

INDUSTRY GUIDELINES FOR SALE OF BEVERAGES IN SCHOOLS

The Canadian Beverage Association has issued these guidelines for use by its members on a voluntary basis.

First adopted in 2004 regarding beverages available for sale to students in elementary schools, the scope of these guidelines was expanded in 2006 to also address sale of beverages to students in middle and high schools.

In accordance with the CBA's 2006 guidelines commitment, CBA members completed their implementation of the guidelines during the 2009/2010 school year.

Under these guidelines the following beverages are suitable for offering to students at each specific level:

Elementary Schools

Bottled water	<ul style="list-style-type: none"> no restriction on container size
100% juice	<ul style="list-style-type: none"> maximum 250ml container size 100% juice with up to 130 calories / 250ml
Milk	<ul style="list-style-type: none"> maximum 250ml container size low-fat and non-fat regular and flavoured milk* with up to 160 calories / 250ml

Middle Schools **

Bottled water	<ul style="list-style-type: none"> no restriction on container size
100% juice	<ul style="list-style-type: none"> maximum 300ml container size 100% juice with up to 130 calories / 250ml
Milk	<ul style="list-style-type: none"> maximum 300ml container size low-fat and non-fat regular and flavoured milk* with up to 160 calories / 250ml

High Schools

<ul style="list-style-type: none"> At least 50% of beverages offered in high schools must be water and low- or no-calorie options 	
Bottled water	<ul style="list-style-type: none"> no restriction on container size
No-calorie and low-calorie beverages	<ul style="list-style-type: none"> no restriction on container size no-calorie and low-calorie beverages with up to 10 calories / 250ml
100% juice	<ul style="list-style-type: none"> maximum 355ml container size 100% juice with up to 130 calories / 250ml
Milk	<ul style="list-style-type: none"> maximum 355ml container size low-fat and non-fat regular and flavoured milk* with up to 160 calories / 250ml
All other beverages	<ul style="list-style-type: none"> maximum 355ml container size up to maximum of 70 calories / 250ml

Beverages known as "energy drinks" are not to be sold in elementary, middle or high schools.

These guidelines apply to all beverages sold on school grounds during the regular and extended school day. The extended school day includes activities such as clubs, yearbook, band and choir practice, student government, drama, and childcare / latchkey programs.

This beverage policy does not apply to school-related events where parents and other adults constitute a significant portion of the attendees. Such events include interscholastic sporting events, school plays, band concerts, and where beverages are being sold as a part of fund-raising activities.

* Milk includes nutritionally equivalent milk alternatives, such as almond, rice, or soy milk beverages.

** As a practical matter, if a school has a combined student body of elementary and/or middle and/or high school students with shared access to areas on a common campus or in common buildings, then the school community has the option to adopt the higher age range.

September 2012