



# Guidelines for product sales

- Why have guidelines? – p.5
- Overview of beverages and foods considered healthy – p.6 and 7



# How Guidelines Work

- Freshly made food and beverages – “sell” or “do not sell”
- Prepackaged food and beverages – “sell most”, “sell sometimes”, or “do not sell”
- Based on Nutrient Criteria set by Healthy Schools BC
  - Different for different Food Categories – starts on p.38
  - Mainly looks for:
    - Fat
    - Sugar
    - Sodium
    - caffeine

## A-Z Food and Beverage List

<b>Food or Beverage</b>	<b>Food Category</b>	<b>Page</b>
Almond beverage, fortified	<a href="#">Milk and Alternative-Based Beverages</a>	52
Almonds, roasted, seasoned	<a href="#">Meat and Alternatives</a>	50
Applesauce	<a href="#">Vegetables and Fruit</a>	46
Bagels	<a href="#">Grain Products</a>	47
Banana bread	<a href="#">Grain Products</a>	47
Bannock	<a href="#">Grain Products</a>	47
Beans, any variety	<a href="#">Meat and Alternatives</a>	50
Beans & rice, as a side	<a href="#">Side Dishes</a>	55
Bean salad, as a side	<a href="#">Side Dishes</a>	55
Beef (fresh, frozen, seasoned)	<a href="#">Meat and Alternatives</a>	50
Beef jerky	<a href="#">Meat and Alternatives</a>	50
Biscuits	<a href="#">Grain Products</a>	47
Bread	<a href="#">Grain Products</a>	47
Breaded chicken	<a href="#">Meat and Alternatives</a>	50



**Scoring tip:** Your prepackaged food or beverage may have already been scored on the [Brand Name Food List](#). If it is not already on the [Brand Name Food List](#) you can have a [Registered Dietitian](#) score your food and add it to the list by using the online 'submit an item' feature. Call 8-1-1 to get free help from a [Registered Dietitian](#) at [HealthLink BC](#).

## Nutrient Criteria: Scoring Prepackaged Food and Beverages

### Milk and Alternative Beverages



Beverages in this category have milk or milk ingredients listed as the first ingredient. Fortified plant-based beverages are also scored in this group.

#### Examples of Beverages Scored in this Category:

Almond beverage, plain and flavoured milk, rice beverage, soy beverage, yogurt drinks.

#### Does the prepackaged product meet the Nutrient Criteria?

All amounts are per portion size sold, unless indicated.

	Sell Most	Sell Sometimes	Do Not Sell
<b>Serving Size</b>	Elementary Schools 250 ml or less Middle/Secondary Schools 500 ml or less		Elementary Schools More than 250 ml Middle/Secondary Schools More than 500 ml
<b>Fat</b>	5 g or less per 250 ml	10 g or less per 250 ml	More than 10 g per 250 ml
<b>Trans Fat</b>	5% or less of total fat		More than 5% of total fat
<b>Sodium</b>	150 mg or less per 250 ml	250 mg or less per 250 ml	More than 250 mg per 250 ml
<b>Sugars</b>	13 g or less per 250 ml	20 g or less per 250 ml	More than 20 g per 250 ml
<b>Protein</b>	6 g or more per 250 ml	Less than 6 g per 250 ml	No criteria
<b>Calcium</b>	30% DV or more per 250 ml	20% DV or more per 250 ml	Less than 20% DV per 250 ml
<b>Vitamin D</b>	44% DV or more per 250 ml	Less than 44% DV per 250 ml	No criteria
<b>Sugar Substitutes</b>	NO Sugar Substitutes	NO Sugar Substitutes <b>except</b> in Secondary Schools	Contains Sugar Substitutes <b>except</b> in Secondary Schools

# Example: Does this meet guideline nutrition criteria?



<b>Nutrition Facts</b>			
Serving Size 1 Bar (83g)			
Servings Per Container 15			
Amount Per Serving			
<b>Calories 300</b>		Calories from Fat 200	
		% Daily Value*	
<b>Total Fat</b>	22g		<b>34%</b>
Saturated Fat	13g		<b>65%</b>
Trans Fat	0g		
<b>Cholesterol</b>	55mg		<b>18%</b>
<b>Sodium</b>	40mg		<b>2%</b>
<b>Total Carbohydrate</b>	21g		<b>7%</b>
Dietary Fiber	less than 1g		<b>3%</b>
Sugars	19g		
<b>Protein</b>	5g		
<b>Vitamin A 6%</b> • <b>Vitamin C 0%</b> <b>Calcium 10%</b> • <b>Iron 6%</b>			
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

	Sell Most	Sell Sometimes	Do Not Sell
<b>Fat</b>	15 g or less		More than 15 g
<b>Trans Fat</b>	5% or less of total fat		More than 5% of total fat
<b>Sodium</b>	350 mg or less	450 mg or less	More than 450 mg
<b>Sugars</b>	13 g or less	20 g or less	More than 20 g
<b>Calcium</b>	10% DV or more	5% DV or more	Less than 5% DV
<b>Sugar Substitutes</b>	NO Sugar Substitutes	NO Sugar Substitutes <i>except</i> in Secondary Schools	Contains Sugar Substitutes <i>except</i> in Secondary Schools
<b>Caffeine</b>	15 mg or less		More than 15 mg or 'caffeine' listed in ingredient list and amount not indicated on label
<b>Additional Ingredients</b>	NO cautionary statements and NO specific quantity of botanical ingredients listed on the label		Food label has a <b>cautionary statement</b> or a <b>specific quantity</b> of botanical ingredients listed on the label



Or go here...

- Create login
- Sign in
- Search for your product

The screenshot shows the website header with the British Columbia logo and HealthLinkBC. Navigation links include Sign In, Site Map, Contact Us, and Terms & Conditions. The main navigation bar contains Home, About the Brand Name Food List, Use the List, FAQs, and Links. The main content area features a large green box with the heading "What is the Brand Name Food List?" and a paragraph explaining the tool's purpose. A "Read More" link is provided. To the right is a "Sign In" form with fields for E-mail Address (containing "sjames@vsb.bc.ca") and Password, a "Sign In" button, and a "Forgot your password?" link. Below the sign in form is a "New Users" section with a "Create Account" button. At the bottom, there are two image-based sections: "Guidelines for Food and Beverage Sales" showing children eating, and "Nutritional Guidelines for Vending" showing a man and woman at a table with vending machines in the background. A "Get your scorecard!" section is also visible, with a "Get Started" button.

BRITISH COLUMBIA HealthLinkBC

> Sign In > Site Map > Contact Us > Terms & Conditions

brandnamefoodlist  
british columbia

Home About the Brand Name Food List Use the List FAQs Links

### What is the Brand Name Food List?

The Brand Name Food List (the List) is a tool that helps British Columbians choose food and beverages that meet the nutrition standards set for schools and public buildings. The List scores food and beverages based on the Guidelines for Food and Beverage Sales in BC Schools (the Guidelines) and the Nutritional Guidelines for Vending Machines in B.C. Public Buildings.

[Read More](#)

Sign In

E-mail Address  
sjames@vsb.bc.ca

Password  
.....

Sign In

Forgot your password?

New Users

Create Account

Get your scorecard!

Once you're logged in, you can create a scorecard that shows how the prepackaged items you sell measure up against the nutrition standards.

Get Started

Guidelines for Food and Beverage Sales

Nutritional Guidelines for Vending

## Search the List

Complete the "Search Criteria" form to find the score (Sell Most, Sell Sometimes, and Do Not Sell) for products in the List. You can sort by the columns to reorder the search results and click on any manufacturer name to see Nutrition Facts table for that product.

**Search Criteria**

Keyword

Product / Package Size

Food Grouping

[Call Most](#)

[Call Sometimes](#)

Manufacturer Name

Product Name

### Nutrition Facts Table

**Manufacturer Name:** Haagen-Dazs

**Product Name:** Miniature Bars (per 1x55ml bar)

**Flavour:** Vanilla Almond

**Package Size:** 55.00 mL

**Food Grouping:** Milk and Alternative-Based Food

**Public Buildings Elementary Schools:** Sell Sometimes

**Middle Schools:** Sell Sometimes

**Secondary Schools:** Sell Sometimes

**Serving Size:** 55.00 mL

**Calories:** 190.00

**Fat:** 14.00 g

**Saturated Fat:** 8.00 g

**Trans Fat:** 0.20 g

**Sodium:** 30.00 mg

**Sugars:** 13.00 g

**Protein:** 3.00 g

**Calcium:** 6.00 %

**Vitamin D:** %

**Comments:**

**Your search**

Manufacturer

Haagen-Dazs

Haagen-Dazs

Haagen-Dazs

« <

Search results

**Category**

Items

Cell

Cell

Page 1 of 1 (3 items)



# Important to consider serving size!!

- Nutrition labels indicate serving size
- Remember when comparing nutrition facts to guideline requirements