

How to...

Sell Healthy Food in Your School



Introduction

Many of the 24 secondary schools and 3 academies in Sheffield will already be running or will be planning to run their own school shop or tuck shop as part of their Business and Enterprise work. This document has been written specifically for schools and is particularly important in assessing the business proposals that teams of young people are developing towards the BiG Challenge competition. It is essential that everyone involved recognises the constraints that may be put on what food products can and cannot be sold in school.

Although this document has been written with schools in mind it would be good practice for post-16 education providers to also follow these guidelines. The Department of Health (DH) and the Department for Children, Families and Schools (DCSF) are proposing a Healthy FE programme along the lines of the existing Healthy Schools programme and this will be implemented shortly.

We are aiming for a consistent message to be given to schools from the Healthy Schools Consultants and the Business and Enterprise Champions. This will demonstrate that each understands the others agenda and that good communication is taking place between the two teams. We would like to see this modelled in schools with the Healthy Schools Co-ordinator and the Business and Enterprise Co-ordinator receiving the same information and feeling that they are able to discuss issues that arise within their school regarding the selling of food products.

This information is applicable to schools that have already achieved Healthy School status, those who are working towards Healthy Schools status, those who are involved in the BiG Challenge competition and those who sell food products to pupils through tuck shops and vending machines.

There is a useful document called: Healthy Products, Healthy Profits: A guide for young co-operatives. (Chapter 4 is particularly useful)

www.sheffieldhealthyschools.co.uk/downloads/Fair_trade_products_report.pdf

This will answer most of the questions that you may have around selling food products in schools in order to comply with the school food legislation as well as giving useful tips. It focuses on fairly traded food but the information given is valid for all food.



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Legislation regarding food sold in schools

In May 2006, the Government announced new standards for school food. There are three parts to be phased in by September 2009. Together they cover all food sold or served in schools: breakfast, lunch and after-school meals, tuck shops, vending, mid-morning break and after-school clubs.

http://www.schoolfoodtrust.org.uk/UploadDocs/Library/Documents/sft_nutrition_guide_aug08.pdf

The table below shows what can and cannot be provided as part of a school lunch.

These healthier products should be on your menus		
More Fruit and Vegetables	Not less than two servings per day per child must be provided; at least one should be vegetables or salad and at least one should be fruit.	✓
More Oily Fish	Oily fish such as mackerel or salmon must be provided at least once every three weeks.	✓
Bread	A type of bread with no added fat or oil must be provided everyday.	✓
Drinking Water	Free, fresh drinking water must be provided.	✓
Healthier Drinks	The only drinks permitted during the school day are plain water (still or sparkling), skimmed or semi-skimmed milk, fruit juice or vegetable juice, plain soya, rice or oat drinks enriched with calcium, plain yoghurt drinks, or combinations of the above. Tea, coffee and low calorie hot chocolate are also permitted.	✓
These foods are now restricted or no longer allowed		
NO Confectionery	Confectionery such as chocolate bars, chocolate-coated biscuits and sweets must not be provided.	✗
Salt and Condiments - Restricted	Salt must not be provided at lunch tables or at service counters. Condiments, such as ketchup and mayonnaise, should only be available in sachets or individual portions of not more than 10g or 1 teaspoonful.	✗
Snacks - Restricted	Snacks such as crisps must not be provided. Nuts, seeds, vegetables and fruit with no added salt, sugar or fat are allowed. Savoury crackers and breadsticks can be provided at lunchtime as part of a meal when served with fruit, vegetables or dairy food.	✗
Deep-Fried Food - Restricted	No more than two deep-fried foods, such as chips and batter-coated products, in a single week.	✗
Meat Products - Restricted	A meat product (manufactured or homemade) from each of the four groups below may be provided no more than once per fortnight providing the meat product also meets the standards for minimum meat content and does not contain any prohibited offal: Group 1: Burger, hamburger, chopped meat, corned meat; Group 2: Sausage, sausage meat, link, chipolata, luncheon meat. Group 3: Individual meat pie, meat pudding, Melton Mowbray pie, game pie, Scottish (or Scotch) pie, pasty or pastie, bridie, sausage roll. Group 4: Any other shaped or coated meat product.	✗





Non-lunch standards

From September 2007, most of the new food-based standards for lunch also apply to other food sold or served through the rest of the school day.

This means that breakfast clubs, mid-morning break services, tuckshops, vending machines and after-school clubs also have to comply.

Schools have been encouraged to introduce these standards since Autumn 2006.

In combination with the food-based standards for lunch (see table above), these non-lunch standards mean that:

- No confectionery should be sold in schools.
- No snacks other than nuts, seeds, vegetables and fruits (without added salt, fat or sugar) should be sold in schools. Dried fruit may contain up to 0.5% vegetable oil as a glazing agent.
- Children and young people must have access at all times to free, fresh drinking water.

No sweetened soft drinks should be sold. The only drinks available should be water (still or sparkling), milk (skimmed or semi-skimmed), fruit or vegetable juice, plain yoghurt drinks (or combinations of these), tea, coffee, low calorie hot chocolate.

Fair Trade Food Products

When it comes to selling Fair Trade products in schools there is some confusion. Schools assume that because the products are traded fairly that they do not have to meet the School Food Standards outlined above. This is not the case. Business and Enterprise Co-ordinators or the person in school responsible for ordering Fair Trade products in schools should familiarise themselves with the document Healthy Products, Healthy Profits: A guide for young co-operatives.

www.sheffieldhealthyschools.co.uk/downloads/Fair_trade_products_report.pdf

Please see pages 32-33 and 37-43 of this document. These show what Fair Trade products can and cannot be sold in school and also answer frequently asked questions with regards to this.



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National Healthy Schools Status

In order to become a Healthy School, schools complete an audit of 41 criteria under 4 themes (PSHE, Healthy Eating, Physical Activity, and Emotional Health and Well-being) as well as providing 8 outcomes that have resulted from their Healthy Schools work.



A school will be unable to achieve Healthy School status unless it gives evidence that it meets or is working towards the following criteria:

2.6 Ensures that breakfast club, tuck shop, vending machine and after school food service (where available in school) meets or exceeds current DCFS school food standards.

Where service is provided:

- The breakfast club meets or exceeds the current DCFS standards
- The tuck shop meets or exceeds the DCFS standards
- The vending machine meets or exceeds the DCFS standards
- The after-school food service meets or exceeds the DCFS standards
- The named member of the SLT, the governing body and the Head Caterer can demonstrate that they use data and how it influences developments

In every school there will be a member of the senior leadership team who has the responsibility for the provision of food in the school. It is their responsibility to make sure that the school meets the standards that are described above.

If you would like more information with regards to this please contact:

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For more information contact your BiG School/College Enterprise Champion

