



healthyfood@sport

Healthy Food@Sport newsletters provide community sports clubs with information to help them implement a range of healthy options in canteens. The newsletters feature recipe ideas and tips on healthy eating and hydration for parents, coaches, officials, club administrators and participants.

March 2013

Issue 13 – Making Changes in Your Canteen

Canteen Changes Supported by a Health Promotion Policy

Children participating in sport can use a lot of energy and will be hungry afterwards or even during the sporting activity. Unfortunately, many of the food and drink choices offered at sporting events and in canteens are high in fat and sugar and offer little nutritional value.

Whilst engaging in sports, children can learn valuable lessons about the role food plays in optimising performance both in sport and everyday living. Your club is in a unique position to support the development of these lifelong lessons for healthy living.

Start by encouraging your sporting club committee and managers to develop a Health Promotion Policy for your club.

Sporting canteens around the country are successfully moving to provide delicious healthy choices that are both popular with children and profitable. Steps they have taken include:

- Adding healthy choices and products across all areas, which include drinks, snacks and meal options.
- Replacing existing unhealthy packaged products with healthier alternatives that meet the “Traffic Light” guidelines.
- Decreasing the number of items offered on the menu to ensure that the canteen is operating at a suitable capacity based on the number of volunteers available.
- Using suppliers who support goals to offer healthier choices.
- Introducing meal and/or snack deals to promote new healthy meal choices.
- Moving unhealthy items, e.g. confectionery, chips, soft drinks and energy drinks, out of sight of children.
- Offering pre-ordered healthy lunch packs for visiting teams and for large events like regional sporting carnivals.
- Offering non-food related items for sale as rewards for children, e.g. small trinkets, stickers and a lucky dip.

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A joint Australian, State and Territory Government initiative under the National Partnership Agreement on Preventive Health



Nutrition Advisory & Support Service

The friendly team at Nutrition Australia ACT are just a phone call or email away if you need a helping hand to make **GREEN** changes at your canteen or to confidently categorise a product against the "Traffic Light" guidelines. We would love to hear any comments, questions or feedback you have to help us help you. We will do our best to answer questions in the Q & A Section in future issues of *Healthy Food@Sport* newsletters.

Contact us at:
(02) 6162 2583 or
Email:
act@nutritionaustralia.org

Please refer to the '8 Good Foods Young Kids Love' Fact Sheet for information on foods loved by young children that are also good for them; as well as a recipe for Hot Cross Scones.



Contact Details

For further information about the Healthy Food@Sport project please contact Grant Voysey on 6207 1696 or grant.voysey@act.gov.au

Promoting Canteen Changes Using the 4 Ps

The 4 Ps: Price, Product, Placement, and Promotion

The key to being a successful **GREENer** canteen is understanding the 4 Ps and letting everyone know you are there. It is no good taking the time and making the effort to offer **GREENer** food if it is not chosen, purchased and eaten. Marketing is the key and it has been proven to increase profits! The 4 Ps are:

Price: **GREEN** items should be priced competitively against **AMBER** and **RED** items.

Product: Have products that club members want to buy. Try asking children over the counter what new foods they suggest for the menu. Also, use plenty of colourful foods that are fresh and visually appealing (wrapping food in plastic and using clear containers helps).

Placement: This involves putting the **GREENer** foods you want to promote and sell at the front of the canteen, at eye level where they can be easily seen.

Promotion: Promote your items to your sporting community, i.e. club members, children and parents.

Q & A on Fresh Versus Pre-packaged Fruit



Question: I want to offer fruit in our canteen. Is fresh fruit the only **GREEN** option?

Answer: Fresh fruit often makes the most sense in terms of freshness and nutritional value. However, if you are having difficulty sourcing fresh fruit in-season then there's nothing to lose by providing pre-packaged fruit.

When choosing pre-packaged fruit, the snack packs that are sold in the tubs are ideal. Keep in mind the following when making your product choice:

- Some pre-packaged fruit have been peeled (e.g. peaches and pears) thereby reducing their fibre content.
- Vitamin C is heat sensitive and can be destroyed in the canning process, so fresh fruit is often a much better source. But heat doesn't bother other vitamins and minerals such as vitamin A, B vitamins and potassium.
- Some fruits are packaged in heavy or light syrup, which adds unnecessary sugar and calories. Choose canned fruit packed in its own juice or in water instead.

For a **GREEN** and convenient alternative to fresh fruit try the Goulburn Valley snack pack range. Promote these products with reduced fat yoghurt as a '**snack deal or recovery pack**' and you will see them disappear!

To access the range of newsletters and fact sheets in this series please visit:

www.health.act.gov.au