

PROMOTING “BETTER FOR YOU” OFFERINGS IN VENDING

POLICY POSITION

ISSUE:

The Centers for Disease Control and Prevention (CDC) estimates more than one-third of adults in the United States (34.9%) are considered obese. Understanding this important societal issue, the Convenience Services Industry is committed to providing nutritional information at point-of-sale and expanding offerings of healthier options to consumers – first launching a “better for you” product labeling program in 2005 known as FitPick, followed by a broader, voluntary commitment in 2019 aimed at increasing product availability.

In addition to efforts within the industry and with member companies, NAMA has consistently worked with government officials to promote federal policy solutions that support both consumer and industry needs related to food and beverage sold through the industry’s channels. Working with federal agencies, NAMA has informed decision-makers in the development of rules around calorie disclosure, Smart Snacks in Schools, and Health and Sustainability Guidelines for Federal Concessions and Vending Operations.

In 2019, NAMA and twelve member companies, partnered with two highly respected public health organizations, Partnership for a Healthier America and Alliance for a Healthier Generation, to develop an industry-led commitment. The voluntary program, spanning over three years, will provide for a 40% increase in “better for you” offerings in vending machines, moving the current baseline from 24% to 33%.

NAMA POSITION:

NAMA strongly supports proactive efforts to address public health through voluntary adoption of its Public Health Commitment by industry companies, and urges government bodies at all levels, to recognize the industry’s voluntary strides towards creating a healthier America.