutritional composition complies with the principles of healthy nutrition will be authorised for sale. These are foods that do not contain caffeine or trans-fatty acids from partially hydrogenated fats, and are not energy drinks or stimulating beverages.

In schools and educational establishments, it is possible to sell fruit, vegetables, and fruit and vegetable juice without added sugar. Products which do not breach the limit for salt, sugar or fat can also be sold. This means that effectively the law bans soft drinks & other sugary drinks, candy bars and high-sugar sweets, sandwiches with high-fat mayo, dressings/ketchup, unhealthy sausages, & French fries.

This implementing decree does not apply to food served in school cafeterias, which is regulated by different legislation.

Details & Extract of Law 282/2016

Food requirements

1. In schools and educational establishments, foods may be offered for sale or sold or advertising may be situated that are stipulated in the Annex to this decree and that meet the following requirements:

- a) they do not contain sweeteners, except for sugarless gum, or caffeine, except for tea and non-alcoholic beverages with tea extract;
- b) they do not contain trans-fatty acids from partially-hydrogenated oils; or
- c) they are not energy or stimulant beverages or food intended for athletes or for individuals performing increased physical activity.

2. In schools and educational establishments, the following can be offered for sale, sold, or advertised:

- a) unprocessed fruit and unprocessed vegetables, defined as fruit and vegetables that have not been subjected to any processing resulting in a substantial change to their original condition; such processing does not include washing, peeling, trimming, splitting, cutting, blanching, grinding, crushing, or packaging; or
- b) fruit and vegetable juices and nectars with no added sugar, which is defined as all monosaccharides and disaccharides with an energy value greater than 3.5 kcal/g from sources other than fruit and vegetables, and dairy products in the case of lactose; added sugar is also defined as sugars contained in foods, especially honey, malt, molasses, all syrups, or doubly or more concentrated fruit or vegetable juices, if used for their sweetening properties.

Requirements for foods for which advertising is permitted and which can be offered for sale and sold in schools and educational establishments

Food category		Maximum permissible value (g/100 g or g/100 ml)		
		salt (NaCl)	fats	Sugars
oils and fats		0.5	30	
processed fruit and vegetables assuming at least 50 g fruit and/or vegetables per 100 g or 100 ml of finished product		0.5		1.0 added sugar
dry shell fruit and oily seeds or legumes and products thereof, assuming at least 50 g dry shell fruit and/or oily seeds or legumes per 100 g of finished product		no added salt		no added sugar
non-fried and non-grilled meat products or egg products assuming a minimum content of 10 % pure muscle protein in a finished meat product or 50 g egg per 100 g of finished product from eggs		1.5	15.0	3.0 added sugar
products made from fishery and aquaculture products assuming a minimum content of 50 g meat per 100 g of finished product		1.5	30.0	
milk products	milk products including milk, yoghurt, or fermented beverages except for cheese, quark, and quark products, assuming a minimum content of 50 g milk ingredients per 100 g of finished product	0.5	5.0	11.0
	quark and quark products assuming a minimum content of 50 g quark per 100 g of finished product	0.5	5.0	11.0
	cheeses	2.0	30.0	
milled cereal products, bakery products	bread	1.8	5.0	5.0
	regular baked goods	1.5	5.0	8.0
	pastries	1.3	10.0	15.0
	packaged baked goods with a fibre content of at least 6 g per 100 g of finished product	1.0	5.0	10.0 added sugar
	cereals for direct consumption or cereal mixtures, assuming a minimum content of 50 g whole-grain cereals per 100 g of final product, with a fibre content of at least 6 g per 100 g of finished product	1.0	5.0	10.0 added sugar
sandwich-type bakery products without mayonnaise, dressings, mustard, or ketchup	sandwich-type bakery products with a minimum content of a combination of two of the following as 20 % of the weight of the finished product: <ul style="list-style-type: none"> • fruit, vegetables and/or dry shell fruit or oily seeds; • cereals or legumes; • meat products; • products made from fishery and aquaculture products; • milk products. 	1.0	20.0	10.0
non-alcoholic beverages				4.0
other foods		1.0	5.0	10.0 added sugar

Denmark

The Ministry of Environment and Food in Denmark have explained that they do not have initiatives and incentives to promote a healthier choice for the vending industry, and furthermore, they don't have a dedicated strategy specifically for vending machines.

Despite this, health promotion is a major topic for the Ministry and they place great emphasis on having no marketing targeting children for example in the school environment.

Estonia

There are no public initiatives in Estonia to encourage vending operators to place healthier products in their machines.

The National Institute of Health Development has however published "Healthy nutrition in the workplace" guidance, which outlines recommendations for employers to help make the product choice and offering in vending machines healthier. This includes for example, asking vending machine operators to stock the machine with healthier products, including items such as yogurts, cereal bars, and dried fruits. If this not possible, the advice is to reconsider whether there is an actual need for a vending machine.

At the moment there aren't limitations, bans or restrictions in place for vending in any environment.

Estonia is currently in the process of developing a Green Paper on Nutrition and Physical Activity which aims to set goals on reducing health problems arising from dietary choices. Healthier choices in vending machines are briefly covered in the Chapter "Promotion of Balanced Nutrition and Physical Activity in Workplace and Other Institutions". This document is expected to be published by Q2 2017.

Finland

Information could not be sourced on specific policies relating to vending in Finland.

France

In France, Law 2004-806 of August 2004 in respect to public health policy bans food and drink vending machines from school premises. Specifically, Article 30 of the law states, "Automatic vending machines for beverages and food products that are chargeable and accessible to pupils are prohibited in schools as from 1 September 2005."

However, Article 30 also consequently prevents the sale of fruit (or vegetables) from vending machines in school premises, despite – it is understood - efforts to clarify this or even to make an exemption for fruit.

There are no public initiatives in the French market which would encourage operators to place healthier products in their machines, without banning the machines. Promotion of healthier vending products is actively encouraged via the "feelGood" label, organised by the French Vending Association (NAVSA) since 2012. The "feelGood" label has currently been awarded to 52 vending operators of varying sizes and a total of 1,500 labelled vending machines are today placed in the market.

The Feel Good label came about as a result of collaboration between NAVSA and a local nutritionist, and allows operators to qualify for the label if 4 families of certain products are placed in the machines:

- Cereal products
- Fruits and vegetables
- Non-alcoholic drinks
- Milk products

This voluntary initiative can help companies and organisations drawing up tendering requirements, who wish to have vending machines with a range of 'healthier' products, but are unsure of what demands in particular to ask for. Furthermore client and customer recognition is growing as the number of labelled machines has increased and become more common.

More Information can be found on the NAVSA website (in French): <http://www.navsa.fr/Default.aspx?lid=1&rid=124&rvid=322>

feelGood
DE LA VARIÉTÉ DANS VOTRE DISTRIBUTEUR

- > DO YOU FEELGOOD ?
- > LE MENU FEELGOOD
- > LE B.A.BA DE LA DA
- > LES ENTREPRISES ENGAGÉES
- > LES PARTENAIRES DU PROGRAMME

Parce que les modes de vie changent et que votre consommation se fait de plus en plus nomade, le label « feelGood. De la variété dans votre distributeur® » vous aide à diversifier votre choix au distributeur.

Désormais, vous pourrez allier le plaisir de manger à la variété nutritionnelle avec 4 familles d'aliments : **fruits et légumes, boissons rafraîchissantes sans alcool, produits céréaliers ou produits laitiers.**

Feelgood vending machine label in France

Germany

The Federal Ministry of Food and Agriculture in Germany has indicated that there is no specific federal legislation with respect to vending machines, being it restrictions, bans, or encouragement schemes for providing a wider choice of healthier products. Policy towards products in vending machines apparently does not fall within the remit of the Federal Ministry of Health.

With regards to schools, it is the responsibility of each school or indeed the local municipality to decide themselves which vending machines and with which content are permitted in these environments. In general terms, permissions to place vending machines are granted by local authorities.

Greece

Information could not be sourced on specific policies relating to vending in Greece.

Hungary

In schools in Hungary, caffeine-containing drinks and carbonated drinks for students under 18 years old from vending machines are banned. A series of laws restrict other food products in schools as part of the wider provision of public catering in schools, with vending machines falling within the scope.

Italy

According to the Italian Vending Association (CONFIDA), there are no public initiatives or schemes to encourage operators to place healthier or a wider choice of products in their machines.

CONFIDA signed last year during EXPO2015 in Milan, along with other food industry associations, a plan by the Health Ministry to have a progressive reduction of salt and sugar in snacks and soft drinks.

Vending machines in schools policy

While vending machines are currently permitted in Italian schools, this policy is actively being placed under scrutiny. There are a number of local and regional legislative initiatives proposed, which aim at banning or avoiding certain products in schools. For example, certain regions such as Liguria are strongly considering banning machines from all public institutions such as hospitals, offices and schools, or at the very least obliging sweets and snacks to be replaced by “noble food” in order to encourage healthier eating habits.

On the other hand, one example of positive engagement is an Italian high school in Novara, which has worked hard to ‘make vending a part of an integrated nutrition education project.’ The idea is to transform the vending machine into a resource that, because of the products it offers, actively promotes healthy eating. In these vending machines, only those products that emerge after a rigorous selection process – in terms of their fat and calorie content, as well as their ingredients, organic raw materials and their potential impact on health – are permitted.

Initiatives and Potential of vending machines

The *Fondazione del gruppo ospedaliero San Donato* (the San Donato Hospital Foundation Group) as part of the EAT project (*Educazione Alimentare per Tutti* or ‘Nutritional Education For Everyone’) identified vending machines as ‘a means and an example to be sought out, where health references can be found and learned’. In a group consisting of 18 hospitals, vending machines have been introduced that dispense fresh and dried apples, fruit and vegetables, snacks and light sandwiches, yogurt based drinks and pure fruit juices with no added sugar.

In the Italian Parliament, a law presented called “*La Dieta Mediterranea come Filosofia di Vita*” (The Mediterranean Diet as a Way of Life), which aims to ban ‘industrial’ products in favour of local ones within schools, hospitals, retirement homes and public places. The group that presented the proposal, *Fare Ambiente* (an Italian environmental agency), stated that vending machines were “the ideal means to promote products that could be identified as being part of the Mediterranean Diet Catalogue.”

Republic of Ireland

The Republic of Ireland is within the scope of the Automatic Vending Association (AVA), which also represents the United Kingdom, and consequently the AVA Healthier Vending Guidance - covered under the UK Chapter in this document - has also been provided to Irish vending operator members.

While no public schemes or incentives in Ireland could be sourced where the public institutions actively encourage and promote healthier vending, restrictions on vended products on the other hand are made within the Health Service.

Health Service Executive (HSE)

The Health Service Executive (HSE) has issued guidelines for a dedicated 'Healthier Vending Policy' in order to promote healthy vending food and drink options to the public and HSE staff using their facilities by:

- Providing greater availability of healthy food and beverage options at HSE premises;
- Ensuring that the organisation reflects best practice in relation to healthier eating options;
- Using vending as a forum to promote and provide health education.

The policy applies to all cold soft drinks, confectionery and snack vending machines on HSE premises. The aim is to ensure that vending machines carry a greater provision of food and drink products which are clearly labelled 'Better Choice' and 'Other choice' (i.e. more traditional vended products) in order to make the healthy choice the easier choice in all HSE facilities.

The two classifications of product items are found below:

	Better Choice Item	Other Choice Item
Energy	≥ 150 kcals per packet	≥ 250 kcals per packet
Total Fat	≥ 20g/100g	Not restricted
Saturated Fat	≥ 5g/100g	Not restricted
Sugar	≥ 15g/100g	Not restricted
Salt/Sodium	≥ 1.5g/0.6g/100g	Not restricted

As of February 2016 milk and water are the only drinks that can be included in the 'Better Choice' items.

In terms of minimum vending machine composition, the ratio of 'Better Choice' and 'Other Choice' is 60:40, but can be revised upwards at the discretion of local management. For example a requirement of 100% 'Better Choice' items could be made in paediatric hospitals.

Product examples:

'Better Choice' item

Meets 'Better Choice' criteria in green

Hayes Farms Strawberry Low Fat Yogurt	Per 100g	Per 125g pot
Energy	57.4 kcals	71.75 kcals
Total Fat	1.5g	4.3g
Saturated Fat	0.91g	1.14g
Sugar	6.9g	8.63g
Salt/Sodium	0.061g	0.2g

'Other Choice' item

Meets 'Other Choice' item criteria in yellow

Coca Cola	Per 100 ml	Per 330 ml can
Energy	42 kcals	138.6 kcals
Total Fat	0	0
Saturated Fat	0	0
Sugar	10.6g	35g
Salt/Sodium	n/a	n/a

Item does not meet either criterion

Highlighted in red, and therefore cannot be sold in vending machines in HSE premises

Rumblers Oat Clusters & Natural Low Fat Yogurt – Scrummy Strawberries	Per 100g	Per 170g pot
Energy	163 kcals	275 kcals
Total Fat	5.4g	9.2g
Saturated Fat	1.2g	2.1g
Sugar	11.2g	18.9g
Salt/Sodium	Trace	0.1g

Further significant aspects of the policy

Regarding advertising, advertising of the healthier 'Better Choice' products is permitted and may produce additional revenue for the HSE. Explanation of the 'Better Choice' and 'Other Choice' should be displayed on the machine.

To encourage the purchase of healthier options, all vending machines must also display the following promotion information in lime green bubbles:

1. Want a healthy snack? Choose the green option
2. Save your smile, drink water
3. Keep your snack to 150 calories

In terms of product placement, 'Better Choice' products should be placed in prime slots and at eye level to encourage their selection. All vended products should furthermore display the amount of calories alongside the price, to help customers make an informed choice.

The policy was approved in 2014, has had a peer review and a key stakeholder sign off, and the HSE vending policy is due for review during the course of 2017. The HSE Vending Policy can be consulted in full in Appendix 1.

Latvia

Information could not be sourced on specific policies relating to vending in Latvia.

Lithuania

While detailed information could not be sourced on specific policies relating to vending in Lithuania, generally it is understood that since 2010, unhealthy foods are restricted in school Catering which includes vending machines. Prohibited food/food groups include: potato, corn or other chips, candies, chocolate, confectionery, cream, savoury pastry (with more sodium than 0.4 g per 100 g) and chewing gum, soft drinks, energy drinks, beverages and food products made from coffee & coffee substitutes.

Luxembourg

Information could not be sourced on specific policies relating to vending in Luxembourg.

Malta

In Malta Vending machines are completely banned in state primary schools, whereas in non-state primary and all secondary schools only food/drink products that are part of the permitted list on the school food/beverage standards are allowed to be placed in machines.

Work is also currently in progress to promote healthier food and drink product availability in vending machines within the two major state hospitals in Malta (the Mater Dei Hospital and Sir Anthony Mamo Oncology Centre, tal-Qroqq).

Generally, as part of the Maltese food and nutrition policy/action plan, Malta aims to promote the availability of healthier food/beverage products to its citizens, particularly within state hospitals, government institutions and workplaces.

The Maltese National strategy

The National Strategy “A Healthy Weight for Life 2012-2020” highlights that Introducing incentives or subsidies to promote greater consumption of healthier food choices offers an alternative to taxes on foods of limited nutritional value. According to this document experiments have shown that targeted price changes have raised purchases of healthier snacks from vending machines. Another experiment used a colour-coded label of red (least healthy), yellow, or green (most healthy) based on fat and calorie content and added a small “tax” (around 8% of the product’s value) on each red item. After one year, this led to a 5% decline in sales of least healthy items, a 16% rise in the sale of healthiest items. Overall sales increased as well.

It will be interesting to see how the results of these experiments impact on the overall Maltese strategy in promoting healthier items from vending machines in the next years.

Food and Nutrition Policy and Action Plan for Malta 2015 – 2020

This food and nutrition action plan identifies that a way to reduce consumption of high fat, sugar items in schools is to provide adequate training for vending-machine operators on how to provide better food products in line with dietary guidelines as recommended by Maltese Health Authorities.

Both the national strategy and the action plan can be accessed in full in Appendix 1.

Netherlands

As part of the healthy lifestyle policy for young people, the Dutch government promotes healthy canteens (including vending machines) as much as possible, and aims for all school canteens in the Netherlands to be healthy school canteens.

The Ministry of Public Health, Welfare & Sport has charged the Netherlands Nutrition Centre with assisting schools in making their canteens healthier. The schools themselves however, are responsible for adjusting their range of food offerings, and therefore each school has to set its own policy when it comes to vending machines.

What are the Guidelines for Healthier Canteens?

The guidelines are based on the nudging principle, whereby even though unhealthy choices are still available, people are nudged to make healthier choices through various aspects of how foods are presented and which can affect food choices, such as increasing the proportion of healthy choices.

Healthier canteens are defined in three levels: bronze, silver and gold. These have an increasingly healthier supply and appearance of better choice products. However, to qualify for any level, canteens must all apply these basic rules:

- For each product a better choice option is also offered;
- Better options have a prominent place;
- Drinking water is encouraged.

The offering in vending machines for 'better choice' versus other products should be displayed according to the ratio of 60/40 or 80/20 to qualify for silver and gold levels respectively. The guidelines also highlight that according to some research, both at work and in the school environment, the increase in the range of low calorie snacks and beverages actually led to rising sales in vending machines, in comparison to places where these are not offered.

What is the better choice?

To provide guidelines for the better choice, the Dutch Nutrition Centre assesses foods on their nutritional value according to the '*Richtlijnen Voedselkeuze*' (<http://www.voedingscentrum.nl/professionals/productaanbod-en-levensmiddelendatabank/horeca-catering-en-kantines.aspx>).

According to this, there are 'basic food' and 'extras.' Basic foods supply the required nutrients e.g. fruit, vegetables and bread etc. Extras such as chocolate, cake, ice cream and sweets, are recognised as containing few nutrients and more calories. Within both basic foods and extras, some product composition is better than others so they are further divided. For example, preferential products contain more fibre, fewer calories or less saturated fat and such products are within the Guidelines Healthier Canteens as a 'better choice.' For example, whole wheat bread instead of white bread, skimmed milk instead of whole milk.

While the guidelines outlined above are particularly aimed at schools, healthy canteens and vending machines are also encouraged in sport clubs, workplaces, hospitals and all other public locations generally.

The Healthy School Canteen's Guidelines developed by the Nutrition Centre are referenced in Appendix 1.

Poland

In Poland, there are no specific initiatives or schemes just targeting an increase of healthier products for vending machines. However the Institute of Food and Nutrition (*Institut Żywności i Żywienia*) which is responsible for food initiatives, has organised several programmes designed at promoting healthy food for all consumers and markets.

With regards to schools, the Ministry for Health has set a number of limitations for products are allowed to be sold on school premises, with the following being permitted:

- bakery products, except bread made from dough deep-frozen;
- baked sweet and pastries, with the exception of bread made from dough deep-frozen;
- sandwiches and salads;
- milk;
- drinks replacing milk, such as drink: soy, rice, oat, corn, buckwheat, peanut, millet,
- coconut or almond;
- dairy products such as yogurt, kefir, buttermilk, sour milk, acidophilus milk, flavoured milk, whey, cheese;
- cottage cheese, cream cheese or dairy products replacing products based on soy, rice, oats, nuts or almonds;
- cereal products cereals and other grain products;
- Dried fruit and vegetables, nuts and seeds without added sugars, sweeteners; and without added salt;
- puree, mousses, fruit, vegetables, and fruit and vegetables without added sugars and salt;
- fruit cocktail, vegetable, and fruit and vegetable milk-based drinks milk substitutes;
- natural mineral water or low Medium-carbonized, spring water and table water;
- Beverages prepared on the spot, which do not contain more than 10 g of sugar in 250 ml of final product;
- drinks without added sugars and sweeteners;
- sugarless chewing gums;
- bittersweet chocolate containing a minimum of 70% cocoa solids.

Portugal

In 2016 Portugal introduced a new regulation – Minister Executive Order 7516-A/2016 - that regulates what specifically can be sold at the vending machines in the institutions of the national health system.

The law outlines that the sale of the following products from vending machines in the Health system environment is not permitted:

- Salted – e.g. patties, croquettes, pies, codfish or savoury puff pastry.
- Pastries – e.g. cakes or pastries with puff pastry and / or cream and / or topping.
- Bread with sweet stuffing, cakes with sweet stuffing or croissant with sweet filling.
- Meats - e.g. sandwiches or other products containing chorizo, sausage, sauerkraut or ham.
- Sandwiches or other products containing ketchup, mayonnaise or mustard.

- Wafers and biscuits containing, for each 100 g, a sugar content exceeding 20 g, e.g. Belgian type biscuits, butter biscuits, chocolate chip cookies, chocolate wafers, Wafers stuffed with cream, wafers with topping.
- Soft drinks – e.g. cola drinks, tea extract, flavoured waters, soft drinks or energy drinks.
- Sweets - e.g. sweets, caramels, lollipops or gums.
- Snacks – e.g. strips of corn, chips, appetizers and sweet or salty popcorn.
- Desserts - e.g. chocolate mousse, milk-cream or sweet rice.
- Quick meals – e.g. hamburgers, hot dogs or pizza.
- Chocolates in packs of more than 50 g.
- Alcoholic drinks.

With regards to hot drinks machines, the maximum level of sugar permitted in a beverage is 5g.

The contract with the vending machine operator must include the mandatory provision of water bottles (i.e. natural mineral water and spring water) and must preferably provide the following foods:

- Low-fat / lean plain milk;
- Low-fat yogurts, preferably no added sugar;
- Fruit juices;
- Low-fat bread;
- Low-fat ham;
- Tuna or other canned fish;
- Fresh fruit.

This law came into force in September 2016, and is referenced in Appendix 1.

Romania

The following legislation covers the provision of food and drinks in schools in Romania impact on vending operators.

Law no. 123/2008 provides that the Ministry of Health is required to identify the foods which are recommended not to be present in preschools and schools, and permits a list of banned foods for schools, nurseries, homes for students and other students areas (e.g. camps, canteens) to be created.

Order no. 1563/2008 - the Ministry of Health has consequently established a list of products prohibited from being commercialised in schools, nurseries and other areas. The products banned are as below:

- Foods containing sugar over sugar 15g / 100g of product except fruits and vegetables;
- Foods containing fat of over 20g / 100g of the product of which cumulative: saturated fat over 5g /100g of product, fatty acids over 1g / 100g of product;
- Foods with salt content of more than 1.5 g salt / 100 g of product and 0.6 g sodium / 100 g of product;
- Soft drinks except for bottled still drinking water or bottled mineral water;
- Foods with caloric content of over 300 kcal per unit of sale;
- Unpackaged food except bananas and oranges;

- Unlabelled foods.

In terms of snacks and soft drinks, the situation is clear and as outlined above i.e. only bottled or still water can be provided, and all food products must meet the above criteria.

However, in regards to coffee and hot drinks, the situation less clear as it is not specified and doesn't appear to be naturally included, or excluded, in the criteria.

According to Romanian Vending Operators, there is a confusion at local authorities, which extend the refreshment/drinks criteria towards *all* drinks served from vending machines, including the hot drinks. Romanian operators believe that this reading of the law is not correct. The spirit of the law was to prohibit the selling of carbonated drinks and energizers, not ban hot drinks, and to promote water in order to create a habit for children to consume pure water.

Further leading to this confusion is the criteria in another governmental programme, "Milk and corn" where it is shown that certain drinks such as milk are not included in the ban of refreshments/drinks other than water.

Although not prohibited by law, Romanian vending operators do not offer coffee in primary school environments. Tea however, can be provided for elementary school children, and hot drinks machines can furthermore supply soup.

According to the Romanian Vending Association (PRIV), there are certain aspects that are not very clear in the Law and it is now the vending operators view that as long as (hot) drinks respect the limits for sugar, fats and calories, not only water can be provided in vending machines in Romanian schools. PRIV is drawing up an action plan in order to meet with the Ministry of Health and clarify these aspects.

Therefore, it is understood that there are no vending machines exclusively for water in Romanian schools as a consequence of limited sales volumes and to low margins in exclusively selling water, which can further impact on the budget of the school normally supplemented by a vending machine contract.

Law 123/2008 and Order 1563/2008 can be accessed from Appendix 1.

Slovakia

In Slovakia the content of vending machines operated in nursery/pre-schools and schools is outlined by the decree of the Ministry of Health of the Slovak Republic No. 527/2007. This decree states that the operator of the school where vending machines are placed is obliged to ensure that the content is nutritionally valuable and without alcoholic drinks, drinks containing caffeine and quinine and tobacco products. This law can be accessed from Appendix 1.

A draft amendment of the decree No. 527/2007 has been prepared, which plans to extend the ban on sale of the following products to ensure the following product groups are prohibited:

- Non-alcoholic drinks with added sugar, artificial sweetener, caffeine, taurine, quinine or preservation agents,
- alcoholic drinks,
- tobacco products,
- nutrition supplements.

In terms of overall proportion of the content, the following products can make up a maximum of 10%:

- confectionary products;
- pastries;
- ice-cream;
- cocoa products cocoa and chocolate,
- fast food e.g. hot dogs, bread in egg, scrambled eggs, processed meat and smoked products, products containing mayonnaise and fried meals, paste, hamburgers,
- salty and salted products which are chips, salty rods, salty nuts and nibbles,

Spain

Agreement of Spanish Autonomous Authorities

In July 2010, the Interregional Council of the National Health System agreed a series of conditions on food and distribution of products in schools. These recommendations were agreed by all the Health Departments of the Spanish autonomous communities along with the Spanish Agency for Food Safety.

With regards to vending machines, it was agreed that the food supplied in vending machines, canteens, kiosks or similar premises located inside educational establishments must be consistent with nutritional recommendations for the school-age population. In particular, vending machines cannot sell foods and beverages with high fat, salt or sugar content and with poor nutritional value, as well as avoiding advertising of this type of food in the least appropriate places. It is recommended that food products should not:

- exceed 200 kcal;
- exceed 10% of saturated fats;
- contain more than 30% of sugars, sweeteners and other stimulants;
- contain more than 0,5% salt.

National Food Safety and Nutrition Act 2011

In July 2011, the National Food Safety and Nutrition Act was approved which prohibits sweets, salty snacks, industrial bakery and refreshments in cafeterias and vending machines in schools and educational establishments. While the law is not currently in force, it is expected that an implementing act will follow the criteria and recommendations made as above.

In addition, a draft law on the promotion of 'a healthy life and balanced food' was proposed in 2016 in the region of Andalusia. The law foresees limitations and restrictions on foods and beverages in school and would oblige the companies responsible for the installation and maintenance of vending machines for food products in public spaces to provide free access to refrigerated drinking water, whether through the vending machine or in close vicinity of it.

The Spanish Vending Association (ANEDA) is working closely with the Ministry of Health in order to promote healthier vending and has signed commitments to this extent with the strategy NAOS and the HAVISA plan. ANEDA plans to develop in 2017 a roadmap to give greater visibility to healthy living habits in vending machines, and has already published a video on healthier vending products.

Slovenia

In Slovenia, a ban on installation of vending machines in primary and secondary school areas has been in force since May 2010 and as covered by School Meals Act and the Guidelines for healthy nutrition in educational establishments, which can be accessed through Appendix 1.



Guidelines for healthy nutrition in educational establishments

As up to 4 school meals are provided, the government sees no need for children to snack in between. An appeal to this law was submitted and subsequently rejected at the Constitutional court.

In general health policy terms, there has been 3 attempts in the last 5 years to introduce a soft drinks tax in Slovenia, but without success.

The Ministry of Health in Slovenia requires healthy food items in vending machines in all health institutions (e.g. hospitals etc.), based on their guidelines for a healthy offering in vending machines. Hospitals have been in contact with vending operators in order to make a collaboration and to help draw up some guidance on the permitted products.

In Slovenia there are no public positive encouragement schemes to encourage operators to place healthier/more diverse products in their machines, only bans. Despite this, there are

vending operators such as key player Automatic Servis, who have voluntarily developed a separate brand to offer consumers healthy food/drinks, locally produced in Slovenia, and to offer high quality sandwiches, yogurts and juices.

Sweden

There's no national legislation in Sweden specific regarding vending machines and the provision of healthier products by vending operators, but rather it is the municipalities and county councils who decide the requirements for vending machines in schools, hospitals etc.

In advice from the Swedish Food Agency entitled "Good School Meals" (which most municipalities follow), there are recommendations for school cafes. Vending machines are not very common in Swedish schools, quite possibly due to the public school lunch that is free for all pupils and that many secondary schools (for pupils 12-19 years old) have their own cafes. However, when vending machines are present in schools, they would have to abide with the recommendations outlined in the document.

The document on healthy eating in schools can be accessed in its entirety in Appendix 1, which school cafes referenced on page 34.

According to the Swedish Vending Association, in general terms it very much depends on the location and the contract what products are placed in the vending machines. This may sometimes mean a range of healthier products are placed, and other public occasions there are no restrictions.

United Kingdom

There are no public encouragement initiatives or schemes in the UK working with vending operators encouraging them to place healthier products or a wider range of products in machines.

Schools

There are restrictions on what may be sold in State schools and the restrictions do not apply to schools outside the system. No sugary drinks can be sold, nor bagged snacks, chocolate confectionery or pressed fruit bars. The School Food Plan can be found on the Food Standards Agency (FSA) website: <http://www.schoolfoodplan.com/actions/school-food-standards/>

The school food standards came into force in January 2015 and apply to all maintained schools, and academies that were founded before 2010 and after June 2014. Specifically for vending machines the following is not permitted:

- drinks with added sugar, crisps, chocolate or sweets

Hospital vending machines

Since 2008, Scotland and Wales have had national guidelines on hospital vending machines recommending them to be stocked with healthier choice products.

- Scottish guidelines: http://www.sehd.scot.nhs.uk/mels/CEL2012_01.pdf
- Welsh guidelines: <http://gov.wales/docs/phhs/publications/120120fooden.pdf>
- There are currently no guidelines for England or Northern Ireland

In the Scottish guidelines, 'healthy vending' is defined, which states that 70% of the machine must be healthier choice products. The specific criteria for a healthier choice product can be found in the above link.

2016 English Childhood Obesity action plan highlights that vending machines should adopt Government Buying Standards for Food and Catering Services in particular those in leisure centres and public buildings.

Requirements or examples of good practice in the UK, impacting vending machines:

UK government buying standards good practice guidelines, which apply to all sites in the UK government estate requires that:

- Savoury snacks should only be available in pack sizes of 30g or less;
- Confectionary and packet sweet snacks should be no more than 250 kcal;
- Sugar sweetened drinks should be in packs no bigger than 330ml. No less than 80% of the drinks in the vending machines should be low calorie or no added sugar.

In Scotland, the ‘healthyliving award’ (www.healthylivingaward.co.uk) is a national award for the foodservice sector. Amongst others, it requires that:

- Vending machines selling confectionary or crisps should contain a sweet and a savoury snack that meets the brought-in products criteria
- Drinks vending machines must contain water, unsweetened fruit juice or low-fat milk. Where soft drinks are served, sugar-free (less than 0.5g sugar per 100ml) must also be available.

The ‘healthyliving award plus’ is a higher level of award, which rewards catering establishments that demonstrate a greater commitment to supporting healthier eating. This award requires:

- Snack machines must have 30% of the product range meeting the healthyliving brought-in criteria. Healthyliving items must also be prominently positioned and priced competitively.
- Drinks machines must have at least 70% of soft drinks (by variety/brand) sugar-free (less than 0.5g sugar per 100ml)

In Wales, the Welsh devolved government has published guidance on healthier vending as part of their Change4Life programme, which provides examples of which foods and drinks could be considered ‘healthier.’ The guidance can be accessed through Appendix 1.

Table 1: Ambient snack foods

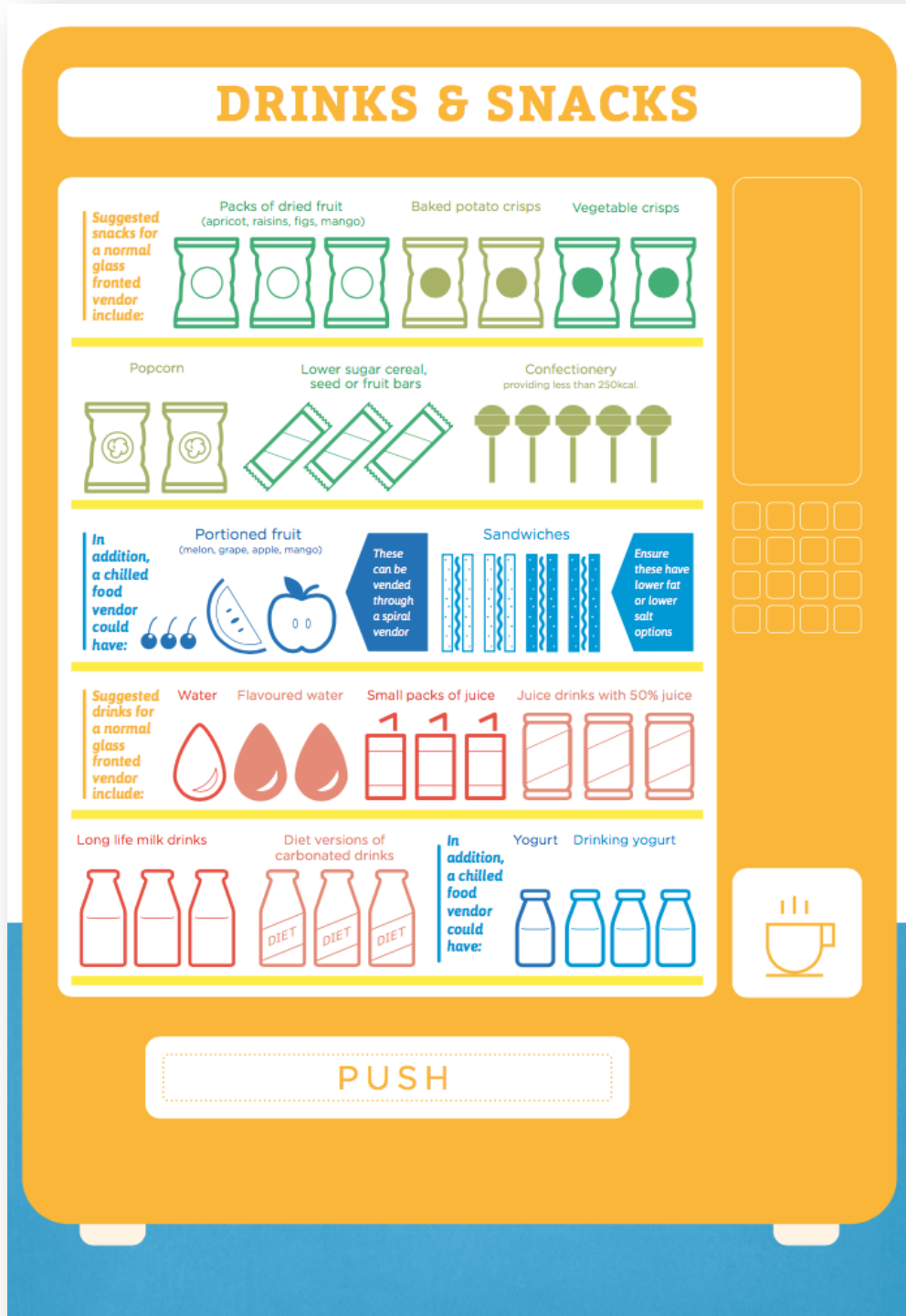
Examples of healthier foods	Examples of less healthy foods
Unsweetened dried fruit Fruit in natural juices	Processed fruit bars Cereal bars containing added sugar, glucose or honey Fruit in syrup
Nuts and seeds without added salt or sugar Fruit nut and seed bars Baked crisps, low fat crisps Pretzels	Any type of confectionary Ordinary crisps Deep fried snacks Coated or salted nut and seed snacks Bombay mix
Plain breakfast biscuits, Plain popcorn Crackers Oat cakes Rice cakes and rice cake snacks	Filled, chocolate or sweet biscuits Yoghurt or chocolate coated dried fruit Yogurt or chocolate coated cereal bars

Welsh government food guidance for vending operators

Guidance by UK & Ireland Vending Association (AVA)

Members of the UK and Ireland Vending Association (AVA) have carried out a number of trials of providing lower fat, salt and sugar options and the results have help feed into the conclusions and best practices in healthier vending guidance, issued to AVA Members in 2016.

This information document includes best practice guidelines on how to best stock a glass fronted vending machine with healthier products, with the aim of the helping and educating vending operators to provide a wider choice of products in their machines.



AVA Healthier vending guidance – recommended products & placement

Non European Union Member States

United States of America

As of 1 December 2016, a U.S. Food and Drug Administration (FDA) rule has meant that calorie labelling is required for vending machine operators who own or operate 20 or more vending machines.

Calories can be shown on a sign (such as on a small placard, sticker, or poster) or on electronic or digital displays near the food item or selection button on vending machines, unless calories are already visible on the actual food packages before purchase.

Vending operators have however highlighted that they have some practical concerns with the rule, including knowing when exactly calorie labelling has to be placed on machines. For a glass front machine, under certain conditions, such as when a product with calories displayed on the front is visible and not blocked by a spiral coil or crinkle in the packaging, then front of pack labelling meets the FDA requirement and the vending operator need not take any further action. Furthermore, some issues such as knowing if a spiral is going to block the calorie label on the next product in line, or issues relating to the minimum text requirements of calories to be displayed may need further explored in order aid implementation of the rule.

<http://www.fda.gov/Food/IngredientsPackagingLabeling/LabelingNutrition/ucm436722.htm>

A number of US States (e.g. the Maryland Healthy Vending Choices Act, also Massachusetts, & in Oklahoma) are considering their own legislation covering requirements for products to be placed in vending machines on state property.

Schools

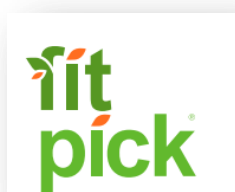
The United States Department of Agriculture (USDA) has published standards for food provided in schools, called 'smart snacks in schools.' The standard provides requirements on the nutrition profile of both food snacks and beverages which items must meet in order to be permitted. This includes:

- Calorie limits for Snack items set at ≤ 200 calories
- Restricting beverages to plain water and fruit juices.

FitPick

FitPick is the USA Vending Association's (NAMA) signature nutrition outreach initiative which has been in place since 2005 and is designed to provide consumers with the nutrition information they need to make informed snack choices. Essentially a healthier vending labelling programme, which maximum values on calories, fat, sugar and sodium, making it simple for consumers to make an informed choice and choose a more healthy option.

Since the program's inception, millions of Americans from all walks of life have purchased their snacks from vending machines featuring FitPick products.



FitPick Nutrition Standards		
	FitPick® (250 calorie)	FitPick® (100 calorie)
CALORIES	250 or less	100 or less
FAT	10g or less	3.5g or less
SATURATED FAT	3g or less	1g or less
TRANS FAT	0g	0g
SUGAR	20g or less	8g or less
SODIUM	230mg or less	230mg or less

<http://www.fitpick.org/nwc/wp-content/uploads/2014FitPickFastFactsWorkplace.pdf>

FitPick SELECT is a FitPick programming component that is specially designed to help operators in schools and other locations who aim to provide snack choices that comply with the nutrition standards established by the USDA for snacks sold in schools.

<http://www.fitpick.org/nwc/wp-content/uploads/2014FitPickSELECTFastFactsSchools.pdf>

5. Conclusions

It has been demonstrated that there appears to be a wide discrepancy between EU member states towards vending machines, from outright bans in schools in certain countries, to no specific policy or particular interest in vending machines and the products supplied by vending operators. Indeed some countries are very detailed and prescriptive in their requirements for vending machines in schools, or other locations, while other countries include vending machines as part of the school cafeteria criteria, and others who are not at all prescriptive, perhaps with no strategies to ensure healthier products are in public vending machines.

It was found that for the countries and institutions who limit or restrict the products placed in machines, there is no consensus in what should be deemed 'healthy' or acceptable. For example, a product in a vending machine in the health system in Ireland could be placed as a 'better choice' item if e.g. it had less than 150 kcal per packet (and 250 kcals for 'other choice'), whereas in Romanian schools a product under 300 kcal can be accepted. This is a simple comparison based on calorie content, but once full nutritional criteria are compared, the requirements can vary even further. Furthermore it can be observed that where restrictions apply, some countries focus on what products can be permitted to be sold in vending machines (e.g. Czech Republic), whereas other countries focus on what cannot be sold in certain environments (e.g. Portugal).

The report also aimed to document any positive encouragement measures for vending operators by any EU Member State, but it must be noted that none exist. Although experiments shown through the Maltese National Strategy and the Maltese Action Plan highlight that subsidies for certain healthier products offers an alternative to sugar taxes, and importantly that adequate training for vending operators on how to provide better food choices as a recommendation, no incentive like this by national governments for vending operators has materialised.

In addition, for all the negative attention vending machines seem to attract, particularly when placed in schools, it was found that there are few countries with a dedicated policy or guidance specifically tailored for vending machines. As mentioned above, many countries ban or restrict products through a policy targeting a school canteen, which consequently impacts on vending. It is possible that where more recognition or guidance was provided specifically for vending, this may spark a faster change in some vending operator's deliberate product choice, and not just for those restricted product environments.

Overall, any initiatives and guidance identified that can improve a product choice in vending machines do seem to be more prevalent in countries where the national or regional governments are already in contact with the vending industry and can implement policies which are both appropriate for health policy reasons and well recognising the potential for vending machines to provide more nutritious products; therefore shying away from arbitrary machine bans.

It must be said that some challenges have been experienced in getting comprehensive information for this report about the latest situation in certain markets, especially in traditionally smaller vending markets where there is no active national vending association, and the industry is comprised of small local vending operators. In addition, where bans or restrictions are in place, these are often found for the school or health service environment, which generally make up a relative small proportion of a vending operators business.

With this report, the EVA calls upon the vending industry to continue its transition to providing more choice and diversity in machines, and encourages national vending associations to promote and publish local guidance, like the one by the AVA, in order to inform and help further educate vending operators in their respective markets. The EVA would also like to encourage national and regional governments and institutions to develop specific guidance and training events for vending operators to provide a wider choice and healthier products in machines, and to liaise with the industry to find suitable solutions and ensure vending machines can continue to play their part in promoting a better balanced diet.

The report would also like to highlight some initiatives vending companies and operators are already providing:

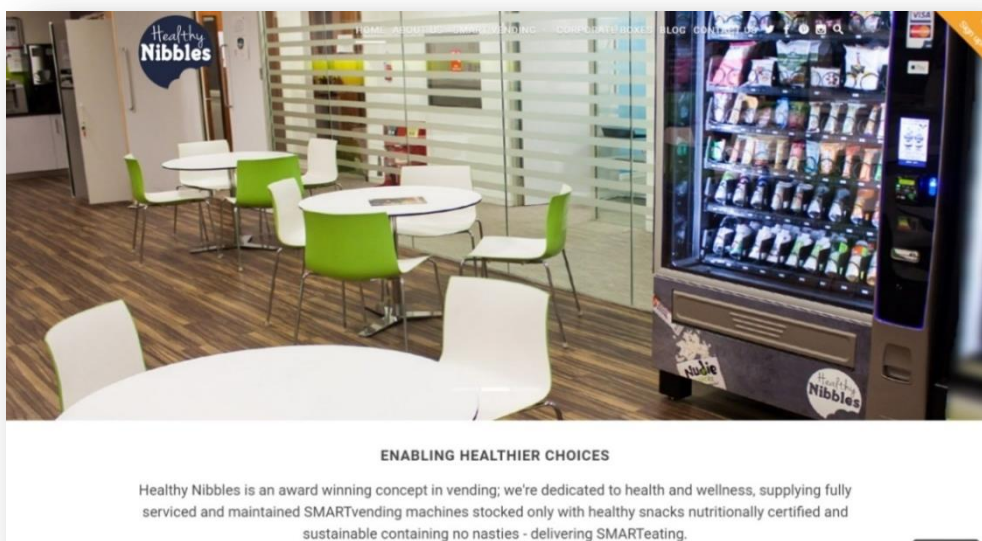
Industry initiatives - examples

As a response to legislation, restrictions, pressure and other trends across Europe, a number of vending machines operators have adapted to providing solely 'healthier' products in their machines, and market their operations as such. Several examples include:

- Automatic Servis branch (Slovenia)
- Healthy nibbles (UK)
- Healthy vending company (UK)
- Feelgood Label (France)

The award-winning Healthy Nibbles Vending is committed to using only healthy products in vending machines. Products are sourced the UK's largest National distributor of health and wellness products, combined with a preference toward locally sourced and artisanal products. Items placed in the vending machines contain only natural ingredients and as such:

- No Trans Fats;
- No Hydrogenated Fats;
- No Artificial Additives;
- No Monosodium Glutamate (MSG);
- No High Fructose Corn Syrup;
- No Genetically Modified Ingredients;
- Delivering products that meet growing dietary preferences; paleo, vegan, dairy free, gluten free.



www.healthynibbles.co.uk

Other initiatives

The largest vending operator in Europe, Selecta, provides information about healthier vending on their website, including how to avail of healthier products in vending machines for clients.

Selecta has created the 'Balanced Option' logo to inform customers of healthier products in the vending machine, which include a selection of snacks and cold drinks that meets the following nutritional criteria:

- less than 200 Kcal, less than 6 grams of fat, and less than 250 mg of sodium for snacks
- less than 5 grams of added sugar for cold drinks

This development can allow clients to specifically see healthier vending as an option when they are considering a new contract, and can integrate 'balanced options' into the selection.

Colorimeter – Belgium & Netherlands

Selecta has also developed a Colorimeter concept which is place mainly in Universities, Decathlon stores and some large companies in Belgium and the Netherlands. This simple, yet potentially effective solution, provides a traffic lights system for products in the vending machines, and can help consumers make an informed choice.

The traffic lights system is based solely on calorie content and and:

- Green: Calorie content less than 150 kcal
- Orange: Calorie content between 150 kcal and 250 kcal
- Red: Calorie content more than 250 kcal

A promotional brochure of the Colorimeter is available in Appendix 1.



Selecta Colorimeter – Selecta.com

Sugar default level on hot drinks machines

While hot drinks machines can have a positive influence on a customer by way of providing hydration, warm drinks and soups, they can also have influence on the health of the user by way of for example providing added sugar in coffee-based drinks. It has been found that at least one vending machine manufacturer is setting the default level of sugar in their hot drinks machines to zero in the factory, meaning unless a vending operator sets the machine up differently, a customer will have to actively and deliberately select sugar – and the volume desired - for their hot beverage. This is a small, but potentially useful initiative in helping consumers make an informed choice.

Other barriers

Consumer Choice of unhealthier items

One of the largest vending operators in Slovenia has explained a problem they are faced with. In general they want to follow recognised guidelines for more healthy food, but consumers however don't want to buy it. Consumer awareness of healthier products in Slovenia is generally on the high level, but unfortunately when they wish to buy something from a vending machine, often they prefer to choose a less healthy choice. So even if a wider choice is provided, sometimes it does not help encourage consumers to purchase the healthier products. This has not only been experienced in Slovenia, but operators in other EU countries have experienced similar reactions. Product changes in vending machines cannot solely change consumer demands.

School Revenue

Turning to the school environment, particularly with budget cut backs in the last years, schools often need the additional revenue from a vending machine contract in order to flourish. This has resulted in the fact that all-out vending machine bans in the entire school environment are widespread. Furthermore if machines are banned in schools, it means that it is impossible for operators to even offer fruit and vegetables to children through their machines. Hence why most countries favour restricting products in schools rather than machine bans.

Influence

While the EVA and a majority of the national vending associations are taking strides to educate and encourage vending operators, due to the very nature of the industry makeup and with 98% of vending operators being small local companies, it can be very difficult to be effective to reach all these players.

Other measures such as sugar taxes may play a minor role in what is purchased from vending machines, but are not specifically mentioned in this document as these taxes do not directly target the vending operator product provision.

Note: This document does not claim to be fully authoritative on every requirement in respect to products required in vending machines in either each market or indeed Europe; nor criteria placed on vending operators. However is designed to provide some clarity in terms of key requirements in EU Member states and highlight some good practices.

The document will be updated when new information is sourced and published.

Version 1

6. Appendix 1

Additional referenced documents & links

Austria SIPCAN *Leitfaden Getränkeautomaten* (Guidelines for drinks vending machines) (2016):

http://www.sipcan.at/uploads/2/8/1/4/28145439/sipcan_leitfaden_getr%C3%A4nkeautomat_19102016_final.pdf

Belgium Recommendations on products for Flemish schools (2016):

<http://www.hildecrevits.be/en/onderwijs-en-voedingsindustrie-samen-voor-gezonde-scholen>

France Law 2004-806 regarding public health policy (2004):

<https://www.legifrance.gouv.fr/affichTexte.do?cidTexte=LEGITEXT000005823063&dateTexte=20110418>

Ireland Health Service Executive Healthier Vending Policy (2015):

<https://www.hse.ie/eng/about/Who/healthwellbeing/Our-Priority-Programmes/HEAL/Healthier-Vending/>

Malta National Strategy 'A Healthy weight for Life 2012-2020 (2012)':

https://health.gov.mt/en/Documents/National-Health-Strategies/hwl_en.pdf

Malta Food and Nutrition Policy and Action Plan for Malta 2015-2020 (2014):

https://health.gov.mt/en/Documents/National-Health-Strategies/FNAP_EN.pdf

Netherlands *Richtlijnen Gezondere Kantines* (Guidelines for Healthy Canteens) (2014):

<http://www.voedingscentrum.nl/factsheets>

Portugal Minister Executive Order 7516-A/2016:

<http://www.aenfermagemeasleis.pt/2016/06/06/despacho-do-governo-que-regula-a-venda-em-maquinas-automaticas-nas-varias-instituicoes-do-ministerio-da-saude/>
<https://www.sns.gov.pt/noticias/2016/06/07/maquinas-de-venda-automatica-nos-servicos-do-sns/>

Romania Law no. 123/2008 for healthy eating in pre-university schools:

http://www.dreptonline.ro/legislatie/lege_alimentatie_sanatoasa_unitatile_invatamant_preuniversitar_123_2008.php

Romania Order no. 1563/2008 approving the list of recommended foods for preschool and school principles that underpin a healthy diet for children and teens:

http://www.dreptonline.ro/legislatie/ordin_lista_alimente_nerecomandate_prescolari_scolari_1563_2008.php

Slovakia Ministry of Health of the Slovak Republic Regulation no. 527/2007 about the details of requirements for facilities for children and youth

http://www.uvzsr.sk/docs/leg/527_2007_vyhlaska_zariadenia_pre_deti_a_mladez.pdf

Slovenia Guidelines for healthy nutrition in educational establishments (2008):

http://www.mz.gov.si/fileadmin/mz.gov.si/pageuploads/javno_zdravje_09/prehrana/ZRSS_uvod_low_res_pop.pdf

Spain Interregional Council of the National Health System - conditions on food and distribution of products in schools:

http://www.aecosan.msssi.gob.es/AECOSAN/docs/documentos/nutricion/educanaos/documento_consenso.pdf

Spain National Food Safety and Nutrition Act 17/2011
https://www.boe.es/diario_boe/txt.php?id=BOE-A-2011-11604

Sweden Good School Meals (2013):
https://www.livsmedelsverket.se/globalassets/english/food-habits-health-environment/public-meals/good_school_meals.pdf

United Kingdom Vending lower sugar, salt, fat and calorie products – AVA guidance:
<https://www.dropbox.com/s/nk3ln7z9ujssyy4/Vending%20Lower%20Sugar%2C%20Salt%2C%20Fat%20and%20Calorie%20Products%20-%20Guidance.pdf?dl=0>

Childhood Obesity: A Plan for Action (2016) (England)
<https://www.gov.uk/government/publications/childhood-obesity-a-plan-for-action>

Change4Life: Guidance on Healthier Vending in Workplaces (2015) (Wales):
<http://gov.wales/docs/phhs/publications/151019vendingen.pdf>

Selecta Colorimeter Brochure:
<https://www.dropbox.com/s/i7icij1ol4afjw/Selecta%20-%20Brochure%20Colorimeter.pdf?dl=0>

National vending Associations



ANEDA
Spain
www.aneda.org



AVA
United Kingdom & Ireland
www.ava-vending.co.uk



BDV
Germany
www.bdv-vending.de



CONFIDA
Italy
www.confida.com



DAFA
Denmark
www.vending.dk



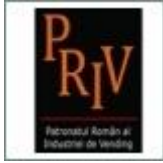
MIASZ
Hungary
www.miasz.hu



NAVSA
France
www.navsa.fr



OVV
Austria
www.ovv.at



PRIV
Romania
www.patronatvending.ro



PSV
Poland
www.psv.org.pl



RNVA
Russia
www.rnva.ru



SVF
Sweden
www.vending.se



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