THE TOWN OF

ANTIGONISH

Municipal Food and Nutrition Policy – Town of Antigonish

Vision

The Town of Antigonish is a vibrant, safe, diverse and affordable community, caring in nature, proud in its heritage and committed to sustainability.

The Town of Antigonish is committed to achieving healthy eating[1] opportunities for all its employees and residents. The Town strives to create a healthy eating environment[2] to positively impact the health of the community.

Policy Statement

The town will support and actively encourage healthy eating at all recreation and municipal settings and events. This policy will create an environment where healthy food is accessible and available throughout the community.

Goals

To create a healthy food environment in the indoor and outdoor public spaces within our community that:

1) Promote and model the principles of healthy eating
2) Increase the availability and accessibility of healthy food options at recreation and municipal settings and events
3) Decrease the availability of less healthy food options at recreation and municipal settings and events
4) Improve the visibility, availability and placement of healthy food options
5) Decrease the marketing and advertising of less healthy food options to children and teens
6) Create more edible planting[3] within traditional landscapes

1- See Definition of Healthy Eating page 7

2- See Definition of Healthy Eating Environment page 7

3- See Defintion of Edible Landscaping page 7

4- Information taken from Healthy Eating in Recreation and Sport Settings Guidelines, Province of NS, 2015.

Scope

This policy applies to the food and beverages served and sold in the following:

Municipal owned and operated facilities- Public Works, People's Place Library, Antigonish Arena, Sports fields, Playgrounds and green spaces.

All recreation programs and municipal events, meetings, special events, fundraisers and sales

All municipal workplace wellness programs

All canteens, contracts and vending machines located in municipal facilities

All organizations who receive financial support from the town will be encouraged to follow the policy. Therefore any community organization who receives a grant from the Town of Antigonish should follow the policy.

This does not apply to food and beverages brought in for meals and snacks by employees.

Organizations or individuals who rent space/rooms or use municipal facilities will be encouraged to follow the policy and offer more healthy food options.

This does not apply to tea and coffee. This means that tea and coffee can be served.

Food and Beverage Nutrient Criteria

Food and beverages served in recreation and municipal settings will be categorized based on the Food and Beverage Nutrient Criteria Categories of the Healthy Eating in Recreation and Sport Settings Guidelines 2015 for the province of Nova Scotia. See more information in the Healthy Eating Antigonish Tool Kit.

The Food and Beverage Standards divides foods into Maximum, Moderate and Minimum Nutrition categories. **Food provided in all municipal settings will offer 60% of the choices as Maximum, 30% of the choices as moderate and 10% of the choices as minimum**.

Maximum Nutrition: Food and beverages that are part of the four food groups of Canada's Food Guide to Healthy Eating. These items are high in essential nutrients for healthy development, growth, learning, performance and enjoyment (e.g. vitamins, minerals, protein, carbohydrate, essential fatty acids, fibre, and water) and are low in sugar, salt, sugar, sweeteners and saturated and trans fats. They have undergone little or no processing.

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4- Information taken from Healthy Eating in Recreation and Sport Settings Guidelines, Province of NS, 2015.

Example[4]: Maximum Pizza would contain whole wheat crust, low-fat mozzarella cheese, vegetables, and roasted chicken

Other examples: Fresh fruit, vegetables and hummus, 1 per cent milk, some yogurts

Moderate Nutrition: Food and beverages that are part of the four food groups of Canada's Food Guide to Healthy Eating. These items contain essential nutrients for growth, learning, and health (e.g. vitamins, minerals, protein, carbohydrate, essential fatty acids, fibre and water) but are somewhat lower in fibre and higher in fat, salt, sweeteners and/or processing.

Example[4]: Moderate pizza would contain white pizza crust, regular mozzarella cheese, vegetables, and lean ground beef

Other examples: Some yogurts, some granola bars and muffins

Minimum Nutrition: These food and beverages may or may not be from the four food groups of Canada's Food Guide to Healthy Eating. They offer minimal nutritional value; are very high in sugar, fat, salt, caffeine, sweeteners and/or processing; and tend to replace nutritious foods when available as meals and snacks.

Example[4]: Minimum pizza would have white crust, regular mozzarella cheese, and pepperoni

Other examples: Candy bars, potato chips, candy

Implementation of the Food and Beverage Nutrient Criteria

This policy will reflect the recommendation of the Healthy Eating in Recreation and Sport Settings Guidelines 2015 for the Province of Nova Scotia for a phased in approach to the nutrient criteria.

Year One- Education and training for municipal staff and municipal facility users on the policy.

Year Two- Increase the offerings of foods and beverages that fall into the maximum and moderate nutrient criteria, and decrease foods and beverages that fall into the minimum nutrient criteria.

Year Three- Food offered in all municipal facilities and recreation settings will comprise of 60% maximum, 30% moderate and 10% minimum.

Healthy Eating Promotional Pricing

The intake of nutritious foods increases when they are priced in a manner that makes them accessible to the majority of the population.

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Food and beverages from the Maximum nutrition list will be priced competitively meaning they will be sold at a lower or equal price to food and beverages in the Minimum nutrition list.

Placement

Strategic placement and visibility of foods increases the likelihood that those foods will be chosen.

Priority space will be given to food and beverages as defined by the Maximum nutrition list. For example, placing foods such as vegetables and fruit where they can be seen and not hidden behind less nutritious options.

Supporting Local Food

Antigonish and other areas of the province produce an abundance of produce and products. Buying food that is locally produced supports agriculture and business and means that more money remains in the community. When possible, municipal and recreation settings will serve local, seasonal food and beverages. See examples of how to access local food in the Healthy Eating Antigonish Tool Kit.

Food Safety

Nova Scotians must receive food that is safe and healthy to eat. All food served in municipal settings are to follow food safety standards by Nova Scotia's Department of Environment.[4] Resources and factsheets are available on their website, www.novascotia.ca/nse/food-protection/factsheets-publications.asp

Food establishments within municipal settings which hold a food establishment permit from the Nova Scotia Department of Environment are to prepare and serve foods in accordance with Nova Scotia Food Safety Regulations.[4]

Beverages

Water is an essential nutrient. Municipal recreation programs will promote consumption of water during recreation and sport activities. Municipal tap water is an acceptable source of drinking water. The use of plastic water bottles will be strongly discouraged on Sports Fields, Playgrounds and green spaces. Healthy Eating Antigonish will supply reusable water bottles to sports teams at the initiation of this policy. See handout Hydration of the Young Athlete in the Healthy Eating Antigonish Tool Kit.

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Health Canada does not recommend consumption of energy drinks which contain high levels of caffeine and sugar (examples include Red Bull, Monster) by people under the age of 18. Therefore, energy drinks will not be served or sold within municipal settings.

Food Packaging and Environmental Consciousness

Municipal settings should take action to decrease food waste as well as waste from packaging and disposable dishes.

Recycling and composting should be supported with the availability of green bins and recycle bins within municipal settings.

Reusable water pitchers, glasses, dishes, and cutlery (free from advertising) should be used when possible. Recyclable or biodegradable materials are to be used if reusable options are not available.

Bulk service, instead of individual portions, will be used when possible.

Fundraising

When food is part of fundraising in municipal settings it will focus on foods and beverages from the Maximum and Moderate nutrition options. Menus created for fundraising events must comply with the policy. See the Healthy Fundraising handout as part of the Healthy Eating Antigonish Tool Kit.

Breastfeeding

The Town of Antigonish promotes, protects and supports breastfeeding.

The World Health Organization, Health Canada and the Canadian Pediatric Society promote breastfeeding as the best way to feed infants and young children for optimal growth and development.[4]

The *Nova Human Rights Act* gives women the right to breastfeed in all public areas. [4]

A welcoming atmosphere will be provided to breastfeeding mothers to breastfeed anywhere, anytime in the setting as desired. [4]

If/when requested, facilities, organizations etc. will work with breastfeeding mothers to provide a comfortable private space for mothers to breastfeed her child(ren) whenever possible. [4]

As employers, municipal settings will support employees who return to work after maternity leave to continue to breastfeed their child by providing space and allowing breaks to pump breast milk as well as providing storage for breast milk.

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All municipal facilities will display the breastfeeding friendly sticker in their entry way which can be obtained through the local Public Health office.

Marketing to Children and Youth

Marketing[1] has a strong influence on the foods and beverages we purchase and consume. Evidence is growing regarding the negative impacts on children of the marketing and advertising of food and beverages of minimum nutrition. Although sponsorship[1] may be needed for recreation and sport activities it can come into direct conflict with the health-promoting benefits of taking part in these activities.[4]

Sponsorship must be designed to meet the health and educational needs of the participants, rather than commercial motives.[4] Food and beverages that are marketed in municipal recreation settings must be from the Maximum Nutrition Category.

Edible Landscaping

Edible landscaping will be promoted in outdoor spaces at municipally owned and operated facilities and green spaces. Edible landscaping promotes the availability and accessibility of nutritious and locally produced food options and supports food literacy by making visible how food is grown and what types of food can be grown in our region.

Policy Enforcement and Monitoring

Feedback regarding implementation of this policy can be directed to the Town of Antigonish Recreation Department by phoning 902-867-5595. The Recreation Department will follow up with the Public Health Nutritionist from the Nova Scotia Health Authority if required for further nutritional guidance or support (for example, to answer questions about a specific nutrition issue, get advice on menu development, request a handout to support the policy).

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Definitions

Healthy eating refers to patterns of eating that, over time, meet individuals' energy and nutrient needs, and that promote health and minimize the risk of nutrition related conditions and diseases. Canada's Food Guide to Healthy Eating is the basis for this pattern of eating and includes food and beverages from each of the four food groups, making choices that provide maximum nutritional value most often.

A **healthy food environment** is one where healthy foods and beverages are the norm. A healthy food environment is supportive of and encourages eating healthy foods and beverages by making healthy foods and beverages available, appealing and affordable.

Edible Landscaping is a process where plants used in parks, municipal properties and streets are replaced with edible plants such as berry bushes, herbs, fruit trees, leafy greens and vegetables.

Marketing is a process companies use to influence consumer spending decisions and build brand awareness and brand loyalty. Marketing includes but is not limited to advertising, corporate branding, promotion, product packaging, corporate sponsorships, naming rights, the use of brand mascots, coupons, and product giveaways. Advertising is a visible form of marketing.[4]

Sponsorship is supporting an organization or group through the provision of resources such as money or in-kind gifts or services.[4]

CAO's Annotation for Official Policy Book

Date of Notice to Council Members of Intent:	June 20, 2016
To Consider (Minimum 7 Days):	June 27, 2016
Date of Passage of Current Policy:	June 28, 2016
Chief Administrative Officer	June 29/16 Date

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