

## Our Industry Pledge to Parents & Schools

Each soft drink company has developed their own school policies/guidelines and pledges. The industry has **voluntarily** adopted policies with schools and parents. The key common components of these policies/pledges/guidelines include:

- **All bottlers will strictly operate in compliance with all local, state and federal laws** and regulations;
- **Beverage choice** – the industry offers a balanced portfolio of beverage choices to the schools including milk, waters, juice, teas, sports drinks, and low calorie and caffeine-free refreshments;
- **Elementary schools:** carbonated beverages are only available in the staff lounges and in vending machines designated for community use after school hours;
- **The industry respects the rights of parents, teachers and school officials to choose** beverage selections for their schools;
- **Schools and school districts should continue to have the ability to make decisions;**
- **Timers will be made available to school partners to place time constraints** on specific vending machines to meet their local needs;
- **The industry is committed to helping fund valuable projects** including fitness programs, wellness and health education programs, academic achievement and other valuable activities;
- **Vending machines in schools will feature graphics that show non-carbonated beverage options** and graphics that promote educational activities, physical fitness and healthy lifestyles.

### Minneapolis & St. Paul School Districts



St. Paul Central High School

The **St. Paul School District** formed an advisory committee consisting of principals, student wellness advisors, a representative of nutrition services and other district officials to revise the vending policies for the district. Student focus groups were held and there was also opportunity for parent's input.

The policy adopted starting in the 2003-2004 school year contained: 75% non-carbonated beverages; every school must have at least one milk vending machine; carbonated soft drinks are not sold during school; carbonated beverages would be 25 cents more than other beverages; the machine fronts should be reviewed by the schools; and no carbonated soft drinks in elementary schools. Both The Pepsi Bottling Group, Burnsville, and the Midwest Coca-Cola Bottling Co., Eagan, service the school district.

The Pepsi Bottling Company in Burnsville, Minnesota has partnerships with 105 out of 302 secondary schools in their Twin Cities market area.

The **Minneapolis School District** took input from the community on product mix, student accessibility, advertising and placement of equipment prior to sending out the Request for Proposal (RFP).

In 2003, South High School had 17 vending machines with a product mix of 64.8% non-carbonated beverages to 35.2% carbonated beverages. Only three machines contained carbonated beverages and this included the machine in the staff lounge. The fronts of the soft drink machines are all non-commercial, the others are water, juice and sports drink fronts promoting physical fitness/sports. The program generates around \$22,000.00 for South High School activities.

The Midwest Coca-Cola Bottling Company has partnerships with 70 out of 169 secondary schools in their Twin Cities market area. Their other markets include Rochester, Duluth, Mankato, Moorhead and Morris.

# The Pledge in Action

The Minnesota refreshment industry provides a wide variety of choices to fit a healthy and changing lifestyle. Our products include water, juices, teas, milk, and sports drinks, as well as diet and regular carbonated drinks. **Parents, teachers and school officials are revisiting vending contracts**, selecting product mix, machine location, machine fronts and hours of operation – **without state or federal mandates**. Generally, the statewide mix of products in vending machines is 65% non-carbonated beverages to 35% carbonated beverages. **There have been dramatic changes during the last five years.**

School partnerships with beverage companies also generate revenue from the sale of a wide variety of beverages. The **revenue generated from these partnerships helps fund the programs** necessary to promote healthy lifestyles for students. Revenues fund such programs as computers, debate, theater, physical fitness and sporting activities.

## Sartell Middle School



Sartell Public Schools and Viking Coca-Cola Bottling Company, St. Cloud have established a partnership to meet the ever-increasing demands of the students. The two partners established a policy that all vending machines are turned off from 8:00 a.m.-3:00 p.m. with the exception of machines that stock a variety of non-carbonated beverages. These machines are available to the students all day long, and showcase several varieties of milk, 100% juice, juice blends and water.

Carbonated soft drinks including a variety of diet soft drinks are available for purchase after 3:00 p.m. Profits generated from the vending machines go back to the school to help pay for student activities. The above Chocolate Milk Moose machine has 100% milk products.

## New Ulm High School



The New Ulm School District's vending program with Midwest Coca-Cola Bottling Co., Mankato, has a wide variety of products with 75% being non-carbonated beverages including milk and milk products. The fronts on the machines are generic, water, sports drinks, milk products and juice. The locations and the timers were determined by the schools and are in accordance with federal regulations during the lunch periods. The revenue is used on school priority programs and a reader board was purchased in 2002. The schools also received recycling bins.

Midwest Coca-Cola Bottling Co., Mankato services 14 schools in their southern Minnesota territory. The overall product mix for the high schools and middle schools is 33% carbonated beverages to 67% non-carbonated beverages. Elementary schools have milk and juice vending. Carbonated soft drinks are only available in the staff lounges. Over 70% of the schools in this territory vend milk and all of them offer milk through the food service programs.

## Zimmerman High School



In 2001, the Zimmerman School District, with some input from students and teachers, re-negotiated a contract. Changes to the program included a wider variety of beverages and new vendor fronts highlighting choices. Students and teachers give input on using the revenue. The Superintendents seek ideas from parent advisory groups.

The overall mix of products is a 55/45 – 55% milk, juices, water, teas, sports drinks; 45% carbonated soft drinks including diet soda.

The Bernick's Pepsi-Cola Companies has partnerships with 180 out of 277 secondary schools in their market area (Duluth, St. Cloud, Willmar, and Dresser, WI). 100% of the schools offer milk and 86% of these schools have separate dedicated milk, juice and water vending machines.

# Schools & Parents Decide: Local Control Works

**Local control is working.** Schools throughout Minnesota during the last three to five years have revisited their vending policies.

**Many local committees consisting of nutritionists, parents, students, and school administrators** were established to evaluate and develop new vending policies.

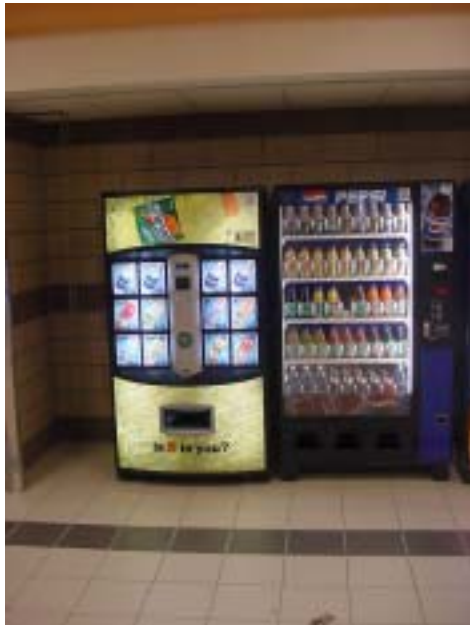
**The Minnesota Department of Education has involved all of the stakeholders and developed a program** with sample contracts, suggestions on how to bid for vending services with nutrition, timing, product mix and age of student in mind.

**Waters, juices, milk, tea, sports drinks, and diet and regular soft drinks** are available in school vending machines. The statewide average is 65% non-carbonated to 35% carbonated beverages.

**Milk is provided throughout the day at the schools. During the federally funded breakfast and lunch periods, it is a federal regulation that soft drink vending machines in the cafeteria be turned off.** Milk products are sold predominately during this time period.

**Soft drink distributors provide dedicated milk vending machines so that milk can be purchased throughout the day. Minnesota bottlers are reporting that over 70% of the schools** in their territories have milk in vending machines.

## Duluth Superior Middle School



The new Duluth Superior Middle School opened this school year. Bernick's Pepsi-Cola partnered with the principal and a parent, student, teacher advisory council on product selection, vending graphics and vending locations. Products include milk, water, juices, Sobe Synergy and juice drinks. These new products are vended in dedicated glass front machines and are included with traditional beverages in soft drink machines.

The revenue is used to support a variety of academic, after school and athletic programs. Recycling bins and recycling education programs are also in place across the campus and the community center.

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## Tracy Area High School



Tracy Area Schools and Viking Coca-Cola Bottling Company, Marshall have been dedicated to working together to meet the ever-changing demands of the students since 1997. The two partners established a policy that all vending machines are turned off from 8:00 a.m. - 3:00 p.m. with the exception of one machine that stocks a variety of non-carbonated beverages.

This trendy glass front vender, available to the students all day long, showcases approximately 18 varieties of milk, 100% juice, juice blends and water. Carbonated soft drinks and sport drinks are available for purchase after 3:00 p.m.

Profits generated from the vending machines go back to the school to help pay for items that are not in the budget such as athletic equipment, student trips and other extracurricular activities. The school administration with local input and assistance from the bottler has developed a successful program offering students choices as well as generating extra revenue.

The Viking Coca-Cola Bottling Company services the market area of Alexandria, Baxter, Fergus Falls, Hutchinson, Marshall, Pine City, St. Cloud and Willmar.

## Owatonna High School



The Owatonna Public Schools sent out a RFP after local discussion and input about product mix, student accessibility, advertising and placement of equipment. Throughout the district, there is 70% water, juice, milk and other non-carbonated beverages to 30% carbonated beverages. The machine fronts were changed to glass or water fronts. The commons area machines are off from 7:30 a.m. to 2:30 p.m. while the locker room and staff lounge are on all day. These machines contain water, milk, juices and sports drinks. The recipient of the contract– Midwest Coca-Cola Bottling Company– Rochester also gave the school district bins and funds for recycling.

The beverage agreement has been successful because the district put forth a great deal of time and effort to design a RFP that would deliver a beverage program that would meet their new guidelines. The district has earmarked the majority of the money provided for student scholarships. The revenue generated for the school is \$7200.00 annually.

## Pipestone Area High School



The Pipestone Area School District established vending policies that required a 60/40 variety – 60% milk, juices, water; 40% carbonated soft drinks including diet soda. The carbonated soft drink machine is turned off from 8:00 a.m. to 4:00 p.m.

The Pepsi-Cola Bottling Company of Pipestone, Minnesota has partnerships with 13 out of 17 secondary schools in their market area.

Sports drink machine revenue goes to the sports program. The other revenue goes to the food service and other priority school programs. The overall partnership has worked well. The school has chosen what products to sell and when to sell them.

### Did You Know . . .

**Parents, teachers, and school officials are re-writing** their vending policies. **We work with schools** to ensure they receive the variety of products and services that support the school's goals.

**There are NO MACHINES IN ELEMENTARY SCHOOLS** – Carbonated soft drink vending machines are not located in elementary schools. There may be machines in the staff lounge. If, in a rare case, they are in the hallway, they are not on during the day. Machines might be located by community facilities but not accessible to students during the school day.

**Middle Schools** – The policy for the location and hours the machines are on are set by the schools. For the most part, the vending machines with carbonated soft drinks are not on until after lunch. Machines with juices, milk, water and sports drinks might be on the entire day.

**High Schools** – Vending policies vary based on the local decisions that are determined by the schools and parents. The statewide average is 65% non-carbonated to 35% carbonated beverages.

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