



# Evaluating Food Service Guidelines Using Micro-Market Sales Data

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# Background on Healthy Nutrition Guidelines

## Executive Order 13-06 (2013)

- Executive and small cabinet agencies
  - Over 50 agencies, 57,000 employees and 18,000 custodial residents
  - Vending machines, micro-markets, cafes/cafeterias, meetings and events, institutional meals and food programs
- Established **Healthy Nutrition Guidelines**
  - <https://www.doh.wa.gov/CommunityandEnvironment/WorksiteWellness/HealthyNutritionGuidelines>
- Department of Health led guidelines workgroup, created implementation guides and provides technical assistance

# Sales Data Experiences, 2014 - 2018

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## Cafeterias

- Individually operated
- Pre-implementation
- Lack of relationship/trust
- Lack of incentive

## Vending Machines

- Lack of product reliability

## Micro-Markets

- Product reliability
- Robust data

# Micro-Markets

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# The Rise of Micro-Markets in Washington State

YEAR	Cafés Assessed	Café Interviews	Vending Machines Assessed	Micro-Markets Assessed	Micro-Market Sales
2014	9	5	22	-	-
2015	10	6	97	3	3
2016	9	-	81	5	5
2017	9	-	72	9	20
2018	9	10	103	9	30

# Why was Data Sharing Successful?

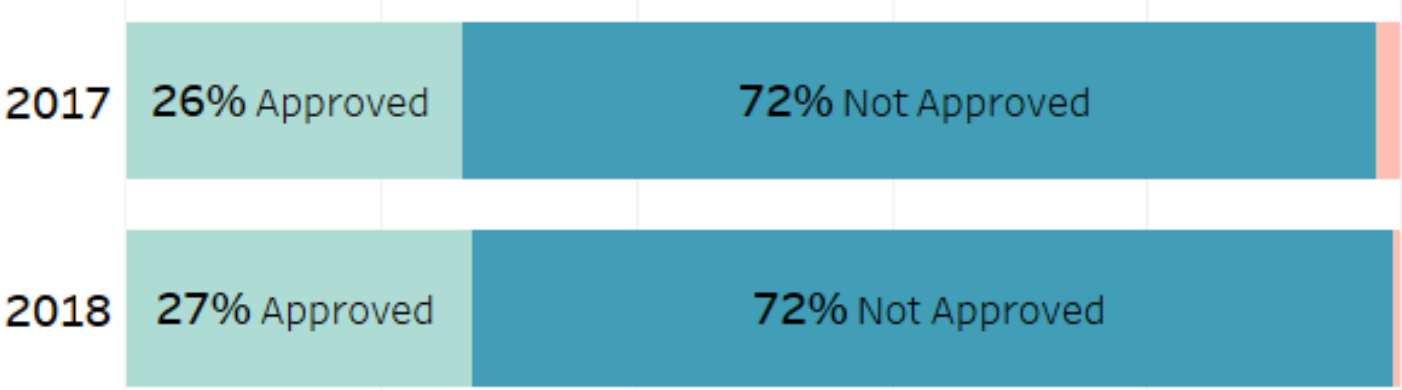
- Having a food service guidelines policy
- Ability to help monitor compliance
- Providing technical assistance
- Newness and rapid growth of markets
- Sales analysis for “healthy” vs “limited” items

Table 13c. Top 15 items sold in **2018** (January-June)\*

Product	# of items sold	% of all items sold
<b>20 oz. Diet Soda</b>	8,075	3%
Cheddar Cheese Squares	7,857	3%
<b>String Cheese Mozzarella</b>	6,640	3%
20 oz. Soda	4,737	2%
<b>20 oz. Diet Soda</b>	3,750	2%
<b>20 oz. Water</b>	3,233	1%
2% Half Pint White Milk	2,848	1%
<b>20 oz. Soda Zero</b>	2,791	1%
<b>Hard Boiled Eggs</b>	2,615	1%
<b>16 oz. Energy Drink Zero</b>	2,570	1%
<b>12 oz. Flavored Water</b>	2,528	1%
20 oz. Soda	2,017	1%
Cottage Cheese	1,929	1%
Chips 2 oz.	1,872	1%
12 oz. Soda	1,865	1%
<b>Grand Total</b>	<b>55,327</b>	<b>22%</b>

*\*Items in bold are approved under the HNG*

Figure 12. Percent of total approved vs. not approved items **sold** in June 2017 and June 2018\*



*\*Sales data only include the same markets observed during in-person site audits*  
*\*The pink rightmost bar denotes items for which we were not able to determine approval status*

Figure 13. Percent of total approved vs. not approved items **observed** in June 2017 and June 2018

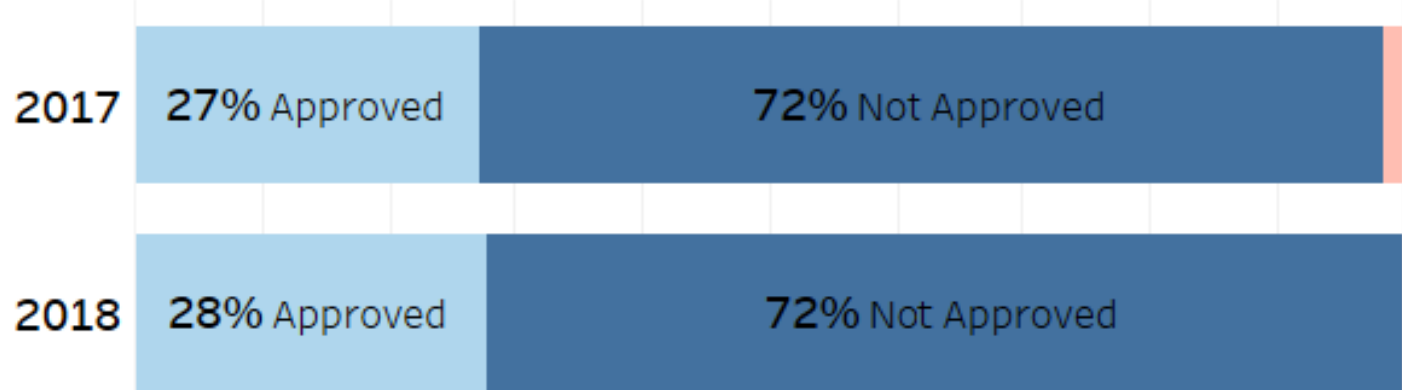




Figure 16a. Percent of total beverages sold by beverage category and year

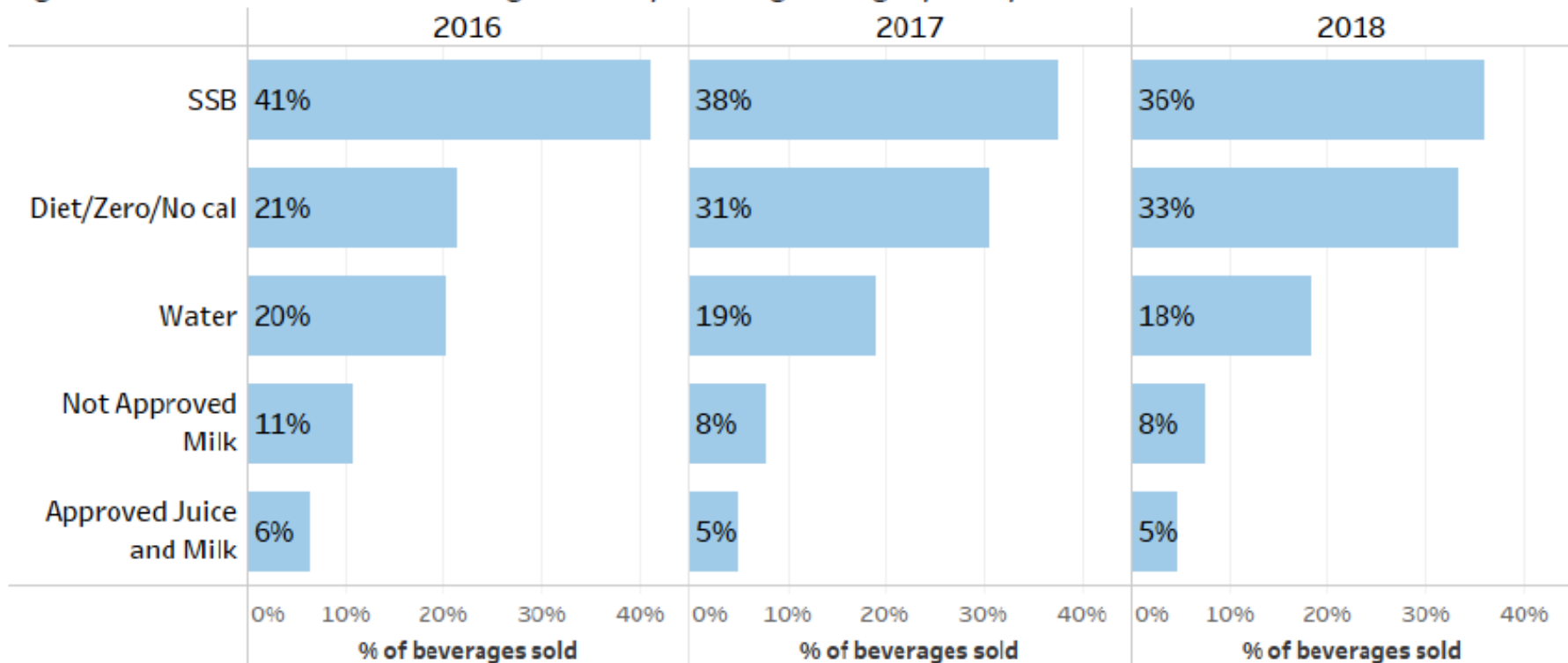


Figure 16b. Percent of total beverages sold by approved versus not approved status and year

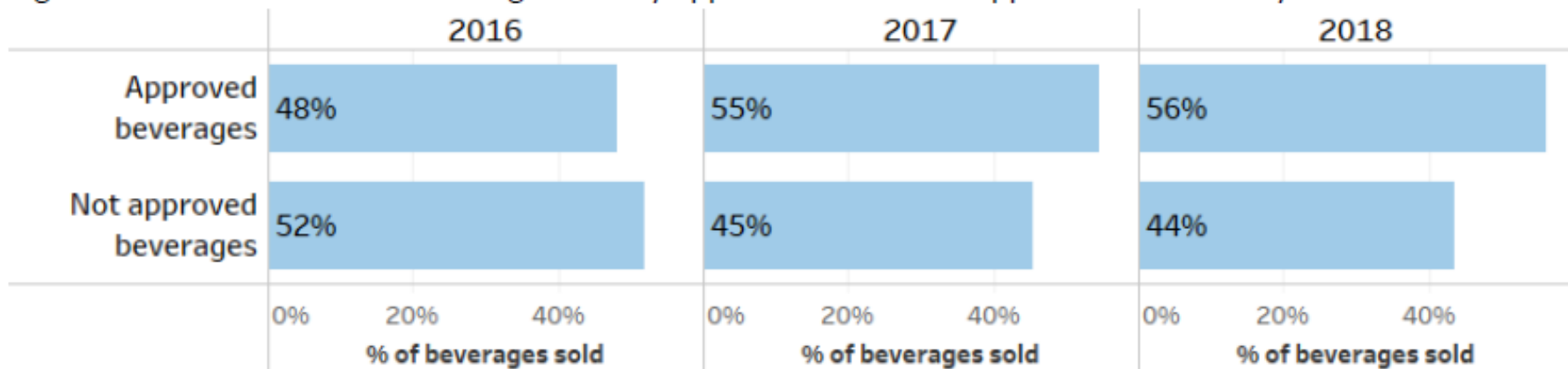


Figure 14. State agencies' percent of total purchases that were approved under the HNG

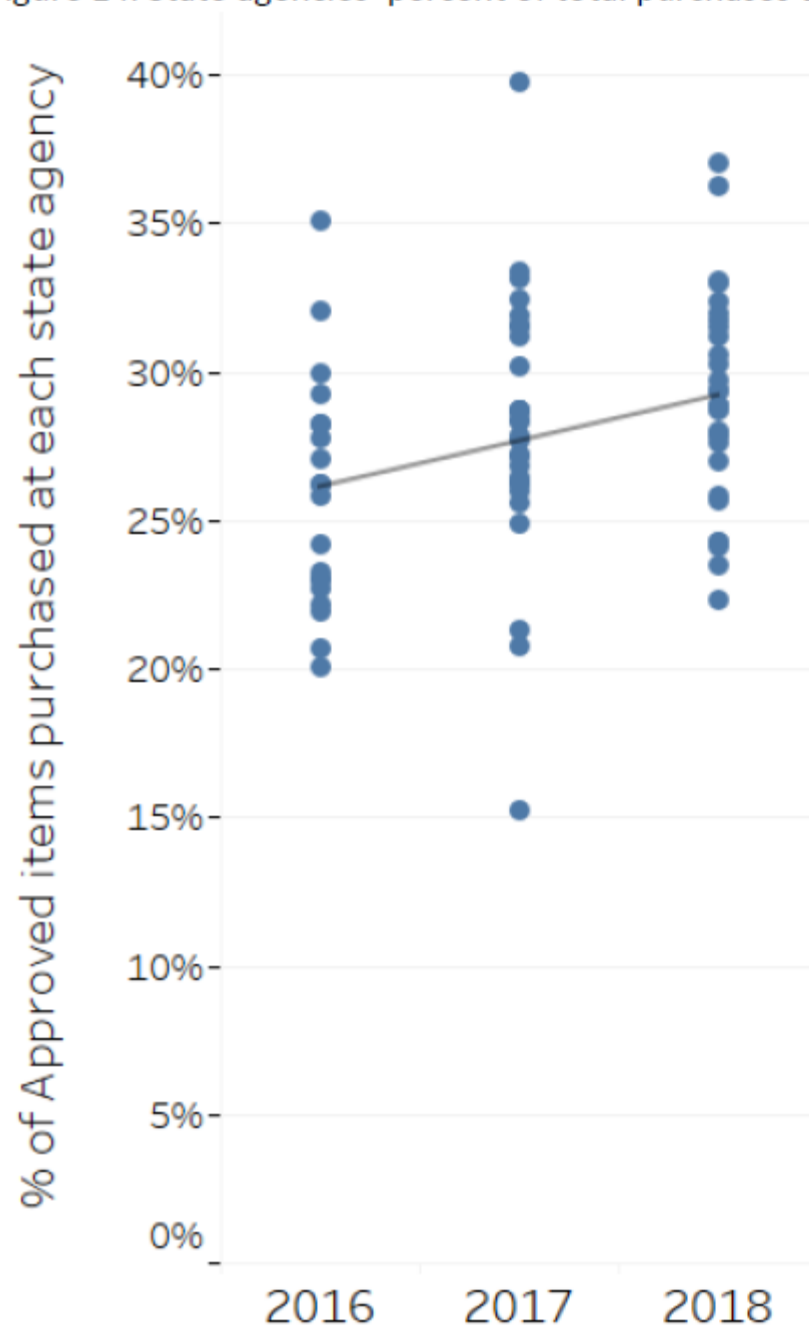
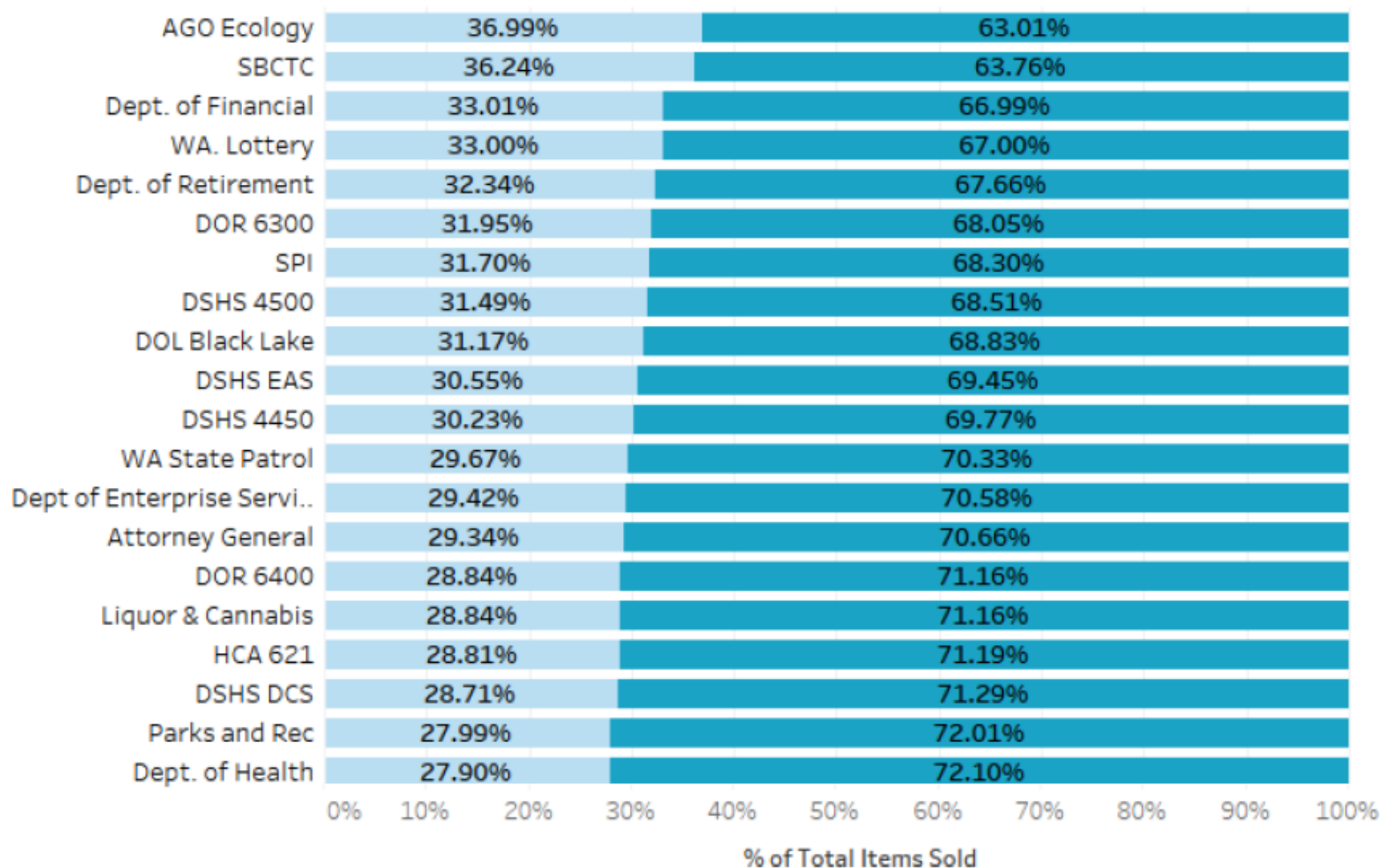


Figure 15c. Total approved vs. not approved sales in each state agency with a micro-market in **2018**  
(January-June)



# Sales Data

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- Demonstrated that making healthier items available did not negatively impact sales
- Showed that sales of healthier items are increasing
- Reinforced that people go to micro-markets to purchase healthier foods

# Resources

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*Executive Order 13-06: Improving the Health and Productivity of State Employees and Access to Healthy Foods in State Facilities*

[http://www.governor.wa.gov/sites/default/files/exe\\_order/eo\\_13-06.pdf](http://www.governor.wa.gov/sites/default/files/exe_order/eo_13-06.pdf)

Washington State's Healthy Nutrition Guidelines Website

- Guidelines and implementation guides for various food venues
- 2014 to 2018 evaluations

<https://www.doh.wa.gov/CommunityandEnvironment/WorksiteWellness/HealthyNutritionGuidelines>

# Thank you!

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